

National Collegiate 4-H Web Team
May 14th, 2006
6PM CST, 5PM MST, 4PM PST

Facilitated by Jessica

Members Present: Jessica, Patrick, April

- **Web Team members**

- April- Available most evenings. familiar with FrontPage. Has an interest in usability, design and writing content.
- Patrick- Hopes to catch up in the next 3 weeks on his web projects! Not a graphics person, but likes to do layouts with Photoshop. Experience with SQL server, databases, and [ASP.NET](#)
 - Patrick's big project this year will be the the Club Directory. He wants it to have instant changes, contact information for clubs, and information that can be used in our club spotlights.
 - He also wants to see a frequently updated (once every 1-2 weeks) homepage)
- Jess- has experience with some CSS and ASP, lots of XHTML Strict 1.0, content management (like she does for [4husa.org](#)'s various databases), SEO, likes graphic design, but hasn't had much experience lately, Dreamweaver.
 - Hopes to make the site accessible & will clean up code as needed to make this possible.
 - Hopes to get the **photo library** up rather soon along with completing the main site content in the next month!

- **Overall site decisions:**

- **Website mission statement?** Jess suggested "Continuing to Share.. Sharing to Continue ONLINE" to encourage participation in the online community aspects like submitting news & content, the message board, and photo gallery. (We all agreed it was corny, and would think of something later)
- **Vision for the site:** A one-stop shop for EVERYTHING Collegiate 4-H
 - While it will start out covering National Collegiate 4-H (because that's the materials and content we have), we hope to expand to all levels of Collegiate 4-H.
 - In the future we hope for it to be a "personalized experience" with usernames and an online community feel like Facebook.
- **Design**
 - **Homepage-**
 - **marketing focus** suggested by Jess- Non-members will give our site about 10 seconds before they create a flash judgement about our organization. Members will stay on the site longer, because they came to find something...
Patrick and April agree that this is important, but there are several essentials for existing members that need to be displayed on the homepage as well
 - WE need to identify the people that need to be involved to get us specific content: news, menu items, writing content

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- needs to show how Collegiate 4-H is "cool" and how it *made a difference*
- Would like homepage news to change every 1-2 weeks (3 at most)
 - want a photo associated with each news story.
 - news should be archived off of the homepage. Perhaps a blog?
 - Jess suggested Blogspot. Patrick hasn't gotten it to work on a remote server before, so Jess volunteered to test it out.
(<http://www.collegiate4h.org/news.asp> -yay it worked!)
 - **Web Team recommends that the Advocacy Team be responsible for News**
- **Layout-** Patrick's working on the page layout. He has an initial design planned.
 - Will have a dark green background & fit into an 800 x 600 window
 - Jess thinks that the partial clover on the right will probably need to go to follow Clover Guidelines.
 - We'll probably have to add 18 USC to the footer of our site since it isn't displayed in our logo. (*Isn't that weird?*)
 - **Menu-** considering sideways triangles on the side. We don't want it to look boring or ugly. There needs to be something there to "spiff it up."
 - we prefer subpages and submenus instead of using a dropdown menu.
- **Creation of a Collegiate 4-H Wiki**
 - visible only to registered individuals confirmed by web team
 - would be able to supply content for Patrick's database
 - would be a fun experiment!
 - **Jess will install a wiki for us to play with!**
- **SharePoint**
 - Patrick installed SharePoint on the server for NAB and committees to use. (It allows groups to share documents together.)
 - The Web Team needs to test it out and play with it first. Then Patrick will try to teach other NAB members how to use it.
- **Upcoming features:**
 - **NSPE-** Jess is having problems with the database creation. Patrick offered help when she needs it. For now she's trying to sift through what she knows. It should be released this month. It will need to go through a MS SQL database.
 - ***Who do we need to contact for content?***
 - Jess ran her list of needed content by Patrick to verify that she was asking the right people for content. The list is available in the staff directory.
 - **Hall of Fame**
 - We're having difficulty identifying winners of the past. Especially Scrapbook.
 - **Photos-** two softwares are being considered
 - Patrick suggested Ngallery
 - uses ASP, will install in seconds on our server, will fit well into our site, & Patrick uses it on his own website.

- Jess was considering Gallery (ex: <http://ca4h.org/gallery>)
 - nice amounts of customability, RSS feeds of photos, allows comments, allows users to upload their own photos to their private gallery, and then the Web Team could add them to the main gallery. It also has a applet for bulk upload.
 - we want the ability to rate photos & have moderated comments.
 - Jess will install both and play with both to decide.
- **Upload directory**
 - we need to create one for other to upload files to.
- **Calendar**
 - Do we need a dynamic calendar???
- **Site Promotion**
 - **Search Engine Optimization & Links to site**- Jess is working on this
 - Work with Advocacy Team after site is ready to launch
 - Perhaps Advocacy Team could prepare Promotional materials now?

For Advocacy Team:

We need assistance with the news for the site. Would you be willing to compile and supply?

Jess will show you how to add news to <http://www.collegiate4h.org/news.asp>

First you will need to establish a Blogger account @ blogger.com

Would you be willing to assist with site promotion after we finish our "real design?"

This won't be for at least 2-4 weeks as we're still finishing up the site and we don't want to release an incomplete one!