



Website Committee Report – Annual Report

Mary Johnson – Committee Chair

The Website Committee maintains the IWEA website, produces the e-newsletter and other email communication, and arranges for on-line event registrations. It is our goal to provide clearly written and timely information to our members and the general public.

Website

IWEA contracted with Vieth Consulting to re-design our website. The site has an intuitive structure that includes quick links, social media icons, and a search function. We also have re-thought how to display conference presentation slides and are now posting them to a one-drive account.

Our decision to contract with Vieth Consulting was based on the fact that, in addition to website design & hosting, they also provide non-profit organization management for WEF member associations. Some functions that we are now handling through the website include:

- Membership database management
- Affiliate membership renewal announcements
- Event registration

Vieth also offers an email marketing service which we will begin to use in 2016.

E-marketing

IWEA has contracted with Constant Contact for e-marketing and event registration since 2008. We are in the process of moving these services to Vieth Consulting.