



Iowa Branch Connector

September, 2014

A Monthly Electronic Bulletin for AAUW Leaders in Iowa

The Value of Affiliation with AAUW: By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

Welcome to this monthly electronic publication. You are invited to share this information with other members and branch leaders by forwarding it to them, or providing a hard copy.

The September Connector is written by AAUW Iowa Web Manager Jennifer McNabb.

### **A New Website!**

While social media is an excellent way to generate buzz and create continual interest in your organization, our state and branch websites can serve as a central gathering place for information and resources.

You may have noticed that AAUW Iowa's website has recently undergone a major redesign. Over the summer, we switched to the platform offered by AAUW's Site Resources program, which means that we also have a new URL: <http://aauw-ia.aauw.net/>. Be sure to update your bookmarks!

There are many reasons for making this change, but a few key factors include improved branding, consistency of information, support from Site Resources, ease of use, and cost. It is our hope that this new site will offer our current members a place to find important AAUW resources and our potential members an opportunity to learn more about this great organization, all while promoting the overall "brand" of AAUW.

Please explore the site at your convenience. If there is information that you would like to see included on the site or if the current information might be presented in a way that makes more sense to our audience, please don't hesitate to contact Jennifer McNabb with your feedback. This site will continue to be a work in progress so your suggestions are always welcome.

Additionally, if your branch would like to create or expand its own web presence, there are several options available.

1. **Create a branch website with the help of AAUW's Site Resources program with a link to your site posted on the AAUW Iowa site.** This is a pretty painless process, and, if you have someone in your branch who is even a little technologically savvy, you should be able to maintain your own site without paying anything. Site Resources will do an initial page setup for you (free!), and

then you would just have to identify someone in your branch who would be willing to maintain the information. If needed, Jennifer would be glad to also assist with the initial setup, and she could also help to train someone in your branch on how to make updates to information as you need it. You do not need to be familiar with website coding to do this, and it is possible to set up a site that requires very minimal updating.

2. **Host your own site on the web platform of your choice with a link to your site posted on the AAUW Iowa site.** There are many free hosting sites available online that you could use if you wanted to create a website, but don't want to work through Site Resources (Blogger, Wordpress, etc). If you decide to do this option, you would just need to identify someone within your branch who could be responsible for the creation and maintenance of the site. Once you're up and running, you can send Jennifer a link to the site, and she will post it on the AAUW Iowa site.
3. **Have a single page of branch information on the new AAUW Iowa site.** If you would rather not create your own website, AAUW Iowa would be glad to provide a page on the state site for you to present basic information about your branch (officers, contact information, etc.). Jennifer would be responsible for posting the content. You would just need to identify someone within your branch who could email her the necessary information, as needed.

While it is the decision of each branch as to if and how they maintain a web presence, we want to be sure, if cost or skill are a prohibiting concern for your branch, that you know what free and easy options might be available.

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