

NEED Conference Call  
Website Discussion  
Friday March 14, 2014

On the call: Debbie Sheely (RI); Lisa Richards (NY); Stacy Stearns (CT); Dennis Calvin (PA); Nancy Garrabrants (MA); Marcus Tracy (VT); Larry Katz (NJ); Lisa Townson (NH); Nancy Bull (NEED)

#### Purpose of the website

- To provide leadership in Extension to easily access and find information on activities of the Northeast Extension Directors including the Program leaders network
- Internal mechanism for keeping documents and records; be the memory of the organization
- Goal is not to inform the world but to transition the world to state specific web sites; serve as a portal to push people to specific state sites

#### Calendars

- Track major internal events for the Directors-NEED, ECOP, APLU
- Include conference call dates; meetings; deadlines for awards; organizational efforts

#### Orientation

- For new directors or program leaders to serve as orientation on a variety of topics
- Acronyms; organizations

#### URL and hosting of site

- If not a university address the problem of keeping url up to date
- Prefer that UConn host and if not Rutgers will
- Northeast directors@.....

#### Directory

- Map of region noting each state
- Add link to state website
- Map links to director/administrator which is what directors want to see not to state website
- How do we engage the 1890 institutions in the region?
- Need to resolve two issues

#### Reports and Publications

- Minutes of meetings
- Financial reports
- This section to be password protected

#### Organization of web site

- Pages by user type-directors, program leaders, public

## Design Aspects

- Look at the Northeast Center for Rural Development-all northeast universities listed then a link to home page
- Mood board is visually appealing; header/footer suggestions
  - No photos behind the navigation bar
  - Footer-logo of each institution
  - Move trees to the cop and embed in banner
  - Functional first
  - Links must be clear and easy to find
  - Mock up 2 or 3 options for review
- Priority of what will be used
  - Calendar first
  - Minutes
  - Related documents
- Links to add
  - Other regional pages
  - Northeast regional links
  - USDA/NIFA
  - National 4-H Council
- Google Analytics
  - yes as will determine where people are going
  - could assist later if want to redesign
  - will tell who is not internal to CES
- Social media
  - No as this is not for the public
  - Needs daily attention
  - Push to institutions/states
- Gallery of Photos
  - Yes, will provide
  - Excellence in Extension database as model
  - Post photos of each state's directors/administrators to link names and faces, esp. for new people