



CACCN Board of Directors

Web Site Teleconference

Approved - Minutes

Thursday, 24 April 2008

Start Time: 17:00 – 18:45 EST

Toll-Free Dial In Code: 1-866-613-5220

Local Toronto Dial In: 416-204-1403

Participant Code: 2201146

Attending: Teddie Tanguay, Pamela Cybulski, Christine Halfkenny-Zellas

Guest: Kevin Jackson, Bizzzone (new Website partner)

Regrets: Cecilia St. George-Hyslop

1.0 Welcome to all

- Teddie welcomed everyone to the teleconference and set out the agenda
- Kevin apologized for the delay in sending the questions and the contract
- Agenda items:
 - Timelines
 - Contract
 - Where we go from here?

2.0 Timeline

- Complete contract - Kevin to provide by no later than 30 April 2008
- Once beyond contract stage things will move quickly
- Kevin indicated the contract is not a stumbling block to getting started with the process in his office
- When he sends contract, he will also invoice for 50% of the fees (this is standard)

- Will we do Phase I and II at the same time?
- Phase I is ensuring conference registration is up and running by 1 July 2008 as the *absolute target* (8 weeks)
- The challenge for Kevin's team will be ensuring "tight integration" with the database
- Bizzzone will commence testing of the database within the next two week as the intent is to retain/maintain the GWP Software and integrate this into the new website
- Kevin indicated **timeline** would be:
 - Receive info from CACCN re: home page and site map information
 - Create an initial static mock up, so we can see/imagine what the site would look like on the web
 - Review and approve
 - After approval move into the coding stage (HTML)
 - Database development – working / testing
 - Content conversion (old site to new site – whatever we are keeping)
 - **The last 3 items noted above would all be happening at the same time**
- While Bizzzone is designing and running the testing, CACCN can be reviewing the current website to determine:
 - What to keep
 - What to discard
 - What to move around
 - **Deadline – two (2) weeks from now**
- We can map out the Site Map on an Excel spreadsheet to determine where things should go on the site
- Guidelines Kevin uses are:
 - 8 to 10 menu items maximum
 - 8 to 10 sub-menus flowing off the 8 to 10 main menu items
 - 8 to 10 sub-sub menus flowing off the sub menus
- We want to ensure we do not go more than three tiers deep on the menus.
- Photos/Artwork – Gina provided Kevin with print copies and cd's of the photos, etc. If we put up anything new, we should sent to Kevin for inclusion in the new site.
- New Computer – it makes good sense to purchase the computer and have it sent to Kevin for formatting, etc. It is easier for them to code the new computer

than to have to go “back and forth” with the National Administrator. **Computer would be required by no later than 01 June 2008.**

3.0 Deadlines

28 April 2008	Home Page
8 May 2008	Content of the website (site map)
8 May 2008	New graphics / art work (if required)
1 June 2008	New Computer to Bizzone

4.0 What do we want from our site

Pamela

- Really doesn't have a problem with the site as it is now – design-wise
- Stability
- Future options
- Journal on line
- Members Only area
- Likes the Oncology nurses website

Teddie

- Likes some of the elements on our site – too much open space and the sage green colour comes through as a dirty beige on her monitor
- Would like to see drop down menus
- Would be nice to have the leaf motif horizontally at the top of the page
- Calendar function would be nice (example: www.awma.ca)
- Space for the “benefits of membership” on the home page
- JobLinks is listed twice on our home page

Christine

- Likes the colouring of the site, but seems like there is a lot of wasted space.
- Likes the leaf motif much like Gina indicated in her email of 08 April 2008 – have the leaf motif incorporated along the top (example www.citt.ca)
- Christine has reviewed the Bizzone proposal, but has not had an opportunity to sit down and read it in-depth at this point.

Additional Points

- Stability
- Downtime on site in the past
- Growing organization:
 - Need to update
 - Site needs to grow with us
 - Banner ads

5.0 Kevin's suggestions for Home Page

- Highlight the following:
 - *Annual conference*
 - *Dynamics Journal* – make note when a new issue is coming out and the contributors or a brief overview of a particular article. When the person clicks the link – it would link to a subscription page so they can sign up to receive if not already a member
 - *Search function* – have this open to the public to search the site. When an item is in the Members Only area, they will be prompted for user name/password to access, if they are not already signed in. If not a member, this would then link to a screen saying “Members Only Content – Why don't you join?” and lists the benefits of membership and how to become a member.
 - *Critical Connections* – put an excerpt of the newsletter on the homepage each time it is released. Store these newsletters on the website so current and new members can search back and review.
 - What is our “*Core Message*”
 - *Member / Chapter Profiles* (good idea for Chapter Connections Day 2008 – have each Chapter provide a profile – would give us enough for the whole year)
 - *Why Join?* How do we sum up who we are and why people should join?
Suggestions:
 - National organization – CACCN is the voice of the Critical Care Nurse – great way to network and make connections (Teddie)
 - Positive Imagery re: Critical Care Nursing
 - What stands out?

- Most positive thought?
- Single idea around critical care nursing?
 - “Critical Care – State of the ART, combining compassion and technology when patients need us the most!” (Pam)
 - “Human Touch” in the middle of all this technology
 - Key for critical care nursing – human link families connect with
 - Nurses bring the human touch
 - Technical, skilled experts bridging the gap from machine to the human side
 - Providing compassion and technology when patients need us most

6.0 Forums for Members Only Area

- These are a nice feature on the site
- Members can have topical discussions
- Moderation of the forum is not necessary but would be a good idea from a liability perspective
- Moderation on the other hand can tend to stifle discussion among members
- This type of community is difficult to get up and running – takes quite a while to bring in your members and make them feel comfortable enough to post
- Would need to have an automated login system for creating user name/password

7.0 WMS

- Christine indicated at this point the system seemed very slow
- Christine also felt it was a bit cumbersome
- Christine indicated her feelings may be due to being new to the system
- Have had problems uploading documents over 4 mg
- Kevin advised his discussions with Gina were indicative of keeping the WMS
- Christine and Kevin will discuss further
- Should look at changing the colouring on the WMS site as it isn't appealing
- Colouring on the site makes it a bit difficult to work in

8.0 Summary of Action Required

Board of Directors

- ***Home Page content is critical***

- must get to Kevin within one week
- Also respond to Kevin's email questions re: what you like and don't like about certain sites

- ***Content on site***

- do we want to change or move the site over
- if we move it "wholesale" to Bizzone at this time, we can then take our time over the next several months to make decisions on content

- ***Site Map***

- This is basically the content and where it should go

- ***Computer***

- Kevin requires by no later than 01 June 2008

Action: Teddie to send email re: home page/site map to BOD
Christine to prepare/send draft minutes
Christine to contact Kevin re: Static IP address

Meeting adjourned at 18:45 EST.