

**American Association of University Women**  
Community Partners: Dr. Sally Kiester, Kathleen Brickley  
Student Consultant: Guillaume Pignol

## **Executive Summary**

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### **The Organization**

The Pittsburgh branch of the American Association of University Women (AAUW) works to promote education, equity and social justice for women and girls. The non-profit offers programs to encourage women to create organizations both in the US and overseas. The organization's major project, called the Young Academics for International Awareness (YAIA), focuses on leadership development for women abroad.

### **The Community Partners**

The two Community Partners, Dr Kiester and Kathleen Brickley, have key role in the organization. Dr. Kiester, who has an extensive experience with non-profit organizations, created YAIA and leads the international effort of AAUW. Kathleen Brickley has multiple roles in the board including Communications Chair and Membership Coordinator. She has the crucial responsibility of linking all of the members of the organizations via e-mails and the website.

### **Scope of Work**

The work between the two CPs and the consultant during the semester had the primary goal of increasing AAUW's ability to communicate. Both internal contact between members and external visibility were a problem because these two factors prevented AAUW to meet its mission effectively. Members, and especially Kathleen Brickley, spent a lot of time exchanging information. AAUW's visibility with the outside world through its website was not sustainable which in turn affected membership, revenues, fundraising and AAUW's mission.

The solution to these two main problems regarding communication included training AAUW volunteers to build e-mail distribution lists and update their website. This training occurred through weekly meetings where AAUW's old website was completely re-designed.

### **Outcomes**

After working for a semester, AAUW now has the technology to effectively communicate both internally and externally. The website has been completely designed by the CPs and the new webmaster of the organization. There are no more ads on the site and the organization has the ability to update it weekly. AAUW has control over the great majority of the content and now has the skill to change it as they see fit. In addition,

Kathleen Brickley now has experience with distribution lists and data transfers. She can use e-mail more effectively and in less time because e-mails are stored in specific d-lists instead of multiple documents and spreadsheets.

### **Recommendations**

AAUW can expand capacity and increase sustainability of their new technology by accomplishing two specific tasks. The first consists of implementing online fundraising with the new AAUW website. This will enable the organization to make the donation process easier and reach more donors, which in turn, will help fund more programs and fulfill AAUW's mission statement. Secondly, the organization needs to plan the use of technology, which mainly consists of the new website. After implementing a new technology, it's crucial for the organization to plan the maintenance and use of this tool in order to make it sustainable and effective.

<p><b>Community Partner Contact Information:</b></p> <p>American Association of University Women <a href="http://www.aauwpittsburgh.org">www.aauwpittsburgh.org</a></p> <p>Dr. Sally Kiester Kiester@stanford.org</p> <p>Kathleen Brickley kgbrickley@aol.com</p>	<p><b>About the Consultant:</b></p> <p>Guillaume Pignol is currently a junior majoring in Information Systems at Carnegie Mellon University with a concentration in Data Mining. After graduating, he plans to pursue a Master's Degree in the field of Computer Science or Statistics.</p>
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## **About the Organization**

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### **The Organization**

The American Association of University Women (AAUW) was founded in 1881 and regroups more than one hundred thousand members across the United States. The Pittsburgh branch is one of thirteen hundred branches in the country.

AAUW's mission statement is:

*The American Association of University Women promotes equity for all women and girls, lifelong education, and positive societal change.*

The main board of the Pittsburgh branch has instituted an International Alliance committee who form the Young Academics International Alliance (YAIA) which promotes the mission abroad. Thus, the Pittsburgh organization has two main committees which are the AAUW board running the entire branch, and the I.A.C. focusing on the programs associated with YAIA.

### **Facilities**

AAUW does not have official facilities. Thus, the board members plan meetings and events in public locations in the Pittsburgh area. One AAUW board meeting occurs every month at the Pittsburgh Athletic Association located on Fifth Avenue in downtown Pittsburgh. Planned events such as AAUW picnics take place in the garden of churches like the First Unitarian Church on Morewood Avenue. All other meetings concerning AAUW members occur in coffee shops in Pittsburgh.

### **Programs**

Both the AAUW branch and the international committee of YAIA offer a number of programs for members:

- Assistance with settling in Pittsburgh for international women coming for graduate study. The organization has representatives in Pittsburgh's universities such as UPitt, Carnegie Mellon and Chatham College to establish contact with these foreign women.
- Leadership forums for women which encourages foreign students from YAIA to promote the organization's mission overseas. AAUW assists some members to attend a Yale University's Women's Campaign School.
- Conferences and social meetings raising awareness of various topics pertaining to the organization's mission. AAUW either directly organizes or promotes conferences regarding women's rights, international relations, and the process of running a non-profit organization.

### **Staff**

AAUW has no official employees as all of the members participating in the organization are considered to be volunteers. The main board is made up of 12 members and the international alliance committee has 7 members. The Community Partners for AAUW are Dr. Sally Kiester and Kathleen Brickley, who both have influential positions in the organization. Dr. Kiester created YAIA and serves on the board as the Vice President of international affairs. Kathleen has several positions on the board of members, including Vice President of membership and Communications Chair.

Overall, there are 40 branch members and 15 official YAIA members. The branch members are studying, working or retired while the women associated with YAIA are mostly graduate students in colleges around Pittsburgh. YAIA members come from diverse countries including Romania, China and Peru. Members help the organization by paying annual dues and some help directly by planning and organizing social events.

### **Technical Environment**

The lack of facilities and nature of the organization make the technical environment fragmented and dependent on each individual. The members who own computers are mainly associated with YAIA. The machines they use are personal computers, either recent dell or hp desktops in the university offices where these members do research. They run Microsoft Windows XP, use e-mail, Microsoft Office and regularly go on the internet.

A majority of the board members, on the other hand, rarely use computers and therefore do not use e-mail to communicate. Instead, a phone tree structure is used to inform members of the events planned by AAUW. This process enables direct and precise communication between members but can be very time consuming. Despite not widely using technology, the majority of board members have access to a personal computer in their homes.

### **Technology Management**

This disparity within the organization makes technology management a spontaneous process which occurs only when some members have problems with their computers. There exists no precise protocol for fixing member's computers. Instead, each person individually manages the maintenance of their machine by asking someone they know or finding help at the college where they work.

When the organization wanted a website, this task was outsourced to a student volunteer who had ties with the organization. The website was the first time that AAUW identified the need for a technology solution for the entire organization. AAUW does not have a technology plan and has no budget designed to pay for technology needs. For the most part, members independently get assistance from their entourage when they have problems with their computer. Sally and Kathleen ask members of their families who have technology expertise when their computers crash. YAIA members who do research at the University of Pittsburgh ask friends or the university maintenance to fix their machines.

## **Internal & External Communications**

E-mail is the primary tool used for both internal and external communication. Kathleen Brickley, the communications Chair, sends e-mails to communicate with other members and to invite people to events. The board members generally prefer calling each other rather than using e-mails. Less of the majority of this group regularly uses computers because of a lack of technology expertise and thus sees the phone as the only direct way to communicate.

A website and a discussion group were created by a student volunteer in the hope of improving external communication. This web development project was finished 4 months ago using static HTML pages and one JavaScript form. The discussion group was created by configuring a Yahoo group. The completed website did not meet of the requirement envisioned by Kathleen who thinks that some information is missing. The intern graduated before she had the time to add all of the desired content. Kathleen also dislikes the ads that have to be included on the web pages since the site is hosted on Yahoo's geocities. In addition to esthetic and content problems, no-one has the technical knowledge to update the web site. Thus, the pages have not changed once since the four months that the web site has been up.

## **Information Management**

The main role of electronic mails for external communication and internal planning make e-mail listings extremely important to AAUW. These lists of electronic addresses are contained in multiple Microsoft Excel and Microsoft Word files that have to manually be updated and processed to be used. Kathleen Brickley has all of these files on her computer and is the one responsible to maintaining and using this data. She currently needs to manually copy and paste lists of e-mails into one Microsoft Word document every time she wants to send a mail.

## **The Consulting Focus**

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**Task 1: Improve the organization's internal and external communication via extensive training and technology development.**

### **Problem being addressed**

The organization's biggest problem lay with communication, both between the members internally but also externally with the outside world. The branch used a website and e-mail communication, but was greatly limited with the effectiveness of these internet tools because of a lack of expertise. The web site and e-mail are both vital to the organization because of the great importance of communication in AAUW. The non-profit meets its mission by encouraging diverse women to work and learn about equity together. Therefore, since the organization needs to successfully connect an important number of people together to meet its mission, the efficiency of AAUW's communication should have been greatly increased. This efficiency could be measured in terms of

reliability, distance between communicating members and the time it took to communicate with all AAUW members on a regular basis.

The website, which had been outsourced to a student volunteer, could not be maintained because that student graduated and was no longer available to the organization. No-one in the organization had the technical skills to maintain that website which created a complete dependency on the creator of the site. Some YAIA members have said that they had forgotten to check the website since they knew that nothing was being updated and no current information would be available on the web.

In addition, the e-mail data could not be used effectively because of the way it was kept in Microsoft Excel and Microsoft Word documents. This data was never merged into one practical file since Kathleen Brickley, the CP who manages AAUW's e-mail data, had no prior knowledge of doing data transfers. With the old e-mail procedure, Kathleen needed to spend more than an hours' work each time she wanted to send an e-mail to branch members to announce an event. Kathleen explained that using the phone as another alternative could be even more time consuming. Thus, improving to organization's ability to maintain its own website and changing the e-mail data's organization were the most important elements needed to improve AAUW's overall communication problem.

### **Impact on the Organization**

The communication issues with e-mail and the organization's website led to all types of problems. The website's lack of updates made all information outdated and limited the link between the organization and the outside world. The organization's visibility declined because people were not encouraged to check the website regularly as no additional information could have been posted. This lack of visibility limited the recruitment of new members, especially graduate women who come to Pittsburgh and whose only link to the AAUW is the website. It seemed imperative to have good means of communicating with members that live overseas in order to implement YAIA's international program. The non-profit's inability to post anything new also completely prevented any prospect of online fundraising.

With e-mail addresses, opportunities like communicating with potential members were lost and thus limited the number of people attending AAUW's events. The organization had a list of national members of AAUW living in Pittsburgh which were not members of the Pittsburgh branch. Even though these individuals could have been invited to attend AAUW's public events and potentially become members, Kathleen did not have the time to handle the huge amount of Microsoft Excel data to send out e-mails.

Both e-mail and website problems limited AAUW's ability to meet its mission statement. The lack of visibility of AAUW's programs in the outside word and an ineffective communication system decreased the number of women that could be reached by AAUW's programs. The limited fundraising options because of this lack of visibility and communication decreased AAUW's budget and thus the number of programs and services that were offered to members.

## The Outcome

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The main task of the work with AAUW was to improve the way they communicate both among members internally but also with the outside world. I worked with my CPs Dr Sally Kiester and Kathleen Brickley as well as the new webmaster Huiping Xie on the AAUW's website. All of the pages, which used to be hosted by Yahoo's geocities, are now hosted by Marble Hosts Inc. and can be viewed at [www.aauwpittsburgh.org](http://www.aauwpittsburgh.org). During six meetings in the Hunt Library Cluster, we worked together to improve the web pages and insure that AAUW was able to control and update its website in the future.

The site was completely redesigned as the layout was changed and more links were added (screenshots of the website have been included in Appendix A). The site now features many pictures of the people in AAUW and several updatable rubrics on the latest news, the programs, the member of the month and a calendar of events. A total of 30 links have been placed on the left side of the index page, 7 of which are working. The website currently is 26% complete as 23 of the links still point to a temporary construction page.

In addition to focusing on the website, I explained the basics of the HTML language and showed how Microsoft Word could be used to publish articles on the web. I observed that Huiping has acquired the skills necessary to regularly update the website.

More precisely, AAUW's new webmaster can now:

- Log on as an administrator on the web hosting company's website.
- Use the web hosting company's file manager and maintain all of the HTML files of the website.
- Change HTML hyperlinks by looking at the code directly with the file manager.
- Use Microsoft Word's features to build a web page from an existing article and add hyperlinks, pictures, 'mailto' code and control every aspect of the layout.
- Upload new pages to the web site and change links to make the additions accessible to internet clients.

Huiping was able to perform each task on her own and successfully updated the website in real time in front of the AAUW board members.

In addition to the work on the website, I worked with one of my CPs, Kathleen, in order to improve the way e-mail lists are used and organized. Instead of being on separate word and excel documents, several hundred e-mail addresses are organized into Microsoft Outlook mailing lists. Kathleen installed Microsoft Outlook on her computer by herself and built 4 distribution lists. Although she did not have the chance to go further with the application due to time constraints, Kathleen now has the skills to check and send e-mails by using Microsoft Outlook as well as building d-lists to send e-mail to a large number of people.

Before the partnership between AAUW and Carnegie Mellon, the CPs had never been able to update their website. They did not have access to the geocities web account and had little knowledge of HTML. The CPs were also dissatisfied with the layout of the page; both because of presentation but also because of the many Yahoo ads on geocities. Now, they are satisfied with the way the page looks and all of the ads have been removed. When the CPs decide to add a feature the site, they can work with Huiping in order to implement it themselves. The website will be updated at least once every month

according to the CPs. In addition, Kathleen spends less time sending e-mail because she knows how to use and manage distribution lists. Sending an e-mail to AAUW members, which could take more than 30 minutes before, can now be done in less than 5 minutes.

Some expected outcomes have not been observed both with the website and the distribution lists. I have shown Kathleen and Huiping what to do in case of important technical problems, but they have not had the experience of asking for help and fixing those problems. For the website, Marble Host has an effective help center where web technicians can be contacted by e-mail regarding any trouble with the hosting company's services. Although I have shown Huiping how to ask for help regarding the website, she has not gone through the process herself. I also showed Kathleen how to search for information on the internet when she had problems, but she did not go through it on her own. When we encountered a major bug with Microsoft Outlook, I was forced to intervene to find solutions because of time constraints. However, Kathleen implemented the solutions successfully primarily on her own and has detailed documentation to use for setting up Microsoft Outlook and building d-lists.

AAUW will be able to better meet its mission because of an increased visibility and better communication. The staff will communicate more effectively by using e-mail and thus spend less time on this task and reach more people. The website will enable the international goals of the organization to be achieved with success. Now, prospective members in countries like China or Peru can get up to date information on AAUW before actually coming to Pittsburgh or knowing someone in the organization. More women and girls, both from Pittsburgh and other countries, will be able to participate in the programs offered.

The outcomes are likely to be sustained in the next 6 to 18 months because the CPs and Huiping have had hands on experience with the technology. During our meetings, I was able to show the ideas directly but the most crucial aspect was enabling the AAUW volunteers to make changes on their own. They practiced both at our meetings and by themselves to make changes to the website and fix small problems as they arose. Huiping was able to make many changes to the site without my help. Kathleen was able to manage Microsoft Outlook on her own and build distribution lists. However, the primary risk is that the website might never be finished because of a lack of resources, especially time, and also a possible lack of interest. The site only has 26% of its content done and its completion will depend on the CPs and the webmaster. If the website ever gets finished, another risk to its sustainability, as with any internet tool, is that it might not be updated and checked regularly by users. My CPs and I have taken several steps to lower this risk, including:

- Encouraging the entire organization to get involved by having planned a 'website party' where the entire board was involved in finding new ways of using the website.
- Including many pictures of AAUW members on the website to make a greater connection between the technology and the dedication of these people.

- Creating a 'AAUW volunteer of the month' rubric on the site so that everyone can be featured on the internet and encourage friends and family to view the site.

For the d-lists, Kathleen plans to continue using Microsoft Outlook because it effectively meets her needs as a technology user. She has documentation and her own notes to help her set up Microsoft Outlook again in case she has to change computer or reinstall the program.

The CPs and the board have a new vision of the use of technology. They have realized the effectiveness of using technology to communicate and the potential of reaching more people. They came up with many ideas, some of which have been implemented during the consulting partnership such as the layout of their website and the 'volunteer of the month' rubric. The CPs plan to increase fundraising by auctioning pictures online and selling official AAUW apparel. The new vision also encourages the board to get together and discuss their plan for using technology. Although the consulting work did not address technology planning directly, it encouraged the members to think about how technology can increase the organization ability to meet its mission.

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## **Recommendation for the Outcome**

To make the outcomes more sustainable and continue to increase capacity, AAUW should get more web resources to learn more about HTML, web hosting and web design. Although a substantial amount of material was covered during the weekly meetings, additional knowledge could help in troubleshooting and increasing the level of control on the site.

## **Rationale**

The AAUW webmaster can currently use Microsoft Word to produce web pages and update the site. This crucial information should be complemented by a broader knowledge of web design especially for troubleshooting. When a problem occurs, hours of time can be saved with the right resources and a good understanding of how web pages work. Microsoft Word has limited troubleshooting capabilities, which means that knowing and understanding the general organization of the HTML code generated by Microsoft Word can save resources in time.

In addition, additional knowledge in a more advanced web design tool can increase the level of control that AAUW has on its website. Currently, the webmaster has no control on some pages of the site where the consultant had to use a specific tool (Dreamweaver, see below) in order to redesign the pages. When substantial changes need to be done the site, the organization can potentially save many hundreds of dollars by having the webmaster do the changes instead of an outside web expert.

## **Steps**

- 1) Set up a specific schedule of when the website will be updated and when work will be done to change the website's content.
- 2) Make sure that enough time is allocated for troubleshooting web problems. Therefore, there should be at least 24 hours between work is done on the site and when the content should have changed when displaying it with a browser.
- 3) When a specific problem is encountered when updating the website, use the following options according to the software you are using:
  - a. If files from Microsoft Word are not displaying properly and all file names are correct and consistent, check Microsoft Online resource. If a specific error is encountered, search for that error using its unique identification number either on Microsoft's website or on the web.
  - b. When some specific pages are not displaying properly on the website, check the filenames of the files and make sure that all names are the same. Use the web hosting company's file manager or FTP to check the name and content of the files you want to update.
  - c. If the entire website is malfunctioning, use the help center of the Web Hosting Company to contact a web technician.
- 4) Additional help can be available from books about web design and HTML such as Creating Web Pages with HTML and XML written by Patrick Carey. They can be purchased on the Internet either to learn more about specific topics or as a reference for troubleshooting.
- 5) Courses that focus on web design are available in the Pittsburgh area like the ones offered by the Bayer Center for Non-Profit Management at Robert Morris University. These courses cost \$50 and can be extremely beneficial either for troubleshooting or make drastic changes to the web site.
- 6) To make changes to the index of the website and all the pages directly designed by the consultant, you will need a more advance web design tool than Microsoft Word called Dreamweaver.
- 7) To learn how to use Dreamweaver, you will need basic knowledge of HTML including Cascading Style Sheets. Many free tutorials on HTML and Style Sheets are available on the web and are listed in the resources below. A wide choice of books also covers the two subjects concurrently.
- 8) Books on Dreamweaver such as Dreamweaver MX 2004 for dummies will give excellent descriptions to beginners. This book will be helpful for using the specific features offered by the program such as templates, and automatic creation of style sheets.

## Resources

Below are resources that can be helpful in accomplishing the previous steps. The resources concerning troubleshooting for the website are the following:

- When having a problem with Word and the help menus do not help solve the problem, additional information can be found on the Microsoft Solution Center web site: <http://support.microsoft.com/select/?target=hub>.

The website <http://office.microsoft.com/en-us/FX010857991033.aspx> lets you look at Microsoft Word information and contains a product information page and a FAQ page.

- To contact a web technician working for Marble Host directly regarding problems with the hosting company's services, use the help system built for administrators. Select the help menu and open a ticket by filling out their help forms. Select the type of problem you are having from the drop down menu and give a clear explanation of the problem in the text box. Some problems have been fixed in less than 10 minutes while others can take several days.

To gain more web design and HTML skills, both for troubleshooting or to have further control on the website, use these resources:

- Multiple tutorials on HTML and Style sheets can be found on the W3C website.
  - The site contains good examples and lets users make changes to HTML and see the results in real time: [http://www.w3schools.com/html/html\\_intro.asp](http://www.w3schools.com/html/html_intro.asp). Both basic topics and advanced ones like attributes, layout and scripts are covered.
  - To view a tutorial on style sheets used to format the layout of websites, go to <http://www.w3.org/Style/Examples/011/firstcss#navbar>. Some sections specified as being "advanced" give very informative instructions about style sheets.
  - Another good tutorial on HTML and Style Sheets can be found on <http://www.htmlcodetutorial.com/>. The website gives a lot of detail about all of the main topics of the code and also offers forums to post questions.
- HTML book titled Creating Web Pages with HTML and XML written by Patrick Carey. This book is used by the Information Systems department at Carnegie Mellon and is excellent for beginners in HTML. It can be purchased for \$69.99 on Amazon's new and for about \$20 second hand.
- The Bayer Center for Non-Profit Management at Robert Morris University offers courses in web design as well as Microsoft Outlook. Courses are done in one time sessions which cost \$50. Customized sessions can also be organized for groups of more than 6 people.

To see the current courses offered by the Bayer center see:

[http://www.rmu.edu/OnTheMove/findoutmore.open\\_page?ipage=60396](http://www.rmu.edu/OnTheMove/findoutmore.open_page?ipage=60396)

To get more information, contact Sallie E. Wormer at [wormer@rmu.edu](mailto:wormer@rmu.edu) or by phone at 412-227-6823.

In order to make important changes to the website, use the following resources. Learning about HTML and Style sheets are a prerequisite to using this more advanced web design program.

- Purchase the software Macromedia Dreamweaver. This software is the **only** one that can be used because the previous website designer employed specific features such as templates that can only be changed by the software.
  - The product, which normally costs \$499, can be bought on TechSoup for \$35 (93% discount!) by looking at <http://www.techsoup.org/stock/default.asp?visit=1> and searching "Dreamweaver". One piece of software can be purchased per year by qualifying none profits.

- A free 30 day trial of Dreamweaver can be found at <http://www.macromedia.com/cfusion/tdrc/index.cfm?product=dreamweaver>
- The book “Dreamweaver MX 2004 for Dummies” has excellent reviews and will be essential for using the software. It can be purchased for as low as \$16.49 on [www.amazon.com](http://www.amazon.com)

## **Additional Recommendations**

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### **Recommendation #1 – Online Fundraising**

My CPs have expressed the need to acquire funds via the internet to increase program funding and further improve the quality of AAUW’s public events. There are many ways to accomplish this task. The steps below outline one solution using specific websites that will be cost effective and easier to implement than a fully customized system.

#### **Rationale**

Online fundraising has become widespread and can considerably help organizations meet their mission with increased funding and greater donor satisfaction. Giving donors the chance to easily and safely donate online has the potential to increase funding for AAUW. Several articles including one from [www.nonprofits.org](http://www.nonprofits.org) greatly encourage non-profits to make online donations possible as donors tend to give larger sums more frequently. The money can then benefit the programs offered by AAUW. In order to enable internet users to donate money directly online, they have to input either their credit card numbers or their PayPal information. This functionality can be implemented by web designers who have good knowledge of internet security and can link the site to major credit card companies. However, this method could cost many hundreds of dollars to implement for AAUW and be risky because of the possibly dubious credentials of consultants.

AAUW can implement this solution at no cost by using the service of other non-profits who have already implemented a secure fundraising option. The AAUW webmaster can set up a link from the AAUW website to the other websites for a 3% processing fee.

#### **Steps**

- 1) Set up an account for AAUW on the website of the non profits GuideStar and JustGive or NetworkforGood (see resources below). These two non-profits have the biggest and most trusted web sites for enabling other non profits to safely receive donations online.
- 2) Use the resulting link to your account and include it on the AAUW website.
- 3) Once users can donate online by easily going to JustGive’s website, implement a special donations’ page according to your needs.

- 4) Any fundraising efforts can now be implemented, including the discussed photo sale. Clients can pay with JustGive and AAUW can send the pictures once that the payment has been verified.

## Resources

- In order to set up an account that enables you to get donations online, AAUW must set up an account on GuideStar at <http://www.guidestar.org/>. This non-profit organization collects information on other non-profits for research and informing internet donors.
- Once AAUW Pittsburgh has an account on GuideStar's website, an account can be created on JustGive at <http://www.justgive.org/>
  - Steps to be used to set up an account can be found at: <http://www.justgive.org/html/nonprofits/NonProfit.html>
  - The non-profit organization has the obligation of taking 3% of every donation for credit card fees but does not benefit in any way from any donation.
  - JustGive automatically sends an online acknowledgement to every donor online to be used as a tax receipt. Checks are processed every month and sent to the organizations.
  - JustGive can send detailed reports of donations by requesting them at the following e-mail: [info@justgive.org](mailto:info@justgive.org)
  - To be notified of add-ons and new features offered by JustGive, email the following: [notify@justgive.org](mailto:notify@justgive.org)
- The website <http://www.networkforgood.org/> offers the same service as JustGive and can be used in the same way by following the steps outlined above.

## Recommendation #2 – Web Information Management

After the implementation of technology solutions, organizations need to plan how the new technology will be managed to be sustainable. During the monthly board meetings, AAUW has to include a number of steps to help in making decisions regarding the website and the mailing lists.

### Rationale

The introduction of a new technology in an organization only represents the first step in the implementation of that technology. Organizations typically spend the majority of their computer related spending on maintenance once the implementation is done. Thus, AAUW needs to focus on the maintenance and sustainability of the website.

Planning with technology becomes important because the website cannot survive without funds and time spent by the staff, both essential resources of a non-profit

organization. Getting the entire organization involved will also prevent the website to become an isolated technology only used and controlled by a small number of people.

Finally, planning for the website will make recovery possible in case of a major technology disaster. The website should be able to be re-created from nothing in a little as a few days by taking effective precautions.

## Steps

- 1) Have the website committee (Sally, Kathleen and Huiping) present the status of the website and its content to the board during AAUW's monthly meetings.
- 2) The content that has to be considered by the board are:
  - Latest news box, which can be updated weekly
  - Programs box
  - Member of the month rubric
  - The calendar, which has 8 free slots for the next events
  - The progress of adding content to the links on the left of the index page.
- 3) Encourage everyone to participate to the update and management of the site by splitting the tasks of finding content.
- 4) Make a work plan to divide the task of adding the content to the web. At this point, 24 hyperlinks on the left of the index page remain unused. The schedule should outline the order in which each link is updated and the person responsible for working with the website committee. Please see Appendix B for a sample work plan for AAUW.
- 5) The progress of the work plan should be discussed every month by AAUW's board; else there exists a high risk that the website will take extremely long to update. Approximately 2 links should be updated each week as people know they are responsible according to the work plan.
- 6) In addition to considering the content of the site, the cost of web hosting should be included in the discussion. The website costs \$119.90, and its subscription should be renewed before **October 12<sup>th</sup> 2006**.
- 7) Clearly define the role of the webmaster based on the time of work required to make the updates. To have an effective management of this technology, the task should be shared as much as possible. Each person responsible for getting content for a link should give the webmaster Microsoft Word documents in the format it should be displayed with a browser to make updates less time consuming for the webmaster.
- 8) One of the most important roles of the webmaster is to make regular backups of the HTML files that make up the website. Regular backups will prevent big losses in case the web company's server crashes or the webmaster's computer fails.
- 9) Backups of the website should be done at least monthly by the webmaster. Some tools enable quick access to an FTP server which will make server backups easier. In addition, backups on compact disks or on an external hard drive should be done to have multiple copies of the files on different storage systems.
- 10) Once the webmaster has updated at least 5 links, she should make a video recording the screen and her voice which explains how to update the website. To do this, the software Camtasia can be used since a free trial version is available on

the web and it is extremely easy to use. It incorporates straightforward video editing tools that are much easier to use compared to professional software such as Adobe Premiere or Apple's Final Cut Studio.

- 11) The resulting videos will be of great value to AAUW, which will be able to either train other volunteer or make sure that the next webmaster will have the necessary skills needed to update the site.

## Resources

- To make any changes to the website including renewing the subscription, access <https://supremecenter26.com/members/login.php> and click on "Plan Renewal" on the left panel.
- Although backups can be done manually, some software can help. Internet Explorer has some limitations and bugs with FTP and the following software provides the necessary security needed when doing backups :
  - A free software to do FTP download and uploads:  
[http://www.download.com/Fresh-FTP/3000-2160\\_4-10424107.html?tag=lst-4-1](http://www.download.com/Fresh-FTP/3000-2160_4-10424107.html?tag=lst-4-1)
  - Another backup software available for free:  
<http://www.handybackup.net/>
- Sample documents describing the roles of AAUW webmasters can be found on the website of AAUW North Carolina at <http://www.rtpnet.org/aauwnc/02-03/SummerMeetings/TechChairDraft.htm>. This document can be a great help by giving information on other AAUW branches and their use of technology over a long period of time.
- Train additional volunteer either to help out or to replace the webmaster in case she leaves by using Camtasia Software. This program enables you to create videos of a computer screen and record voice at the same time. Thus, the webmaster can create short tutorial videos on how to update the site and show them to volunteers. - A free trial of the software can be found on:  
<http://www.techsmith.com/download/freetrials.asp>
  - A simple tutorial on the software:  
<http://www.techsmith.com/techsupp/default.asp#cs>

## Appendixes

### Appendix A

AAUW's new website [www.aauwpittsburgh.org](http://www.aauwpittsburgh.org)



AMERICAN  
ASSOCIATION OF  
UNIVERSITY  
WOMEN



Mission: education - equity - social justice.

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**Fun! Fun! Fun!**

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[Young Academics for International Awareness \(YAIA\)](#)

[Steering Committee](#)

[Brief Description](#)

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[Must Read](#)

[Yahoo Discussion Group](#)

LATEST NEWS

we are having the website "launch Party" on november 19th DON'T MISS IT!

PROGRAMS - YAIA

Join YAIA

The Young Academic International Awareness, an affiliate of AAUW Pittsburgh

Yaia supports the United Nations Millennium Development Goals

MEMBER OF THE MONTH



This guy worked on the website [READ MORE >>>](#)

CALENDAR OF EVENTS

Date	Event		date	event
Monday january 9	YAIA Meeting, Leadership lab		Saturday March 11	AAUW Meeting
Saturday january 14	AAUW Meeting		Friday march 31- Sunday april 2	77th AAUW -PA Convention, Johnstown PA
saturday february 11	AAUW Meeting		Saturday April 8	AAUW Meeting
monday february 13	YAIA Meeting, Leadership lab		Monday April 10	YAIA Meeting, Leadership lab

AAUW  
Pittsburgh






## Appendix B

Sample Work Plan for Updating AAUW's website

<b>Hyperlink</b>	<b>Person in charge</b>	<b>Number of expected articles</b>	<b>Expected finished date</b>	<b>Progress</b>
<b>Join Us Now</b>	Sally Kathleen	3 Word files + 2 PDF files	January 8 <sup>th</sup> , 2006	Under Construction
<b>Fun! Fun! Fun!</b>	Sally	2 Word files	January 8 <sup>th</sup> , 2006	Under Construction
<b>Committees</b>	Winifred	1 Word file	January 15 <sup>th</sup> , 2006	
<b>Steering Committee</b>	Kathleen	1 Word file	January 15 <sup>th</sup> , 2006	
...	...	...	...	...
...	...	...	...	...
<b>Must Read</b>	Winifred	2 Word files	April 2 <sup>nd</sup> , 2006	

**Expected End Date:** April 2<sup>nd</sup>, 2006