#### **Welcoming Communities Initiative**

#### **E-Bulletin & Website**

Presented by: Tasha Williamson

# Introduction

- Important instruments for dissemination of information to a wide audience, including academics, community people, general public
- Your role: Writing for the e-bulletin and website
- Target audience
  - Who are they?
  - How do we want to communicate with them?
  - What do we want to say?
- Branding: Logo, colours, font, languages

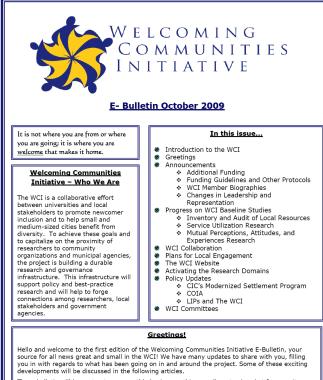
## Writing for the E-bulletin

- Your forum to share news with others
  - This is your place to shine, to share the excitement about the project with colleagues and a wider audience
- Mix of "administrivia," updates, and interest pieces
- We welcome submissions from everyone
  - Submission process
  - Editing
  - Monthly distribution

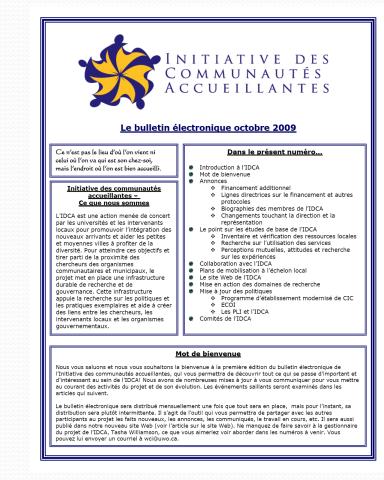
### Writing for the E-bulletin, cont'd

- Academic or bureaucratic writing vs. writing for popular media
  - Presentation by YourCity magazine
- Audience
  - Keeping your audience's interests and background in mind
  - Databases the first e-bulletin was sent to over 1500 email addresses
    - Academic
    - Municipal
    - Government

### First Issue



The e-bulletin will be sent out on a monthly basis once things really get going, but for now, its distribution will be somewhat intermittent. This is the place for you to share with everyone else involved in the project any new developments, announcements, news items, ongoing work, etc. It will also be made available on our new website, (see below for the Website article). Please be sure to let WCI Project Manager, Tasha Williamson, know about anything that you would like to have included in the upcoming issues. You may email her at wc@uwo.ca.



## Branding





## WCI Website Connecting our Community

Slides by: Dawn Zinga Presented by: Tasha Williamson

# The Basics

- As we've opted for a distributed network and not a hub or site-based organization the WCI website is essential to keep us all connected
- Our site will have a public and private area
- It will archive all of our documents, reports, works in progress, media releases... pretty much anything that you can think of archiving or showcasing
- Yes, that includes video clips and any other type of multimedia that we'd like to have available

## The Public Face of WCI

- In many ways the website will be the public face of WCI and so we will use it as a showcase and as central point of information
- In the public section of our website there will be organizational links to the domain descriptions and memberships
- A section that highlights the communities, universities, and people who are involved
- As well as quick links to our media centre, current research projects, event, e-bulletins, products and publications

### The Public Face of WCI, cont'd

- It will also have areas for partners to put up releases or announcements as well as a research release section
- Our funders and partners will be highlighted with links to their sites provided
- We will also offer a quick and easy links lists
- Our search engine will have advanced capabilities that allow searching to "find an expert" and "find a study" to make accessing our information easier
- We will also be able to showcase breaking news

## The Private Side of WCI

- As the website will also be used to connect all of us, there will be a private side or intranet to the site
- The intranet will be by login access only
- Members of the WCI will be provided with a login so that they can access the intranet
- The intranet will house organizational documents such as meeting minutes, internal announcements, works in progress, preliminary reports, databases...
- It will also provide options for document sharing and collaboration on projects and documents

### The Private Side of WCI, cont'd

- The private side of the website will help us organize collaborations and other joint initiatives
- It will help us stay in touch and keep up to date
- It is not meant to replace face-to-face meetings or other personal interactions but rather to facilitate collaboration over distances in-between more personal interactions
- It will keep us networked and serve the multiple needs of WCI members (i.e. various community agencies can share information or coordinate a multi-site research project)
- The intranet will be tailored to our needs as we grow

## Progress to Date

- The website committee has spent several months developing the look and skeleton organization of the website
- Linda Manning has been particularly helpful in providing the assistance of her team of designers and in securing hosting for the site
- We are now in the process of finishing the compilation of the content for the website and engineering the more complex functions
- We expect to unveil the new website early next year

### What Do We Need From You?

- We need a brief bio from every WCI member
  - Your bio should include a 1-2 sentence description of your research and professional interests as they pertain to WCI as well as contact details and a link to your website/ webpage
- We need links that may be useful to have on the website (i.e. organizations, government sites, programs)

## When do we need it?

- If you'd like to be included in the launch of the website we need your materials by December 15, 2009
- Please submit your information to Tasha at wci@uwo.ca