

## **Alberta Conservation Association 2015/16 Project Summary Report**

**Project Name:** Website Maintenance and Development

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Colin Eyo

**Primary ACA staff on this project:** Colin Eyo

**Partnerships:** N/A

### **Key Findings**

- Our website was redesigned to be mobile-device friendly and to provide easier access to information with an awareness of user and stakeholder needs.

### **Introduction**

ACA's website provides an accessible gateway to information about our work using current technology to engage users. It is perhaps the primary platform we use to work toward increasing ACA's profile in Alberta, one of the long-term goals of ACA's 10-year Strategic Business Plan.

### **Methods**

We redesigned the ACA website with a focus on mobile use and user access, and we continually monitor and update website content to ensure that the most recent and accurate information is provided and that all links, downloads and postings are valid and functional. We also focus on implementing search engine optimization practices at all times.

### **Results**

The redesigned ACA website has been met with very positive reviews and comments from staff and stakeholders.

### **Conclusions**

Our redesigned website has been met with positive reviews.

### **Communications**

- ACA website