

Website Project Enquiry : Entry # 208**Business/Organization Snapshot****What's the name of your company or organization?**

Connecticut Council of Language Teachers

What does your company/organization do? What are the products and services you offer?

We are a not-for profit group that is the state's largest organization of world language teachers. We manage membership, email and poll members, run events, and sell items. We are also a "hub" for information about the profession, such as for available jobs, useful resources, etc. Our website: www.ctcolt.org.

Who are the decision makers for this project?

I am the President-Elect and will be spearheading this project along with Rebecca Aubrey. Financial decisions will need to be approved at our bi-monthly board meetings.

What budget have you allocated for this project? Be honest and we will tell you what we can and can't do.

\$3k-6k Basic+ 5-10 pages

Does this project require financing?

NO - The funds are all budgeted and available.

Is the content for your website ready to go?

What?

Give us your main reasons for needing a new website.**Goal #1**

Modernize, simplify, and streamline our dated website

Goal #2

Make our website "one-stop shopping" for members and organizational purposes

Goal #3

Provide easy access for events, membership, and advocacy materials

Goal #4

Increase membership

Is there anything about your current site that serves the business well and if so, why?

Our site serves teachers. We like what is available on the site, but not necessarily how it's organized. We currently use our site to share information about our various events, scholarships, membership, and more. We do registration via a plugin with Google Forms. We also need to weed out old materials.

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Who Are We Doing This For?

Tell us about your ideal customer or user. Who are they? How old are they? What gender are they? Where do they hang out online? What are their interests?

World language teachers. Stakeholders in districts. Interest in advocating for and building K-12 world language programs with a proficiency focus.

What are the top 5 reasons your ideal customer will visit your website?

Register for events, find jobs, look at student awards, gain information about the Seal of Biliteracy, update and renew membership

Is this an e-commerce site?

We would sell small things, like \$1 seals or merchandise with our logo.

Design Concept

How do you want people to feel when they interact with your brand or vision? Safe and secure, edgy and excited, exclusive and cool, like they belong?

We want to make the process of getting information that people need to be a streamlined experience, and we would like to make our site a resource for our members. Ultimately, we would like our site to support and expand membership. We would like our site to look polished and professional.

Do your competitors have websites? If so, list them here so we can make sure yours is better :)

We love MAFLA's site - www.mafla.org

Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

We don't really have competitors - just other WL organizations like us.

Are there any other websites in particular that you like the design of? Why?

I don't think so. Streamlined and modern is our goal. Check out our website. It's a time machine to ten years ago.

What Does Success Look Like?

If we were to be celebrating a successful website strategy in 12 months time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.

Our goal is to have our site be easy to find information on and to manage, from the administrative side. We would like to see an increase in membership and a decrease in the time it takes to manage events, membership, and communication with members.

What is your timeline

- Don't know

Website Project Enquiry : Entry # 208**Anything else you want to get off your chest?**

We are looking to use Wild Apricot for membership management and its various features. We are not sure if we'd like to use Wild Apricot for the actual site, or something like WordPress, like MAFLA used. We would like help in the design and transition of our website to WA. Also, thank you in advance!

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Current website if any

<http://www.ctcolt.org>