

## Communications Committee Report

**Date:** August 4, 2021

**Members:** Grant Bishop (WV); Cindy Fulton (WY); Brian Kennedy (AZ); Michael Page (ASPCRO)

Briefly, the Communications Committee was established to assume responsibility for the Association's website around 2010. In December 2019, the BOD decided to upgrade and modernize the website's cosmetic appeal and functionality. To that end, it was decided to migrate the website to a new content management system (CMS) that contained additional capabilities for modernization. As part of the modernization, email security was also a consideration.

Migration to the new CMS and upgraded website design was completed on November 3, 2020.

The committee has not held a meeting in 2021, but activity related to maintenance and feature upgrades of the website is an ongoing and continuous operation. The committee's goals and activities are delineated below.

**Committee Goals:** Improve organizational structure; addition of special topic webpages; developing a search function into the website; and continued maintenance.

### **Status of the Website:**

- The website has been operational since November 3, 2020. All documents contained in the archives (meeting agenda, minutes, committee reports) have been posted to the website.
- The old website's organizational menu was maintained, although some of the names of menu headings have been revised.
- Home Page: (a new menu page) now contains an information marquee that contains relevant information to ASPCRO members and industry partners. There are also thumbnail images directing users to the primary menu topics on the website.

- About Us Page: (formerly the “home” page now significantly revised) contains information pertinent to the Association’s mission and function which define structural pest control, the Association’s composition, its purpose, and links to our governing documents; executive Board members; Hall of Fame recipients and Past Presidents.
- Members Page: the map of the US indicating Officials was revised to include an alphabetical listing of states and territories. Use of a *circle* or *star* icon are being used to indicate non-member and current member status, respectively. A recent feature update includes a link which allows member states to pay membership dues directly.
- Committees Page: ASPCRO’s working committees and liaisons are listed with a brief description of the committee’s charge and links to a separate page containing each committee’s reports and supporting documents.
- Meetings Page: contains information related to ASPCRO’s midyear and annual conferences. There are specific panels with information on the current year midyear, annual and following year’s annual meeting venue. A recent functionality includes a flip box which contains relative meeting information on registration, agenda, conference preview, and information on meeting and hotel reservations once you hold a cursor over the panel.
- Documents Library Page: (formerly called “Library”) this page contains meeting archives and historical documents. Featured are three panels with quick links to past, current and future meetings. The document archive has been separated into decades and contain all available meeting agenda and minutes. Plans are to locate (upload) meeting presentations in the future.
- Partners Page: (formerly called “Associations”) this page has been organized to include ASPCRO’s partners: Associations, Federal Agencies and University & Educational Resources.
- Training Page: (new page under construction) the purpose of this page is to showcase ASPCRO’s training workshops with its federal & industry partners and states (PIRT and PREP). Website content is being amassed and completion of this page is planned prior to the end of 2021.
- Hot Topics Page: (new page partially completed) the purpose of this page is to provide a repository of information related to the diversity of issues ASPCRO is and has been involved in. Completion of this page will require locating content for the various topics listed on the page. No completion date has been identified.

- Contact Us Page: has been revised to include address, phone and email contacts for the Association and some BOD members. There is also a contact form where visitors can email the Association with questions/comments directly to the website (Executive Secretary). Inclusion of CAPTCHA security function has greatly minimized spam.

### **Long-term projects**

- Building search functions: (Documents Library organization) planning for building a search function has been underway since the website's initial design. Organizing documents, the creation of a standard file naming structure, and document descriptions is ongoing. There is not target date for completion.
- SOP Development: work toward developing a manual for the duties and responsibilities of the Executive Secretary position continues. The goal is to provide future ExecSecs with a manual of how-to responsibilities given the position's critical responsibilities in communication to the membership and industry partners as well as website and document management.
- Historical Document Synthesis: is required to develop a search function into the website and also to identify content for the Hot Topics issues page.
- **Alternate webmaster**: the committee has identified the need for a backup/alternate webmaster, familiar with website management or willing to learn, how to assist with developing and strategically designing website pages. Please contact Michael Page at [mpage@aspcro.org](mailto:mpage@aspcro.org) if interested.