



Design Direction

- Audiences – Members, Associate Members, Retirees
- Professional & appealing look
- Improved organization of information
- More pictures, feature the beauty of Michigan
- Desktop, tablet & mobile access
- No red ink

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Critical Elements

- New website domain
- Conference registration
- Member Directory
- Resource of educational and professional growth materials
- Encourage interaction between members
- More pictures, feature the beauty of Michigan
- Responsive website design platform
- No red ink

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Development Timeline

- Dec 10th – initial meeting via conference call
- Christmas vacation – WebTecs created conceptual design
- Jan 7th – presentation of design concept via online meeting
- Jan 8th – WebTecs design development
- Jan 10th – finalized design via email
- Feb 9th – Implemented design and converted content
- Late May/early June – summer conference registration

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