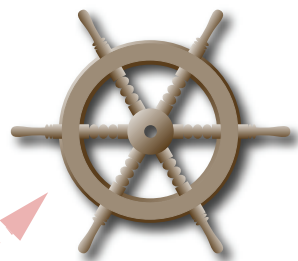


# Charting Your Course FOR PROFESSIONAL DEVELOPMENT



## New NSTU website supports effective and efficient communication

by Simon Wilkin

EXECUTIVE STAFF OFFICER, COORDINATOR OF TECHNOLOGY AND COMMUNICATIONS

On March 3, 2011 the Nova Scotia Teachers Union launched a new website, with enhanced features, that will allow us to more effectively and efficiently communicate with our members and the public. This was the first major re-design in almost seven years—since Annual Council 2004.

NSTU staff in collaboration with Bedford-based immediaC Worldwide Incorporated, N.S., designed and developed the new website. For more than 12 years immediaC has focused on client needs, delivering more than 1,000 websites, designs and web applications. ImmediaC's team of website specialists support clients across North America and Europe. They deliver innovative website solutions including website design, search-engine marketing, web database development and social media. Their attention to quality and experience in web design, communications, online creativity and online software design allow them to deliver unparalleled solutions for clients.

The first enhancement that site visitors will see is that the website has moved to a single interface in which all of the content that is on the website is visible to every visitor. The content that is intended for members only is password protected so when it is accessed the visitor must enter valid nstu.ca credentials to

view it. This should facilitate quicker access to relevant information for our members. Members who would like to access the protected content and currently do not have an nstu.ca account can find the information under the Communications menu and NSTU Web Accounts to set one up.

Another added feature of the new website are the video feeds. These will allow the organization to publish an alternate form of communication and add a personal touch in connecting with our members. It is our intent to do regular video posts addressing current issues related to the NSTU and education in general. The video feeds are integrated from our YouTube channel – nstuwebcast. If you are accessing the website from an educational site the lower right hand section under Featured Video may appear blank if YouTube is not accessible at your school or campus.

We have also incorporated Twitter feeds into the new website from our Twitter account: @nsteachersunion. You will see these Tweets scrolling on the front page of the website in the lower left hand section. The scrolling Tweets will contain the most recent 20 Tweets from the organization. If readers would like to view older Tweets or subscribe to our feeds

they can access our account through Twitter and start following. By following us on Twitter, feeds will be automatically directed to a user account eliminating the need to read the website or access our Twitter account directly.

On the front page visitors will be able to view interchanging banners including banners that contain brief information on current NSTU sponsored events such as education campaigns, upcoming

conferences or meetings. These banners are only visible from the front page of the website and are hidden once a visitor enters a content page of the website. We hope this will keep visitors informed of NSTU activities but not distract from accessing the information.

The new website is designed to reflect the structure of the organization. Under the menu items you will find information pertaining to the departments within the NSTU—Member Services, Professional Development and Communications. Along the top of every page of the website you will find static links to Local, Regional, Provincial, Francophone, Insurance and Financial information. Visitors can also access the NSTU Calendar, Webmail and Search features from the banner section on every page of the website.

We would like to invite members to provide feedback and suggest further enhancements that can be made to the updated look, feel and functionality of the new website.



Visitors can access a feedback form under the Communications menu and Online Forms.

The launch of the new website was the first step in a number of improvements the NSTU will be making to our online presence. There will soon be improvements to the NSTU webmail system, which will include increased mailbox sizes and greater compatibility with desktop and mobility applications. Other online systems that will see redesigns are the conference registration system and membership registry system. The goal of updating our online capacity is to further inform and engage the membership. We hope you like the improvements and look forward to hearing from you.



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