

Chi Sigma Iota
Web Administrator's Report/Requests
May 2009
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The World Wide Web (WWW) was established in 1992. In 1993, Tom Sweeney and I attended a 3 hour training course to learn basic html programming. With the assistance of a doctoral student, we created csi-net.org. The intent was to have a presence on the WWW, to provide copies of leadership manuals, awards training packages, and other training materials that chapters could download, and to save costs for printing and postage. We hired an engineer to help with data base design and management.

By 2004, it was clear that we needed professional web site management and we contracted with Affiniscape. A major advantage was on-line application processing. Affiniscape targets non-profit corporations and thus had modules of services which met our needs to a great extent. We hired a new data base consultant, Lewis Rowland, a Microsoft Engineer, to assist with the transition and web site data base issues.

The web is managed as follows: The Executive Director oversees all staff and consultant functions, helps determine web needs, contracts for Affiniscape services, and creates and edits some web content, and responds to staff and volunteer concerns related to the web. Our data base Consultant automates functions and creates reports. Our Web Administrator advises on content and helps trouble shoot technology problems, and creates and edits some web content (See attached position description and summary of tasks and activities). The Administrative Assistant makes all web additions and changes on a daily basis. The web has become a major part of her job.

As you can see from these brief job descriptions, none of these four positions includes expertise in web design or marketing. When chapter web developers write and say things like: "I was looking at a content management system such as Joomla, Mambo, or PHP-Nuke", none of us can respond intelligently. Many chapters have sophisticated graphic-interface web pages that allow maximal user interaction. We have focused on providing downloadable content, and frankly that has been all we could afford.

Our website has multiple purposes. It provides chapter and membership services (e.g., initiation materials) and interactive features for members (e.g., application, Counselor's Bookshelf), and it is also a publication and has within it multiple publications (e.g., the *Exemplar*). Many features, such as Professional Advocacy, serve both chapters and members. A systematic process for assuring that all members' needs are met has not been implemented, in part because of the variety of needs, in part due to lack of a clear vision, and in part due to concerns about use of staff time, since staff complete all web changes (and this fact should not change), changes are time consuming, and due to the fluid environment of the web, updates are frequently needed. For example, when a new chapter is added, at least 6 separate web pages have to be individually accessed and changed. Links change and need to be updated, both within and external to our site.

An essential question that must be asked is this: Who develops and maintains the *content* of the web? Historically, the Executive Council has been the "editorial board" for web content and has voted on

major changes to content areas. However, the EC does not review individual pages before they are added. A Web Administrator makes sure the pages are functioning, however, generating content is a different matter due to the extensive time required.

For purposes of marketing and professional recognition, web sites require some continuity, as well as periodic redesign (See for example nbcc.org and Clawson's message concerning their newly redesigned web site). When they become exceedingly complex they are difficult to navigate and use. Some organizations, such as NBCC, have created separate web sites for key entities, in their case different corporations are a logical basis for having different pages.

The types of questions CSI Headquarters and I struggle with are these:

- *How is our site helping CSI meet all aspects of our strategic plan?*
- *How can we create and maintain a site that serves all member categories?*
- *How can we create and maintain content that meets chapter needs?*
- *How can we keep our site current and relevant?*
- *How can we meet the needs of a new generation of technology-literate consumers, many of whom use and even create resources far more sophisticated than we are able to provide?*
- *How can we meet our goals with the limitations of staff?*
- *How can we involve volunteers in ways that work to build and maintain continuity in the site?*

Our biggest foray into a new paradigm for adding web content occurred in 2006. The CSI President and an Intern, with Executive Council approval, developed JobLinks. Everyone agreed - it is a fantastic idea! Yet, it has not evolved and it is important to consider what has happened. The Intern graduated, the President transitioned, and we spent one year informally and one year formally and actively trying to recruit someone to work with this page. Annually we check the links (there are links to every state and many other sources of jobs). This year we created a forum for posting jobs, searchable by state, moved JOBlinks to a main link to gain it more visibility, and then worked to find a person to coordinate the site, but no action occurred. JobLinks has no vision, no plan, no coordinator, and most importantly, outside of the forum, no new content in 3 years. There have been 3 postings of job openings this year.

Two-three years ago I obtained permission from the EC to recruit Associate Editors for various parts of the web page and suggested we view the web as a publication. JobLinks was the first trial of this process, and before we try again it is essential that we agree on what we need to do, how it will be done, and what resources will be required, and how we will market and sustain the initiative.

Last year we approved the Counselor's Bookshelf. EC members were enthusiastic and several indicated they would have their classes make submissions. As of 4-26-09, there have been 18 submissions, two were moved from another part of the web so really there have been 16. Most have been generated in the last three weeks as we recruited an editorial board and are requiring editorial board members to submit reviews. So, is this project working? Will it? How can we support and sustain it?

Last year we started the Find-a-Counselor link for consumers. Although there was much enthusiasm for this idea, only 317 of our estimated 6,000+ professional members have signed up. The first time we

checked we had to ask most of those who opted in to please opt out as they are still students. We rewrote the instructions; many registrants need to be told to opt out as they are still students.

Leadership is a main purpose of CSI. We have tried repeatedly to have leadership materials on the web. For two years we had a link to leadership materials, but we only had two book reviews there and the task forces that we appointed did not materialize so we dropped the link. It cost \$150 at that time to add it, based on enthusiasm for developing materials.

I do not wish to be negative but feel a need to be informative so the EC can help determine future directions for the web. With that in mind, I have compiled a list of projects that were started but not finished. This list is attached. There are also parts of the web badly in need of updating, such as Professional Advocacy. The Advocacy Leadership Conferences were wonderful and the reports are excellent, but the last conference was in 1996. The Advocacy Committee Chairs are willing to take on a revision. Is this a task for a committee? Can a committee chair be a web editor too and devote the time necessary to creativity and a plan for change we can sustain over time? Will we have to recreate the site each time we get a new committee chair? How can we train a committee chair to understand the limitations of staff time for web work?

My best thought is to have Associate Editors for JobLinks, Find-A-Counselor, The Counselor's Bookshelf, Professional Advocacy, and possible new links for professional members and leaders. But, we can't have a web page that looks like it was put together by a committee.

In the past we used CSI Day to provide nuts and bolts chapter training on issues such as how to establish a newsletter, how to plan an initiation, how to raise funds, etc. Our Leadership training on CSI Day is wonderful, but it does not provide this type of training. The Chapter Leader and CFA training sessions are networking and sharing sessions without focused training on issues relevant to chapters.

Likely no one downloads the leadership manual for chapters, and we basically have no training in place for chapters and CFAs. We have an annual email to links on the web, but that is not the same as training. On CSI Day we answer questions, but we do not review the nuts and bolts of how to run meetings, plan initiations, etc. That is left for members and chapters to do on their own with web resources that as near as we can tell, are not being used. I was an initiation speaker in April at a large, active chapter which has received the Outstanding Chapter Award three times since 2003. The official initiation ceremony was not used and new members were not administered the CSI Oath.

In short, we have a ton of material on the web that is not being used and for which little encouragement for use is being provided. We need new materials on the web, especially training materials for chapters, and we need training for chapters in how to access and use these materials. A letter from the Executive Director to the CFAs once a year with some links is not enough. We need new materials that are more graphic and user friendly. The training powerpoints need to be expanded. Someone needs to assume the task of outlining needs (the Leadership Manual would be a great start) and developing training modules to help chapters. Possible topics include advocacy (Stephanie Burns has a great presentation she provided at the Advocacy Committee session in Charlotte), fund raising, initiations, elections, and

how to run meetings. A standard format is needed for Powerpoint files that clearly links to CSI, with a standard logo, fonts, and standard amount of content. We can have narrated and non-narrated versions. Finding someone to do what needs to be done remains a challenge.

Chapter web pages remain an issue. I conduct a google search annually to find chapter web pages and prepare report showing which comply with CSI policies. Many develop pages but do not report them, most are inactive or out of compliance or both. Google led to 69 chapter web pages, most of which were inactive, out of date, and non-compliant with our policy. Less than 25 chapter pages are linked from the csi-net.org. This “policing” function is necessary to assure an appropriate and professional image for CSI on the web, including appropriate use of our trademarked logo, and it is challenging.

Last year we passed a policy on social networking sites. I managed to find 11 Facebook and MySpace accounts for chapters last fall, most of which needed to be reminded about the policy and specific aspects (such as not saying “this site is open to anyone who wants to join”). It is impossible to also monitor Linked-In and the many professional networking sites that are being created and used by chapters.

**Chi Sigma Iota
Web Administrator Roles and Functions, May, 2009**

Purpose of position: Work with Executive Director, Computer Consultant, and Administrative Assistant to assure that the web is attractive, functional, and an effective resource to meet member needs.

Web Administrator Roles/Tasks	Activities to Accomplish Tasks
Assure up-to-date, relevant, attractive, user-friendly website	Completely redesigned back of site in summer/fall 2007; required renaming and reorganization of all files and checking through 2008. Completely redesigned front of site in summer of 2008.
Monitor web site usage to determine usefulness of pages	Review web site usage monthly to check for anomalies, annually as part of review of entire site and usefulness of pages
Work with CSI Computer Consultant (Lewis Rowland) to determine functions that can be and are desired to be automated; determine	Numerous e-mails, phone calls, and meetings with Lewis and Executive Director to develop new features (Find-a-Counselor registry,

best ways to automate; write narratives for web	Counselor's Bookshelf)
Review automated functions to determine usefulness of information and integrate new information needs	Redesigned member profiles to gather data on members and to enable the new Find-a-Counselor registry Reviewed/revised annual plan/annual report forms
Determine needs for reports based on data collected; revise data collection to prepare for reports of needed information	Developed CSI Store Survey to get regular feedback on use of the CSI Store by members; prepare semi-annual and annual reports to review information
Function as editor for all new web page content	Review new content for grammar and spelling errors; determine where new content will be uploaded and cross linked for ease of use
Web Editor	Select and work with Associate Editors for various web pages (e.g., Counselor's Bookshelf, JobLinks), This year we recruited and selected an Associate Editor for JobLinks. The position has not worked out.
Counselor's Bookshelf Editor	Recruited editorial board members and assigned to Editors of four sections, developed editorial review process and forms, revised introduction to Bookshelf; continue to monitor and revise procedures with feedback from editors and members
Coordinate with CSI Committee Chairs to assure that materials submitted for the web are in an appropriate format for uploading	Ongoing – this works only when the President encourages coordination between committees and the web. Materials sent without prior consultation may or may not be useful
Recommend new web features and membership services through the web	Developed proposals for: Counselor's Bookshelf (2008) Find-a-Counselor (2008) Council of Editors (2009) CSI Author Showcase (2009)
Chapter Web Pages	Review annual reports and annual plans; prepare reports of chapter web page involvement; review each chapter web page for compliance with CSI policy; write all chapters that are not in compliance, attaching the policy

	and link and web page template files; provide technical assistance for development of chapter web page.
Social Networking Sites	Review annual reports and annual plans to determine social networking site usage; monitor sites for compliance with CSI policy; contact chapters that are not in compliance with specific recommendations for change. Once a year check for CSI chapter Facebook and Myspace accounts, determine if CSI policy has been used to develop the site, contact the chapter if there are any discrepancies, follow up to be sure any recommended changes have been met.
Assure that csi-net.org supports work of committees and headquarters	Prepared new log-in area in 2008-09 with folders for each committee where mission statements, plans of action, sample letters, and other documents can be housed for use by current and future committee chairs; Need president to encourage committee chairs to submit materials for uploading.
Facilitate communication within CSI	Developed new listservs for: Fellows and Interns Chapter Faculty Advisors Chapter Leaders Committee Chairs Executive Council Still troubleshooting with Affiniscape on a daily basis as the CFA listserv is not working properly.
Attend training on web modules provided by Affiniscape	Attend webinar on 360 Communications, others as needed to support staff
Troubleshoot technology problems with web	Recent issues include: difficulty uploading to Bookshelf due to platform/VISTA issues; listserv problems, Affiniscape's change in credit card processing; work with Affiniscape and Consultant to resolve issues.
What I do not do:	Market CSI Services and programs, although I am coordinating the Counselor's Bookshelf Contest.

Some Notable CSI Projects and Outcomes

Project	Date Started	Last Date Used or Updated	Yrsw/no activity
Carrie Wachter PSA	April 1, 2008	April, 2008; not uploaded to CSI web page, not sure where to put it.	1
JobLinks	May, 2006	May, 2006, no new materials since page est.	3
Find-A-Counselor	Oct. 26, 2008 Announced		
Counselors Bookshelf	Oct. 26, 2008 Announced	18 postings as of 4.27	
Leadership Link/ Leadership Materials	2007-08 and 2008-09	Never activated, no products	
Counselor Advocacy Tips	2005, one tip uploaded	Fall 2006, one tip added, 2 total	3
Chapter Development Tips	2005, one uploaded	Fall 2006, one tip added, 2 total	3
Chapter Tips	1992 in Exemplar	Need list of tips for web, created by 3 separate committees in three separate formats in 2006; none useful for web cross linking	?
CSI Powerpoint		2006-07, last updated; 2003 latest publication referenced	2
Publications	1992	Two books endorsed, 2001, 2003	6
Distinguished Scholars Video Series	Developed 92-94, tapes given to ACA library, library closed and tapes returned.	Jim Bray digitized all of the tapes this year. We have the unedited digital recordings.	At least 12 before this year.
Intern Interviews, 2009	Interns developed interview project, no protocols or other information provided to CSI.	One intern reported he spent 8 hours preparing for and videotaping two interviews. These were not submitted to CSI.	?