

**FSMTA Winter Executive Board Meeting
Interim Webmaster Report - #19b
February 2, 2008
Cabot Lodge, Gainesville, FL**

Website update:

- Complete revision of fmta.org website
- Updating and revision of online forms
- Inclusion of pictures/email links for Executive Board Officers
- Announcement page for immediate news to membership
- Directory being updated immediately online as updates are available from MTNA
- New pages added to website
 - *Map of Districts*
 - *Competition Winners*
 - *Announcements*
 - *Collegiate Student Chapters*
 - *Directors (Past Presidents)*
 - *Annual Awards (Teacher and Local Association)*
 - Links to Local Association websites from *Local Association Presidents* page
- Overview of current Webpage layout:

Quick Links	About	Upcoming Events	Student Activities	Membership	Contacting Us
Announcements	Mission Statement	Calendar of Events	Student Activities	Members Home	Main contacts
FSMTA Newsletter	FSMTA Officers	Arts Awareness & Advocacy	FSMTA Competitive Events	Member Application	FSMTA Officers
Member Database	Standing Committees		Competition winners	Member Certification	Standing Committees
FSMT Foundation • Awards • Opportunities for Giving	District/Local Associations		Awards and Scholarships	Membership Directory	Local Association Presidents
Conference	Certified Members		Handbook	Membership Bylaws	
Links	Code of Ethics		Collegiate Student Chapters	Code of Ethics	
	Legislative Activities			Directors (Past Presidents)	
	Map of Districts • Rotation for conference			Annual Awards (Teacher and Local Association)	

- Attended an online presentation by **Cvent**.
 - Cvent is a premier online registration, eMarketing, and data analysis application that can help plan, market, and streamline your upcoming meetings and events.
 - Presented summary of event to President Kilts and President-Elect Hebda

- Reviewed MTNA's *Association In A Box (AIB)* toolkit
 - AIB is an online content management system. It is like a small version of a word processor; allows interaction with MTNA's membership database
 - Drawbacks of using AIB:
 - Everyone who uses it has to go through a training and authorization process. Because of the fact that offices change hands every couple of years, this could become difficult. Each new chairperson would have to be trained and given authorization through the AIB website.
 - With multiple people working on the website, choices for formatting would be individual and unique. Therefore the web site could end up having a different look on each page depending on who developed it. The website could lack uniformity throughout, giving a more "home-made" look rather than a professional look.
 - Not every person is comfortable/familiar with word processing. Working in HTML (web language) is more like working in spreadsheets than it is like word processing. Each web page is made up of multiple frames (which are like spreadsheet cells). This could be challenging and frustrating.
 - Web page design requires creativity and an eye for design elements. (e.g. color matching, not too much reading, pictures matching in style and size, pleasing to the eye, white space, etc.)
 - Recommendation: could be used by local and district associations for development of their websites

Future plans for website:

- Add a "History of FSMTA" page
- Add a "Frequently Asked Questions" page
- Add "College Faculty Council/Members" page
- Update "Member Application" and "Member Certification" pages
- The FSMTA website will become the focal point for disseminating information, forms, applications, email, and surveys
- Newsletter will be posted in page layout as well as PDF format.
- Newsletter pictures will be posted in color
- Complete and post list of each District Competitive Events/Concerto competition chairs

What services I can offer to FSMTA

- Assist in development of additional district and local association websites
- Assist with designing conference registrations, marketing brochures, graphic design for events
- Provide online application and registration processes
- Do layout for marketing, printing, and newsletter (continue with production of the FSMTA Directory)

For discussion

- Possibly post Executive Board minutes online in secure area
- Possibly post Annual Meeting minutes online in secure area
- Possibly post pictures of competition winners online (with signed release forms)
- Possibly list "Honorary Members" on website page

Respectfully submitted, Amy Turon