

## Cyber-Improvement Committee Report

DATE: April 14, 2009  
TO: Pat DeWitt, President, Georgia AAUW  
FROM: Ann MacKay, Chairman Cyber-Improvement Committee

### Objective

The committee was charged to review the existing website and make recommendations to improve it with a report due by the annual meeting.

### Goals

The goals of the website are to:

1. Present our image as a forward-looking organization with plans to influence society (to actively promote equity for women and girls).
2. Provide services we need, such as online registration for meetings and a Georgia blog.
3. Be easily updatable in news areas—so that we can bring people's attention to the many developments going on in AAUW at the national level as well as news of our concerns in GA.
4. Serve as a resource for promoting equity for women and girls (contain links and info regarding other organizations working in this area in Georgia).
5. Provide statewide information for visitors to the site. ( Committee goal)

### Working Assumptions

- Since the state information tends to be fairly static, and focused around two things, the Cherokee Rose and the state convention, branch events and programs should be included.
- A prospective member should be able to view information of activities around the entire state.
- AAUW information will be posted by the use of Really Simple Syndication (RSS). RSS is a Web feed format used to publish frequently updated works—such as blog entries, news headlines—in a standardized format. The RSS logo on a page indicates that a RSS feed is available. It requires no manual updating by the state.
- Training is needed to help branch contacts do posting on the website.



## Committee Recommendations

1. **The committee adopted Wordpress, a web content management system (CMS) as the structure for the Georgia AAUW website.** A web CMS is software, used as a Web application, for creating and managing HTML (the language used to show the content on web page). A CMS makes it easier to create, edit and manage content on a website without the use of technical experts in web design and coding. Content can be posted by designed members after limited training. We tried it on a sample basis and since it was much easier than anticipated, it has been moved to the main directory and is now active.
2. **The state should continue with iPower, the existing web hosting service.** The fees are in line with other web hosting services. The web hosting service is paid through February 2010. The site backup service should be used.
3. **The state should continue to renew the domain name each year.** The domain name is current through February 2010.
4. **The Georgia website should be used for the state only.** Branches that are “piggy-backing” [North Fulton and Bainbridge] on the Georgia site should consider using Wordpress.com as their web presence. It is free and easier to use. Other free resources are available.<sup>1</sup>
5. **The board should appoint a web manager** who shall be responsible for keeping the website site up-to-date and managing the “behind the scene” aspects. (Ann MacKay has volunteered to do this.)
6. **The board should maintain a website committee** to make recommendations for improvement, conduct training, and tweak the website as needed. (Ann MacKay and Diana Witt have volunteered to continue.) Other members can be added. Members should have a strong interest in learning how to use Wordpress, active participation in committee activities, and the desire to participate in web-based conferencing.
7. **The board should limit access until people can be trained.** A person can learn to post in less than an hour either by written documentation or by using a web conference. The chairman is willing to conduct training.
8. **The board should adopt guidelines for who can post.** Some suggestions:
  1. Limit the number during the first three months until training is provided.
  2. Officers should be able to post under news and events.

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<sup>1</sup> Free web site resources, Dumbir, Wordpress, Blogger, Posterous

3. Posting can be expanded gradually. As more people become comfortable with the process, more posters can be added after training.
4. Branches should appoint one person to be responsible for submitting content or to be trained to post.
5. Members can send branch items for posting to the web manager via email.

**9. The following budget is recommended for adoption.**

Item	Expense	Rationale
Domain name <a href="#">Online NIC</a>	\$12.00/year	Required to maintain aauwgeorgia.org paid through 2/2010
Web hosting <a href="#">iPowerWeb</a>	\$95.40/year	Hosting service, paid through 2/2010
Site Backups	\$12.95/year*	access to the backup versions of recent site files
Wordpress consultant	\$200 for the year	TBA as needed for expertise beyond ability of volunteers to use more advanced features or additions.
<a href="#">Yugma</a>	\$149 for the year Or \$14.95/month on a monthly basis	Web conferencing for training, can host or join meetings, share desktop, interactive collaboration.
<b><a href="#">TOTAL</a></b>	<b>\$469.35</b>	

\* I do not know if that is included in the current fee structure. This is not a substitute for backing up files on to a computer. The web manager should backup the site periodically.

**10. The board should consider training as an essential tool in the ability of having up-to-date information on the website.**

- a. If the goal is to have the Georgia site the "go-to" place for information, people need to know how to use it and keep their branch information up-to-date.
- b. Group training only works if everyone has the same learning style and ability.
- c. You think you have it but when you are home, it is a different story when you try on your own.

- d. People are reluctant to ask for help in a group setting if others seem to understand what is going on.
- e. Being able to do it hands-on is much better than just watching.
- f. If people has any fear or dislike of technology, learning takes longer.
- g. Instruction and practice is the key to bringing people onboard for using the new technology.

## Discussion Needed

There are some areas for further discussion. Since the Wordpress format is easier to use, it is possible to get feedback from members on how to organize pages. Some areas that the committee would like comments are:

1. Should the state site include the listing of branch scholarships and grants. Right now there is a page called projects that could list them.
2. A private members only page is possible. Right now it is not active. The committee would like feedback how how a private page would be used.
3. Online registration is possible using fee-for-service vendors. There is a cost per registration to use this service. Web-based services can provide complete event planning tools. The committee did not pursue this beyond basic research. Some popular services are:
  - a. [Eventsbot.com](https://www.eventsbot.com)
  - b. [Eventbrite.com](https://www.eventbrite.com)
  - c. [Regonline.com](https://www.regonline.com)
4. Should the state encourage branches to use the AAUW Membership Showcase. Right now only one branch (Warner Robins) is using the national showcase for branch events.
5. What calendar format do you like: narrative or a calendar form? Both are on the site right now. The calendar is very easy and can be color coded by branch.

## Committee Members

- Ann MacKay, Chairman  
Warner Robins Branch
- Diana Witt  
Co-President, Atlanta Branch

- Maria Bruner  
State Officer  
Communications and Newsletter  
Columbus Branch
- Carlene Beck  
Co-Membership Vice President

## **Attachments**

1. Front page of web site
2. How to post instructions
3. Web conferencing information
4. Wordpress information



**AAUW News**

- NGCP: GRITS Girls Collaborative Mini-Grants Close 4/30/2009  
April 16, 2009
- 2009-10 Fellowships and Grants Award Winners  
April 15, 2009
- Current Topics Briefing #22  
April 14, 2009
- NGCP Upcoming Events: Great Lakes Collaborative Forum  
April 10, 2009
- NGCP Upcoming Events: PA STEM Girls Collaborative Kick-Off  
April 10, 2009
- NGCP April Webcast (April 21)  
April 10, 2009
- Support the 2009 National Conference for College Women Student Leaders (NCCWSL)  
April 10, 2009
- Support Hate Crimes Protections  
April 9, 2009
- AAUW Outlook Magazine  
April 3, 2009

**Archives**

- April 2009
- March 2009



Past Pres. Dr. Lynn Fountain, Pres. Dr. Pat DeWitt

**Join us!**  
**Our Value Promise to You**

*As a member of AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.*

Since 1881 the American Association of University Women has been the nation's leading voice promoting education and equity for women and girls. Through landmark research, it has changed the conversations about girls in schools. Its public policy advocacy has worked to inform and mobilize members on many issues affecting the lives of women and girls. AAUW Georgia is the vehicle that brings the work of the Association home to our communities and you are invited to join us. There are several active branches around the state. Check the [Branches](#) page for a location near you.

**AAUW**

- AAAUW Member Showcase
- AAUW
- AAUW Dialog
- Barnes & Noble
- Membership Showcase
- Shop AAUW

**Georgia**

- Digital Library of Georgia
- Health resources
- World Cat

**Recent Posts**

- Milledgeville Update
- Tax Day is Taxing?
- Going to St. Louis?
- Current Atlanta Branch Newsletter
- STEM and NCGP

State Convention April 24 -25. Don't miss it.

**Admin**

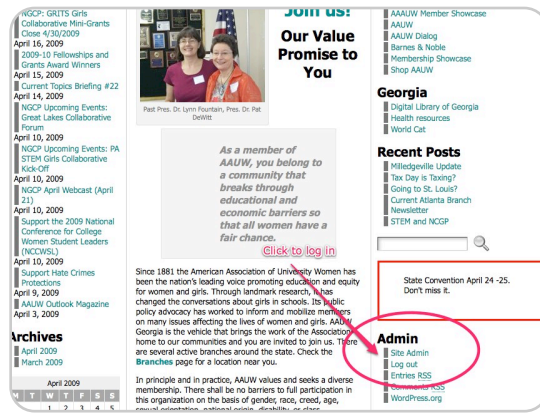
- Site Admin

# How to Post to AAUW Georgia Website

# Attachment B

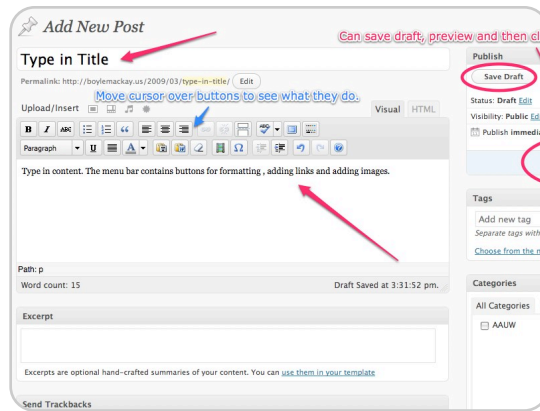
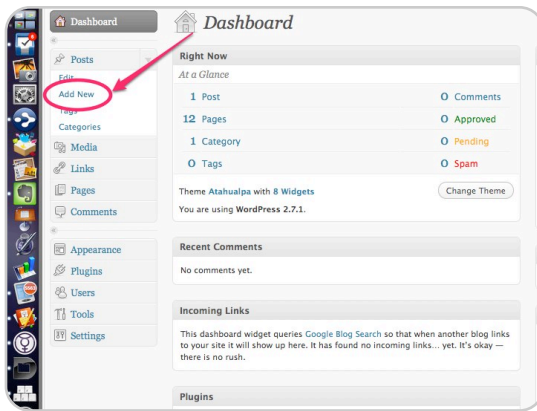
**Username:**

**Password:** payequity



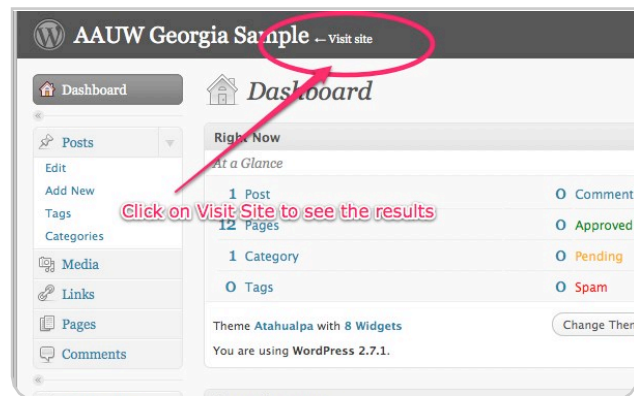
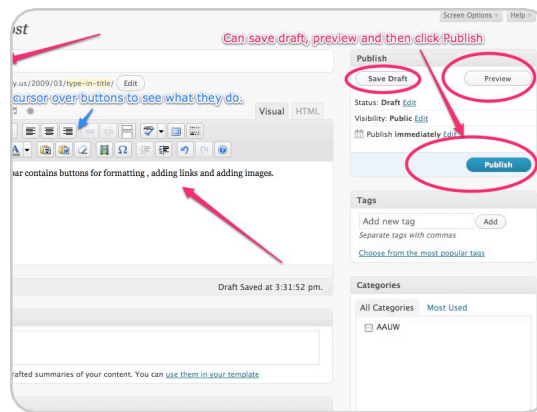
**Step 1 :** Go to <http://aauwgeorgia.org/>  
Complete log in information.

**Step 2:** Click on Site Admin to reach  
DASHBOARD for Wordpress.



**Step 3:** Click on ADD NEW under Post  
on left hand side.

**Step 4:** Add Title in first box. Add  
content to the message section. There  
are many options for formatting.



**Step 5:** Save or Preview draft. When  
ready to publish, click on PUBLISH.

**Step 5:** Click on the Visit Site link on  
the gray bar to see your results.



The screenshot shows the Yugma website homepage. At the top, there are buttons for 'Try it Free', 'Download', 'JOIN A MEETING', and 'HOST A MEETING'. The main navigation menu includes 'MY YUGMA', 'PRODUCTS', 'BUY/ UPGRADE', 'CUSTOMERS', 'PARTNERS', 'PROGRAMS', 'SUPPORT', and 'ABOUT'. The central content area features a 'Yugma Instant Web Conferencing' section with a 'FREE TRIAL sign up' badge, a 'Customer Spotlight' for Bella Web Design, and a '6 reasons why customers buy Yugma Pro' section. The 'Yugma Free' section describes its capabilities and offers a 'GET YOUR FREE YUGMA ACCOUNT' button. The 'Yugma Pro' section lists features like real-time collaboration, scheduling, and recording. A 'NEWS' section on the right highlights 'Yugma SE (Skype Edition)' and other updates. A footer area includes a newsletter sign-up button.

Yugma is free for up to 20 participants. The free version does not include the ability to give mouse and keyboard control to a participant or use the white board or annotation features.

Yugma Features	Yugma Free	Yugma Pro
Number of attendees that a Yugma Host can invite	20	20, 50, 100, 500
Desktop Sharing	•	•
Free Teleconferencing	•	•
Public and Private Chat	•	•
Customizable Widget	•	•
Windows, Mac and Linux compatible	•	•
Skype Integration	•	•
Share Mouse & Keyboard controls with other attendees	15 Days†	•
Change Presenter	15 Days†	•
Annotations & Whiteboarding Tools	15 Days†	•
Schedule Meetings	15 Days†	•
Meeting Recording & Playback	15 Days†	•
Shared File Space	15 Days†	•
Yugma Webinar feature (optional service for Pro users)		•
Technical Support / Customer Service	FAQ, Support Page, Forum	Email, Phone and Web
Sponsored Advertisements	•	No Advertisements

† Yugma Free users: Yugma Pro features are available for 15 days after signup.  
\* Only normal long distance charges apply, if applicable.



## About WordPress

### Intro

### Requirements

### Features

### Testimonials

### Books

### Logos and Graphics

### Fan Art

### Contact

### Domains

### GNU Public License

### Privacy Policy

### Roadmap

### Philosophy

WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on hundreds of thousands of sites and seen by tens of millions of people every day.

Everything you see here, from the documentation to the code itself, was created **by and for the community**. WordPress is an [Open Source](#) project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) It also means you are free to use it for anything from your [cat's home page](#) to a [Fortune 5 web site](#) without paying anyone a license fee.

### About WordPress.org

On this site you can download and install a software script called WordPress. To do this you need a [web host](#) who meets the [minimum requirements](#) and a little time. WordPress is [completely customizable](#) and can be used for almost anything. There is also a service called [WordPress.com](#) which lets you get started with a new and free WordPress-based blog in seconds, but varies in several ways and is less flexible than the WordPress you download and install yourself.

### A Little History

WordPress was born out of a desire for an elegant, well-architected personal publishing system built on [PHP](#) and [MySQL](#) and licensed under the [GPL](#). It is the official successor of [b2/cafelog](#). WordPress is fresh software, but its roots and development go back to 2001. It is a mature and stable product. We hope by focusing on user experience and [web standards](#) we can create a tool different from anything else out there.

2005 was a very exciting year for WordPress, as it saw the release of our 1.5 version (introduced themes) which was downloaded over 900,000 times, the start of hosted service [WordPress.com](#) to expand WP's reach, the founding of [Automattic](#) by several core members of the WP team, and finally the release of version 2.0.

### Lead Developers

- Ryan Boren  
Bug Whisperer
- Mark Jaquith  
Director of Whitespace
- Matt Mullenweg  
Head of Bug Creation
- Andrew Ozz  
Tiny Manly Code Editor (MCE)
- Peter Westwood  
Title Rebuilding

### Contributing Developers

- Michael Adams
- Nikolay Bachyiski
- Donncha O Caoimh
- Austin Matzko
- Joseph Scott
- Andy Skelton

### Documentation and Support

- Podz
- Lorelle

### Developer Emeriti

- Robin Adrianse
- Dougal Campbell
- Robert Deaton
- David House
- Alex King
- Mike Little

What is Wordpress?<sup>2</sup>

- Ease of use. WordPress is suitable for just about anybody—from the absolute novice to the advanced programmer.
- Feature-rich interface. WordPress has a rich text editor with advanced multimedia support;
- Expandable. WordPress's community distributes a large number of modules for almost any popular website feature;
- It is Open Source. This means it is free to install, use and distribute Wordpress on your site.

<sup>2</sup> [http://kb.siteground.com/article/What\\_is\\_WordPress.html](http://kb.siteground.com/article/What_is_WordPress.html)