



# Website Committee Report

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October 2018

In the early summer a total re-design of the AVVA website was submitted to the national board for approval. There were two color schemes submitted, and during the July BOD meeting the board selected the “green” scheme with some minor revisions.

As the webmaster, I attended the 2018 Leadership and Educational Conference to collect information and take photographs for the new website. At that time, I was notified of the board decision regarding the site re-design.

When I returned home from the conference I made the revisions to the website design template that were requested by the board. I then began to build the subsequent pages to the site, using that template. The idea behind the re-design was to make it more user friendly, give it a fresh look, and to make it more user friendly for the webmaster to keep updated. I believe that these goals were met.

Among the specific updates was the way in which the links found on the various pages were handled. In the past, they have always been some color or another in all the stages of use. This is difficult for people with color blindness issues. To be able to keep the links a color that stands out, and to have color blind visitors able to see them, I made the “rollover” color black. (links are red, but when your cursor ‘rolls over’ them they turn black). It seems to work so far.

The new website was uploaded and “launched” on August 15<sup>th</sup>, 2018. There were, as there always are, a few glitches, but they were easily fixed. As far as I know the site is working well as of this report. Photo slide shows were added, and the information about 2018 awards and the conference were added. The site menu contains page links to everything without having to compromise the template, and without ending up with a “messy” appearance. Hopefully the membership will find it easy to use.

Additionally, there are educational tools that have been updated and added by some of our members. The Election and Incorporation PowerPoints have been updated and a new PowerPoint has been added re: Recruiting and Retaining Members. There are more subjects in the works.

Statistically, we have had 179,815 visits to our website, but our Facebook page is little used. The Facebook page is a good tool for members to keep in touch with each other.

Respectfully submitted,

*Joanna Henshaw*

AVVA National Website Committee Chair