

Report of Website Working Group May 1, 2011

The LSM Website Working Group met May 1, 2011 at the home of Patsy Graham. Present were Patsy Graham, Rose Berkowitz, Don Drumtra, and Douglas Yee.

The following are the conclusions of that meeting.

Purpose of LSM website:

To foster a sense of community within LSM, by keeping members informed and involved, to attract new members, and to make LSM information available to the public.

Customers:

Potential members, existing and lapsed LSM members, members of other Mensa groups, Mind Games committee, the general public (news media, etc.).

Look and feel:

Attractive use of color and graphics; pictures and short bios of officers and members, meetings and events; user-friendly; informal (except for more formal pages such as bylaws, etc.)

Goals:

To keep all information current, to encourage LSM and other Mensa members to attend events, to attract new members, and to qualify for American Mensa recognition, awards, and Mind Games competition..

Content:

(Interesting, useful, fun, current, member-submitted where appropriate)

1. LSM information – officers, bylaws, FAQs, Facebook page, email lists
2. Links to other Region 6 groups and AML
3. Interactive calendar
4. RG information including registration forms, pictures, programs
5. Testing dates, times, and locations
6. Mensa acronyms and FAQs (maybe linked to AML site)
7. Archives (including bylaws, ASIEs, past and current Armadillo Literary Gazettes)
8. Links to Mensa in the media, Culture Question of the Day, etc.
9. Ideas for monthly meetings
10. RSS Feeds and Online Forum (moderated)
11. Tabs for each main area (Gifted Children, Scholarships, Programs, Testing, MERF, etc.)
12. Intellectual content – Culture-Question of the day, puzzles
13. Suggestions or links to LSM or community service volunteerism (like Project Literacy, tutoring)
14. Search function, using keywords
15. Members-only access to certain areas
16. PayPal capability
17. Social networking links (Facebook, Twitter, etc.)

Future Actions:

1. The Working Group intends to have Douglas Yee provide design and implementation technical support to the Working Group. He may work with other members if he finds it necessary and appropriate.

2. Douglas plans to create a mockup for evaluation, testing, and presentation to the working Group.
3. The interim Webmaster will continue to be responsible for maintaining current information on the existing website until transition to the updated website.
4. The Working Group suggests that the existing LSM logo be updated.

Recommendation: Approve the above planning factors for the Website redesign and implementation.