



**09 JANUARY 2019**

**TO:** APA California Board Members

**FR:** Marc Yeber, VP for Public Information

**RE:** Chapter Website Update

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During the Board Meeting in October, I presented several concerns regarding the migration of the Chapter website to Chapter / Division portal of the of the APA National website. The Board directed me along with Staff to [again] explore our website migration objectives with either our current Content Management System (CMS) contractor, Digital Gear, or another contractor. Since one of the primary objectives has been to have both the Chapter and the Conference websites be hosted together using the same platform to achieve the highest possible integration and functionality, it was decided that we would explore this endeavor with Vieth Consulting using the Member Leap Platform.

Vieth has handled the Chapter's Conference website in the past with success and is in the process of being contracted to do so again with the 2019 APA California Conference website. Following are a few updates regarding a similar collaboration for the Chapter's website.

- we are currently engaged in the discovery process; answering a series of questions posed by Vieth as well as sharing Chapter documents on the proposed work program and site architecture
- full integration/ utilization of the member database, which has been a priority, can be shared by both the Chapter and Conference websites concurrently
- the current website houses 114 pages: a significant number are archival or informational with little to no functionality. We anticipate additional pages. The new platform can accommodate unlimited pages, most should be able to be handled internally.
- the preliminary costs, under the deluxe package (custom built), is \$3,300 for migrating 40 initial pages. We will enter into negotiations for the balance of pages based on an internal evaluation of those pages.
- we continue to have discussions about archival material, job ad (and potential display ad) functionality, a shell page for the APA's Chapter and Division Portal, as well as other website organizational and functionality objectives.

Please review the work program and site architecture documents in order to provide feedback.

<https://www.apacalifornia.org/wp-content/uploads/2019/01/Objectives-Scope-of-Services-2019.pdf>

**REQUESTED ACTION:**

1. receive and file update
2. seek further direction/ concerns/ feedback from Board members