

NSMA WEBSITE COMMITTEE

FACT SHEET

TERM: One year

Appointed by the Vice President with NSMA BOD approval

QUALIFICATIONS: Active member of NSMA in good standing
Familiar with NSMA Bylaws and Standing Rules
Knowledge of correct grammar, spelling & punctuation
Able to meet deadlines, reliable, creative
Strong written communication skills
Computer knowledge and website familiarity

RESPONSIBILITIES: Attend all NSMA BOD meetings and the annual NSMA General Assembly
Update the NSMA website as needed
Prepare a written year-end report

COMMITTEE MEMBER: NSMA Archive Chair (provides photos)
NSMA Membership Chair
NSMA Awards Chair
NSMA Public Relations Chair
NSMA Social Media Chair

BOD NOTEBOOK CONTENTS:

Current NSMA operating budget
Retain year-end report for 7 years
Retain correspondence for one year or longer if pertinent
Current NSMA Bylaws and Standing Rules
Replace NSMA BOD roster yearly
Update NSMA Planning Calendar
Copy of contract in force with web designer

NSMA WEBSITE COMMITTEE

www.nsmaonline.org

Keeping the membership informed regarding current NSMA topics and AAMA highlights involves strategic communication tools. The Society's website, www.nsmaonline.org, is a very useful device used to deliver messages to the NSMA membership.

Under the direction of the NSMA BOD, the Website Chair will post articles of interest and keep Board contact information current. If needed and with BOD approval, a professional web designer may be consulted.

The Archive Chair, Membership Chair, and Awards Chair are automatically members of this committee.

The chair shall design, publish, and maintain the NSMA website, **www.nsmaonline.org**. The website includes professional member information, a section for students, and "about NSMA". Current NSMA Bylaws and Standing Rules must be posted online. There needs to be a "contact us" page for those with questions or suggestions. The website Chair should keep current the names and contact information for elected officers and appointed committee chairs plus the NSMA Medical Advisors.

In addition, the website may post the NSMA President's message, the NSMA planning calendar, meeting notices, an educator page, the NSMA Mission and Vision statements plus benefits of AAMA membership. Major NSMA award programs and eligibility requirements can be posted along with announcing the names of award recipients. The story of NSMA should be updated annually by the NSMA Archive Chair and posted on the website. Website development remains an ongoing process and additional guidelines and postings may evolve.

The NSMA Annual Conference Chair is responsible for seeing that the conference registration form, hotel reservation form and a detailed conference agenda are available for posting. After the NSMA annual conference, a summary of the General Assembly provided by the Secretary should be posted. A summary of the NSMA delegate reports to the previous AAMA annual conference provided by the Chair of the Delegates should also be posted.

The Website Chair is responsible for formatting and proofreading all materials posted on the website. The Chair may consult other NSMA members and is encouraged to recruit assistance for the final proof. For professional editorial standards, visit the AAMA website and click on State & Chapter Support/State & Chapter Guidelines. The Bylaws Chair is responsible for final proofing and annually submitting the NSMA Bylaws and Standing Rules for posting.

The NSMA website goals include providing member services, building familiarity, providing current information, and creating a site with updated information so visitors return often.

The target audience for NSMA will include current AAMA members, medical assisting students, nonmember CMAs (AAMA), medical assisting educators, and anyone interested in the field of

medical assisting.

The chair should periodically visit other healthcare providers and medical assisting websites. Note which features and designs are user-friendly. NSMA needs to provide the appropriate content and services the members need as well as maintain a professional appearance.

NSMA's website should be user-friendly and designed with a professional appearance. A professional website should limit the bells and whistles. Avoid flashing signs, moving marquees, animated cartoons, and zillions of colors; this is not a child's fun site. Music is not appropriate for a professional site. Some browsers "freeze" when hitting a site with sound.

Pay close attention to copyright laws when using any kind of artwork unless NSMA designed it or paid for the use of it. Limit and compress graphics to a size that will load quickly. Studies show that website visitors will not wait longer than ten seconds for a site to load.

NSMA wants to be able to communicate with visitors and the best way to do this is to build in a hyperlink for a direct email. Be sure the designated recipient for emails responds promptly. The generally accepted expectation is to receive a response within twenty-four hours.

All email responses should show respect and use the proper title. A copy of the original letter should be included to help the sender recall the purpose of the message. If the response requires an attachment, paste the information into the body of the email rather than attaching a file. Attached files may be incompatible with another computer and cannot always be opened easily. Always thank the sender for their note/question and supply a phone number where they can call for further information. Before sending a response, verify that that all questions are fully answered, spelling and grammar is correct, and the tone is professional. A hard copy may be saved and filed in the BOD Notebook to be used as a sample if appropriate.

The first step for NSMA in making the website available to our target audience is to avoid discouraging entry to the site. Visitors find it annoying when viewing a site to have to scroll horizontally to read a line or see the entire width of the page. Professional sites are built around the most common screen resolution size of 800x600 pixels. Vertical scrolling is acceptable but keep it to a minimum. A horizontal navigation system will work if you can view it when the page is first opened. Again, NSMA does not want to turn away visitors from the site.

The chair should ensure that the finished site can be viewed as designed and by all browsers. Take the time required to view the site on all of the popular browsers and fix problems before the site goes "public".

If navigation is not clear, visitors will leave the site. A customary website design includes a heading with a logo and a navigational system on the left side of the page with a vertical navigational design. The remainder of the page allows space for text or other content. The overall message from NSMA needs to be concise, grammatically correct and spell-checked.

The NSMA professional site does not have to have a boring design. The color of the text, background, font, and many other techniques will give the page interest.

Consistency from page to page is important (i.e. navigational placement). This allows visitors to catch on fast and sets the expectation to see the same page design on subsequent pages. Keep pages uncluttered and easy to navigate.

If one must scroll down on the page because it contains a lot of text, it should have a footer for navigation or a bookmark to take the reader back to the top of the page. The footer is a good place for the email link and ideally should be on every page, so the visitor doesn't have to wander around to find the email link.

Working with the NSMA website is a major undertaking yet an exciting and rewarding task. The Website Chair must be mindful of the fact that the internet is about convenience and current information. NSMA wants more than just a web presence and must continue to provide a meaningful purpose for the site by servicing both current and potential members.

The NSMA website is the Society's news medium. Postings may include current topics of interest, announcements of organizational projects and programs, educational articles, pertinent communication from State officers and committee chairs plus major decisions of the NSMA.

All NSMA members have access to the NSMA website as a membership benefit. If the BOD decides to limit access to any or all sections of the website, the Chair would need to use the NSMA membership list supplied by AAMA and supplement this list by including Past State Presidents, the Medical Advisory Board members, and all medical assisting program directors in Nebraska. Access to other state societies may be granted upon individual requests.

The chair is responsible for obtaining the most cost-effective vendor for maintaining the NSMA website and seeking approval of the BOD before engaging a vendor's service. All contracts should be signed by both the Website Chair and the NSMA President.