



Hawaii Education Association

FY 2019-2020 Website Committee Summary Report

Committee: Website

Goal(s)/Objectives

The goal to revise the website to inform members and visitors its purpose, goals, and activities of the organization was completed. The website is user friendly, designed to provide content helpful to a younger population. The website is able to showcase HEA programs and provide an interactive platform to encourage more effectively communicate with members.

Activities/Accomplishments in 2019-2020

- The website has been redesigned to a fresher look.
- *Accent Hawaii* is currently updated each quarter.
- EIH and HSTA-R links have been placed on the website to provide new resources and information for educators
- Information about the TAAC Symposium and grant awards have been posted with photos.
- All HEA Scholarship applications are pdf fillable.
- The Home page is actively updated with current notices or news.
- HEA Membership Application is now pdf fillable.
- Staff continues to develop and update necessary information to post on the website.

Overview

- February and March received the most visits due to HEA's scholarship announcement.
- The Scholarship tab was the most popular page visited. The High School Scholarship had the most visits (408) followed by the Continuing College (119), then Educator (99).
- Majority of the devices used to visit the website were laptops (1,300) vs. mobile (375).

Next Steps

- Continue to enhance the effectiveness of the website in promoting HEA to the community.
- Develop a “members only” view of the HEA budget and other items.
- Create a PayPal button for donations.
- Continue to link other education websites and ask other organizations to link HEA’s website on their web page.