

**UCSB Emeriti Association
Board Meeting May 7, 2024
Web Advisory Report**

The domain name **ucsbemeritiassociation.edu** has been approved, and the work of specifying what we want on the website has begun.

We sent out a call to Board members asking for volunteers for the Web Advisory Committee and had only one response—and that one with a condition. We hope to get more members involved, but in the meantime, we are using a web design technique that has worked for other organizations:

user sourcing—in our case better called **EA member sourcing**.

Emeriti Association members were consulted about the design and navigation provided for our home page, and the response was healthy. The overwhelming majority of respondents preferred the design and navigation of the UC San Diego emeriti association website. We are now preparing to send a second proposal to all members.

A standard protocol for web design has four steps: planning, design, development, and testing and launch. We are at step one, and we will continue to involve actual potential users in our planning. We hope to involve more members in this work.