

Alberta Conservation Association (ACA)

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Project name: Website Maintenance and Development

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Colin Eyo

Primary ACA staff on this project: Colin Eyo

Partnerships: N/A

Key Findings

Service with our new hosting company has been more reliable.

Creating online interfaces to simplify previously complex web updating tasks relieves pressure for the Communications team.

The websites remain a key place where the general public can find out about the work ACA does and the opportunities our work creates for outdoor enthusiasts.

Introduction

ACA currently maintains a suite of five separate external websites, with several website aliases used for specific projects or events. ACA's websites provide an accessible gateway to information about our work using current technology to engage users. It is one of the ways we work towards increasing ACA's profile in Alberta, which is one of the long-term goals of ACA's 10-year *Strategic Business Plan*.

Methods

We moved all external ACA websites (www.ab-conservation.com, www.magazine.ab-conservation.com, www.reportapoacher.com, www.albertadiscoverguide.com, www.deer-elk-bear.com) to a new web server hosting company to address concerns regarding reliability and server maintenance. Our website software platform has been upgraded to newer versions on all ACA websites and all previous code has been made compatible with the upgrade.

We created the Deer-Elk-Bear website for the 11th Biennial Western States Deer and Elk Workshop and 12th Western Black Bear Workshop. The website provides conference information and allows participants to register and pay for conference spaces online.

We upgraded the coding for the Taber Pheasant Festival online registration system, and also updated the festival online raffle purchase system to make it easier to use.

We created the ACA internal auction website.

We created online interfaces for updating homepage tile content, updating homepage slider content, reviewing job application data, reviewing overviews of online Conservation Site database, and updating/reviewing/creating ACA internal auctions and auction items.

Results

Our new web hosting service has been more reliable, reducing downtime and maintenance on our sites.

The Deer-Elk-Bear website has worked well.

The Taber Pheasant Festival online registration system operated successfully even while accommodating heavier traffic loads than in previous years. The raffle purchase system also worked well.

The ACA internal auction site functioned appropriately.

The newly created online interfaces simplified complex tasks, making it possible for others without extensive HTML knowledge to update websites and relieving bottlenecks for the Communications team.

Conclusions

The websites are working well as a gateway to information about ACA. We are constantly evaluating and discussing updates, both minor and more extensive, and making sure the website presents information in the most user-friendly way possible. The magazine website (www.magazine.ab-conservation.com) will be moving back into the main website in the following fiscal year (www.ab-conservation.com), and other external sites will be up for discussion as well.

Communications

www.ab-conservation.com

www.magazine.ab-conservation.com

www.reportapoacher.com

www.albertadiscoverguide.com

www.deer-elk-bear.com