

Communications Committee Midyear Report

Date: April 21, 2021

The communications committee met in March 2021 to discuss the status and progress of the website in relation to its goals which include:

- Enhance the cosmetic experience of visitors
- Provide intuitive organization of information for visitors
- Communicate relative information on current issues of interest to members & industry partners
- Develop searchable functionality for the vast information existing on the website

1. **Website Status Update** – the website has been operational since November 3, 2020. The documents that did not get transferred during the migration from Network Solutions to GoDaddy (Committee reports and meeting minutes from 2000 – 2020) have been posted.

Meeting presentations from 2001 – 2010 have not been posted.

2. **Website Page Organization** – the committee discussed organizational issues for the following pages:
 - a. Home Page – added informational marquee for important announcements
 - b. About Us Page – contains revised governing documents, and highlights BOD members, HOF inductees, past presidents and website disclaimer. This page is completed.
 - c. Members Page – Eliminated the map of US in lieu of state listing. Indicate membership with the use of a *circle* or *star* icon.

A short description of the benefits of ASPCRO membership is planned for the near future.

Paying membership dues on line has been made easier with embedded links on this page.

- d. Committee Page – completed posting of agenda and minutes.
- e. Meetings Page – completed meeting information for 2021 and 2022.
- f. Documents Library Page – completed building historical documents archive. Organized documentation by decade (accordion). Meeting information from 2019, 2020 and 2021 are prominently displayed as a quick reference.
The committee also plans to locate missing documents that were not part of the old website or the archive of documents that were made available when Doug Edwards transferred the website responsibility to Mike Page in 2018.

- i. Meeting Presentations – PowerPoint presentations from past meetings have not been posted to date. The presentations fall under specific topics thematic of our meetings and providing easy access to this information is a goal for the website. There are two options being considered:
 1. group presentations under major topic headings (i.e., “Termite”, “Fumigation”, “Rodenticide”) that are being planned for the Hot Topics Page.
 2. create *historical document pages* where meeting presentations, based on topic, are placed under the year/meeting it was presented.
- ii. Posting treasurer reports - The committee decided *not* to post these reports.

- g. Partners Page – recently added links to NASDA. We are currently working toward adding the Tribal Pesticide Program Council (TPPC) to the list of partners. This page is completed.
- h. Training Page – this page is under construction. There was agreement on this page's use as a marketing tool and a place where we can showcase an important function of ASPCRO that is not obviously visible as part of this association's workings. However, obtaining content for this page has been difficult and spotty. Finding records of ASPCRO's efforts to educate EPA and train inspectors is difficult to find because there has been no conscientious effort to archive these records. However, at a minimum, we have the title of each event, a brief explanation of what occurred and some photos of the event that can support our efforts to build this page.

No final date has been set for this page's completion.

3. Long-term projects

- a. Building search functions (Documents Library organization) – building a search functionality is currently underway; most notably, file naming convention (SOPs) and the organization of documents in the Documents Library (discussed above).

Completion of a search function will proceed following the organization of our Documents Library and Hot Topics page.

- b. SOP Development – ongoing.
- c. Historical Document Synthesis – (see discussion of meeting presentations above). The committee also discussed whether we should develop a way of culling documents on specific topics from the historical records beginning in the 1990's thru 1960's. These documents are developed as a booklet and are stored as .pdf files under these years. In order to locate these documents, you would need to know which year they occurred. There is no ready reference where you can find a specific topic in any year. Developing such a reference would require reviewing each year's documents and creating a listing cross-referencing its location (year).

4. **Renaming the Hot Topics Page** – several headings were discussed, but no heading was agreed to.

5. **Alternate webmaster!** – There is a need to have an alternate website administrator. This presents a security problem that needs to be addressed in the near future.