

Back-end	Communication	Interface			Career Page	Events Page	Data
Analytic to see what is being engaged with the most	A way to engage with members	Website should be compatible for mobile devices	Organize information for members to get what they need in the easiest way possible	Website appears differently depending on devices used	Career section(jobs posting) is high priority because it is the main source of income and high traffic area of the site	Ability to sign-up and pay for events on the site	Duplication of information
Currently no tech support	Active communication	Some level of re-organization - navigation tops are probably the right topics but could be re-organized differently	Saskatoon's website is a good example	Website does not always display well on mobile devices	Posting job requires admin to manually add all ad information the site after receiving a job add request	Unique events catalog	A way to link information to another website to avoid duplication of data
Submission form not in great process	Two-way engagement and communication cycle	Single or clearer and simple navigation	Website to look nice, simple and appealing	Make it easy for users to find what they are looking for. This is a high priority	Improve job posting using automated forms that only require admin approval	Events and learning opportunities for Southern Saskatchewan	Information about IABC and its benefits
Backend important to be simple and easy as possible to navigate and manipulate	To learn, connect, and grow with others in the communication profession	Site interface is fair game	Multiple navigation feels messy/tricky	Its tricky for users to find what they are looking for	Improve career page (it is Regina specific)	Events catered to all levels of members	Information and opportunities for members in all levels of their career
Backend that mimics a word processing system			No dropdown selection menus		Better way to take payment for the job posting area rather than in an email burst or form		