REACHING HIGHER

BELLEVUE, WASHINGTON
JULY 24-27, 2024

SOROPTIMIST 48TH BIENNIAL CONVENTION
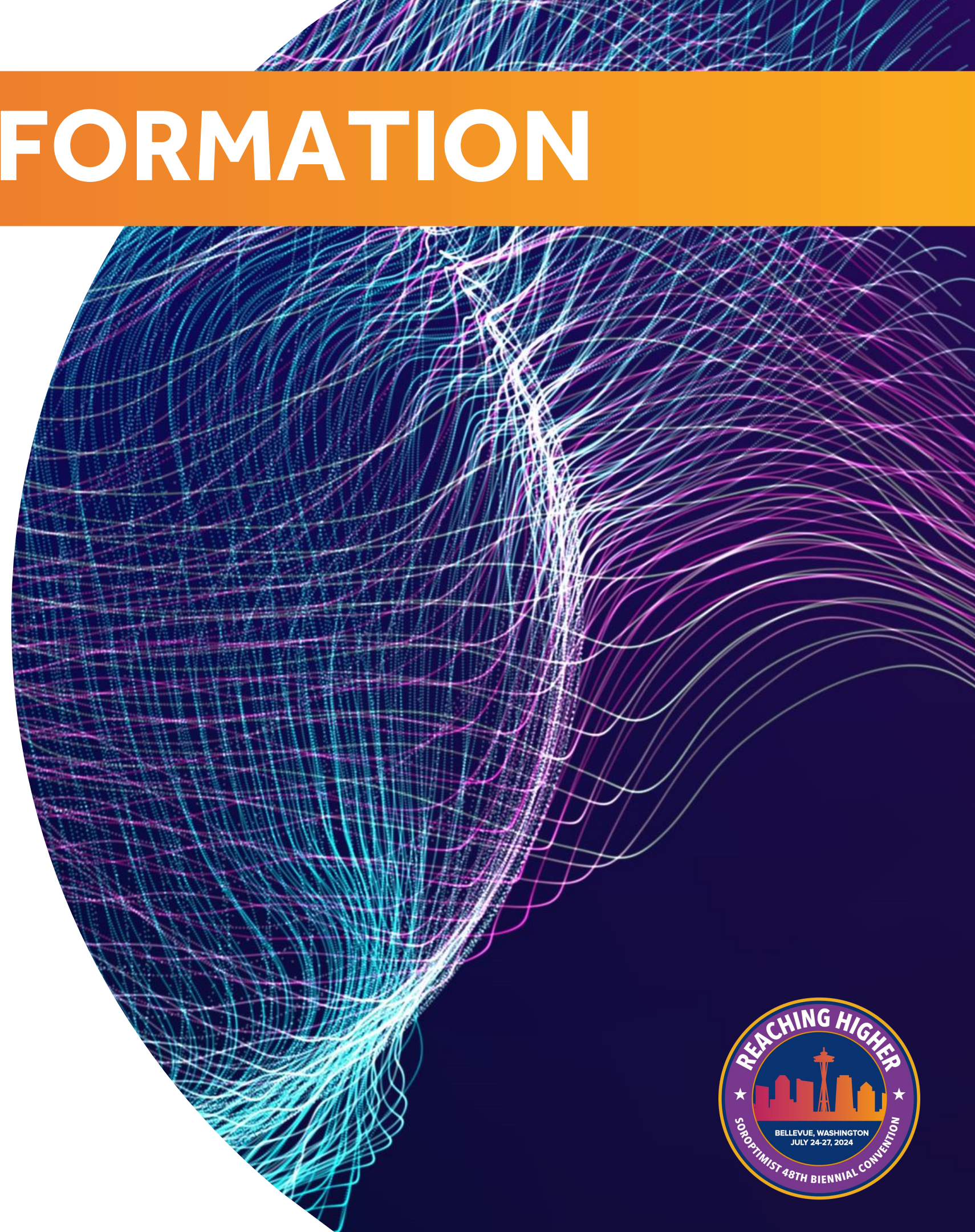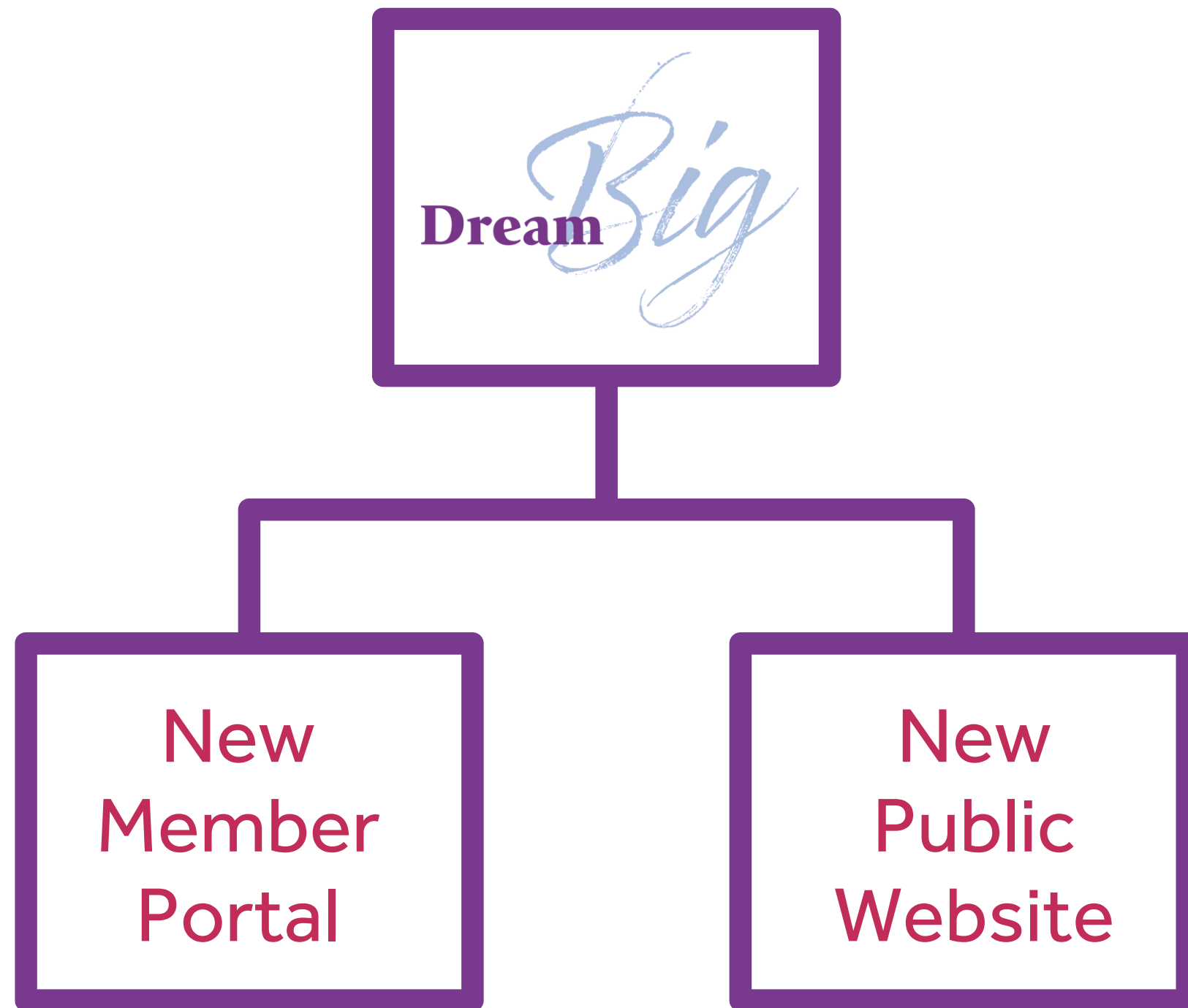
SIA WEBSITE EVOLUTION

Taking Our Online Experience
to New Heights!

Presenter: Amory Marple

#SIAConv2024

Soroptimist International of the Americas, Inc.

TECHONOLOGY TRANSFORMATION

Dream *Big*

New Member Portal

New Public Website

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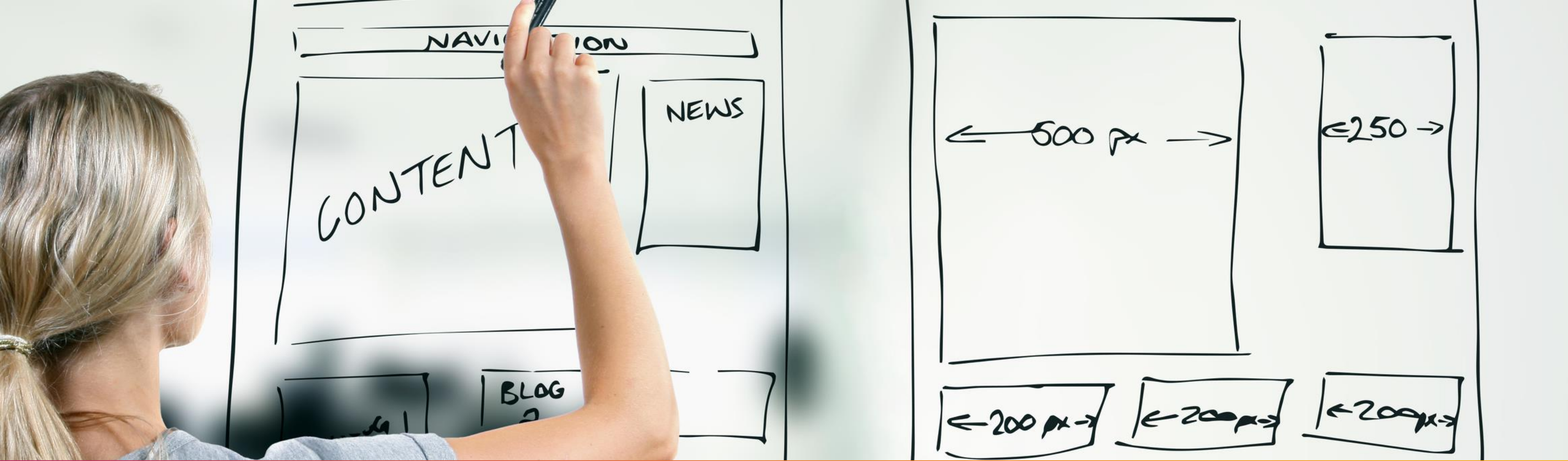SOROPTIMIST 48TH BIENNIAL CONVENTION

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NEW! MEMBER PORTAL

SIA will host a series of live webinars to coach members on how to...

- Update your member profile
- See your membership status
- View your giving history and Laurel Society Level
- See your store purchases
- Access the Member Resource Library
- Manage your Club Roster & Pay Dues
- Assign Leadership Roles
- And much more!

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#TechTalk's
MEMBER LEARNING LABS

bitly

NEW! PUBLIC WEBSITE

- Contains information for the general public
- Serves as a window into our organization
- Showcases our mission and programs

DISCUSSION TOPICS

1. What design elements or features do you find most appealing or engaging? Are there any common trends or styles you prefer?

2. What content captures your attention the most?

3. What features or functionalities do you think would benefit the public part of SIA's website?

4. What factors influence your initial impression of a website's brand or organization?

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INSTRUCTIONS

- 5 minutes to discuss each question

- Designate a notetaker to summarize key insights from your discussion

- Designate spokesperson to share your group's top one or two takeaways with everyone.

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DISCUSSION TOPICS

1 What design elements or features do you find most appealing or engaging? Are there any common trends or styles you prefer?

2 What content captures your attention the most?

3 What features or functionalities do you think would benefit the public part of SIA's website?

4 What factors influence your initial impression of a website's brand or organization?

THANK YOU & NEXT STEPS

- SIA to compile notes gathered today

- Project will take all of next year to complete

- SIA will keep you updated on progress

- Additional thoughts or ideas? Contact:

  ✉ siahq@soroptimist.org

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