Website update

Last board meeting - Jan 2014

Project goals

- CMS and workflow management
- New information architecture
- Content audit and pruning
- Unified content repository for digital publishing
- Taxonomy and tagging for all 4A's content
- New page design and interfaces
- Easy multimedia and social integration
- Adaptive mobile presentation
- Guidelines for satellite sites: events, regions and initiatives

Agency Selction criteria

- Local agency
- Mobile strategy and design expertise
- Superior interaction and graphic design capabilities
- Front-end and mobile development experts
- Deep experience with large BtoB content & service websites
- Great collaborator

The partners

- Marci Weisler
  - Digital strategy and project management
- TMG - Emedia
  - Integration systems experts
  - CMS Evaluation & Taxonomy
    - Sharepoint and content management systems
    - Multiple POVs for other experts on CMS Systems and integration
      - Alley Interactive
      - Benel solutions
      - The New Republic
      - Kaiser Family Foundation
      - Harvard Business Review

The partners - (con't)

```
- VML
    - Digital agency fit our requirements
    - Full featured response
    - Website strategy, interaction, graphic and mobile design
    - *mobile development*

- TBD
    - CMS implementation
    - netForum integration
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CMS evaluation

- finished July 2014
  - WordPress
  - Better experience for editors
  - Benel netFourm integration
  - Risk - integrating accounts
- (4AS CMS Eval FINAL REPORT.pdf)

Taxonomy

- Goals

  - Provide much better search experience for members/web visitors
  - Unify organization classification and filing
  - Allow cross referencing
  - Better access to org content for internal research and publishing

- Current effort
  - Reviewing all assets
    - Will only spend time on worthwhile assets
  - Comparing filing systems, current web organization, and new strategic views
    - Managing the agency, managing clients, managing the work

Interviews & Survey

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- INTERVIEWS WITH 12 INTERNAL STAKEHOLDERS AND OVER 250 EMPLOYEES OF MEMBER AGENCIES
- Strategy outline
    - (4A's Interview Report_102914.pdf)
    - (4A's Strategy_111814-4mr1b.pdf)
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VML Strategy

- Develop Personally & Professionally Relevant Relationships
- By Creating Engaging Experiences
- For Individuals At Every Level Of An Agency
- Asserting The Value Of The 4A's As A Business Partner

VML Strategy - Site Goals = what we build

- Grow the active user base
    - signing up, managing profile, add value to profile
- Create engaging, personalized 4A's experiences
    - video, interest driven
- Engage Millennials
    - better search, mobile, social
- Support dynamic creative
    - CMS built for better, more frequent editing
- Strengthen 4A's position of thought leader
    - better search, timely, relevant, short and long form publishing

Next steps

Website project - next two quarters

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- Features and functions
    - Design
    - UX - wireframes
        - new interaction design is essential to reach goals
- Taxonomy finishes
    - Search prototyped and tested
- Development needs defined
    - Build new CMS
    - Migrate content
    - Define netforum integration needs
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Resources

- Staffing and website design and build
    - CMS choice for editors and contributors
    - Content creation editorial process influence what gets built
        - Who will be involved?
        - What will need to build into system versus managed by process?
    - Editorial needs
        - Repurposing content, short and long form
        - Filing, tagging for search and placement
        - Managing and finding content
    - Creative Services
        - Design and graphic production
        - Multimedia, sound and video