



27 JANUARY 2017

TO: APA California Board Members

FR: Marc Yeber, VP for Public Information

RE: Website Update

As was mentioned and briefly discussed during a previous Board Conference call, APA National is currently developing a platform for chapters and divisions to use for web hosting, through which participating groups could edit their own online content and make updates, within a template that was customizable for each component and has enhanced functionality and integration with APA's website. Conceptually, APA is modeling this effort after the Major League Baseball (MLB) and individual teams' websites (*see mlb.com*) where each team has individual branding housed within a common template.

In moving forward in this effort, National has held several association-wide conference calls with chapter and division members responsible for their respective websites. Both Francine and I have attended most of these calls and contributed to the discussions. Further, APA California's 2015 Website Work Program (approved last year) has also been forwarded to the National staff for their review and input as to the chapter's participation.

Here is some of the initial highlights of the product and implementation process:

1. The key selling point to this effort seems to be full integration and back-office operation capabilities.
2. There will be no web hosting/ management fee for participating.
3. Migration of content will be divided among APA California staff and volunteers, as well as National staff and interns.
4. The only foreseeable charge would come from the use of third party modules.
5. Sections and affiliates can either opt-in using the template or choose to continue using the current method which relies on hyperlinks.
6. It will be dynamic or responsive in order to read on mobile devices.
7. Uploading and revising of content, adding / subtracting pages, etc. will be done by the Chapter (which may require some on-site training).
8. Conference registration portals may remain as is for the time being.
9. Chapter member databases will be synced up with national.
10. This will reduce a member's dual sign-in to a single member sign-in.

Initially, the California Chapter was being considered as a potential candidate for the pilot program to start mid-spring, but has since been determined that the roll-out would be better served with less

complex chapter or division websites. So the current discussion is that the larger chapter and divisions would wait for a later round (towards the end of the year) to start the migration process.

In the meantime, we are in discussion with National Staff about exploring an interim solution with APA's Website Development contractor to possibly interim solutions. Below are three possibilities of how the Chapter could proceed in the meantime:

- Wait and stay the course without further major changes -- continuing to use Digital Gear for web hosting and management
- Adapt APA California content to new Chapter template, but continue to reside the website separately until platform is ready for migration and launch
- Work with Sandstorm Designs (APA's contractor) to create a "mirror site" that utilizes template but does not reside on National platform

That said, there are numerous challenges specific to our Chapter website's functions that remain fully unanswered. Following are just a few of those issues:

1. Can the existing APA California site structure and 2015 Work Program document be implemented as currently maintained and realized as envisioned?
2. How much time will be required for staff and volunteer training. What are the financial implications?
3. What will be the labor share between APA and the California Chapter for migration and implementation?
4. Will online payments (job ads, CA member only dues, Consultant director, etc) go directly to the Chapter's accounts or need to be funneled thru National?
5. Will the Chapter staff be expected to do certain tasks that are currently under the auspice of National staff ?
6. Would the Chapter have access to the website contractor for fixes and changes or need to go thru National staff?
7. Which party would we direct members to contact for errors or online issues?
8. What are the third party modules that may be needed and what will the associated costs be?

REQUESTED ACTION:

1. Approve further study of this new direction in updating and migrating APA California's website
2. Direct VP of Public Information and APA Staff to continue exploring outstanding issues and report back to the Board.