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NCHAM

IS YOUR EHDI WEBSITE AS EFFECTIVE AS IT COULD BE-WEBINAR

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>> Hi, everyone! I would like to welcome all of you to today's webinar entitled Is your EHDI Website as Effective as it Could be? My name is Diane Behl and I'm a senior researcher National Center for Hearing Assessment and Management also known as NCHAM.
Which serves as a national technical resource center on early hearing detection and intervention based at Utah State University.
This webinar, to assist with implementation and improvement of comprehensive and effective early hearing detection and intervention systems, known as EHDI, is part of a series NCHAM is sponsoring aimed to support the Move the Needle Initiative of the maternal and child health bureau. This session is being recorded.
Note the Q&A box in the bottom left-hand corner of your screen. You may type a question or comment at any time and it will be addressed later in our session.
Now, I am pleased to introduce you to today's presenter, Katherine Christensen, who is an instructional technology specialist and the lead developer of the EHDI website resource guide. Katherine, I'll turn the time over to you.

>> KATHERINE CHRISTENSEN: Thank you very much, Diane. I appreciate you having me here to do this. Just to give you background information about myself is that I started this website improvement initiative with NCHAM back in 2011 and we have seen some amazing changes and I hope to continue bringing you guys more resources. So we're going to start off the webinar with a poll question to see how many of you guys make it through the webinar, because we'll have another one at the end. I'm only joking on this, but I do ask this question because most people here I'm assuming are not web experts and you have taken on your website as part of the role within EHDI. I have two

other questions in the webinar and these will help NCHAM in creating new materials for you. So we do appreciate responses that you have.

Thank you. Can we make the box a little bigger so we can make sure everyone can see all the options.

Thank you.

Okay. So it looks like a lot of you guys do the updates for your websites and also review content, which is -- the EHDI websites are content driven for our audiences and stakeholders. A couple more responses maybe?

Okay. Well, this is good information for me because that way as we are talking through the website, then we will be able to kind of discuss a bit more of the key points and work with you on the areas that you're most interested in learning about.

I'm going to go ahead and continue on with our presentation. And here is a quick summary of what we are going to be talking about.

Some website basics and processes to provide with knowledge that you use your -- in your website improvement process. Including effective tools, supporting EHDI's mission and NCHAM resources, types of websites, teamwork, and for the processes, how much content do you need, selecting your content, organization of content, to put on to your website, and then we'll talk about the design process and development and listen to some state coordinators talk about their website processes as well.

So what is a web page -- sorry, what is a website?

A website is a page or a series of pages that contain information in the form of text, media images, that can be accessed online, in essence, it's a fancy interactive digital book. So starting with NCHAM's web page, I selected -- the state's page. And if I go to -- I believe I chose Minnesota. And by clicking on Minnesota we get kind of their website profile and then being able to click on their website we're able to go to their page. It has the ability to contain unlimited -- sorry, web pages have the ability to contain an unlimited amount of information based on the files that your computer is stored in.

So why is a website important?

Because of technology. More people have access to it through the use of computers, tablets, phones, Internet service providers, people can get online almost anywhere they are. This is good because information is available 24/7 based on the site's web server capability. It is a portal to information for your viewers, meaning the links on your web pages will allow users to navigate the site to find information or to go to other organization sites without needing to change devices. And finally, it doesn't take up space. Except in your computer's memory or wherever your files are stored, which provides a digital office that is open any time people want to go there.

Why would an effective website be important for the Early Hearing Detection Intervention Program. Because of the audience or stakeholders, families, healthcare providers, interventionists, they're the main groups of people for whom the website should be geared for. When the content is accessible and people know about it, everyone has the opportunity to gain the knowledge needed to accomplish EHDI's goals, which is all infants will be identified as early as possible and provided with appropriate audiological, educational and medical intervention. Having informative and maintained website is an effective tool to meeting this goal.

For those of you who like numbers, I have provided this slide. It's the amount of people

using the Internet has risen. It's -- it was 81% in 2012 and has risen 6% in a short few years. People do health related research online because it's convenient. They only have so much time with the doctor and they care enough to learn more on their own. Either for themselves or for someone else.

And by providing them with the well-organized content-specific and accessible and maintained website, you're providing them with the ability to find the information they're seeking from a trusted source. Your stakeholders will continue to use your website as a resource when dealing with newborn hearing loss.

NCHAM feels websites are important to meeting the EHDI goals and they want a way to encourage states to continually improve the websites. So the Website Improvement Initiative started in 2011 when they introduced the Best of EHDI Website of the Year Award for user friendly design and layout and accessibility.

Knowing that website improvement is a big task, NCHAM put together a committee of parents, coordinators and myself to define the critical components of the state EHDI website. In the areas of content, design and layout and accessibility. Thus the website resource guide was created along with a quick reference checklist, online examples and of course this webinar. Hopefully more to come in the future.

These resources provide the basic information for coordinators to get started. Working with your states will determine the exact content needed and what resources and options are available in your area.

We are always open to suggestions for new content and resources that would be useful to you.

Now we'll be getting into a bit more of the technical stuff with our websites. Do you know who hosts your website?

Hosting without getting too technical is a service that makes your website accessible via the World Wide Web. Many times it's a state health department or another organization. Some places have the ability to host it themselves. Or if you're not sure, just let us know.

And if you're looking at changing your website, this kind of also gives you an idea of other places that you can go for changing, if you're able to move away from the state health department, you can work with another organization or you can build it yourself or if you have another organization and it's just not keeping up with your needs, then moving and working with the state health department might be a better option as well for you.

It looks like most people have responded here for us.

So let's talk about the two different types of websites that most EHDI state programs have. Most EHDI state website programs have the two kinds of websites, either a state health department site or an individualized site. With the State Health Department programs are funded through the state and provided with some web space, depending on the state's page layout and guidelines, EHDI programs get one page dedicated to their resources or multiple pages. Here are a few examples of the EHDI website through the state department. Washington and Mississippi both have multiple page layouts and Connecticut and Hawaii have most content on a single page with separate links to where you can click to see other information.

Please take all benefits and challenges that I mentioned with a grain of salt, because they may not be of benefit or challenge in your state. But these are just some of the

things that we've noticed throughout the years that people have commented on. For a state website, benefits can include, you have support, availability of web space. It's a trusted resource of information, so some people might go there first. It might save you money. It might have staff dedicated to maintaining the website. And they may or may not allow programs to make their own changes.

Some of the challenges could include that there are guidelines and rules that you have to follow. How much time it takes for stuff to be updated, because you're working with a bunch of other programs to send to the web department to be able to make those updates. The layers of approval, and no control over the design of the pages. Because you have to follow what the state has.

Individual sites work a little bit differently. EHDI programs who have support or other organizations or funding to build and have their own sites have a bit more flexibility. Depending on how their site is set up, you can see there's more variety -- depending on how they have their site set up. There you go.

As you can see with some of these state sites is that there's a bit more variety in how they can display their content and what I they can have. They still have similar content as other website programs based on the needs of their stakeholders.

Again, please take the benefits and challenges with a grain of salt. Some of the benefits include that there's more flexibility in the decisions you get to make because you don't have to follow all the guidelines. Updates can happen in a shorter amount of time. You have more control over the design and the look of the site, and possibly even get to work with other groups with similar mission. And you have more control over what is included.

The challenges might include the set-up time, which is going through the design process and development of the website. You have to have someone available to review the content and make the updates. This could cost a bit more money.

Depending on who you go with for either hiring someone to build the website or working through a content management system for your site. What decisions have to be made -- more decision versus to be made so you need more knowledge on the process and available options. Depending on the decisions you could lose some control and again that comes with if you choose a content management system or CMS -- one of my most technical terms today -- is basically kind of a template layout and you have to follow what the functions or whatever is available in that template. And so you can lose some control on designs and you have to kind of work around what is provided there.

But the best way to be successful no matter who hosts the website is to make it a team effort. Now, a team is more than an individuals coming together at a meeting. It requires a common goal, a sharing of ideas and build ag bond. When updating, maintaining or redesigning your EHDI website to make it more effective you will work with people who have expertise in distinctive areas at different points.

Coordination with the State Health Department or other organizations and with EHDI coordinators sets the stage for making the program's website more effective. You learn what tools or resources are available in your state.

Stakeholders as part of your team are great for letting you know what is important to them and what they need. They drive the content for your website.

Web designers and developers have the experience of building websites and the knowledge of design trends that will fit the content.

Staff can be used to update the website with news, events or other information that is needed.

Our next polling question. How much information do you think should be included on your state's website?

As we talk about content, there are three methods I'll bring up with clients for how much information they would like to be included on their website.

Think about the quantity of information that you can or want to provide on your state's website and select one.

There are no wrong answers here and each method has its own virtues and focuses that you would have to keep in mind.

Okay, looks like we have about everyone's -- a couple more people there still.

Okay, let's go ahead and talk about how much information should be included. Thank you, Diane.

Content rich sites have information for everything and they continually build with new information, provide a variety of media content. It takes time to add pages and resources and there is always a wish list for more stuff to add. The focus for building these kind of sites is organization. The audience should still be able to find the information they're looking for without getting lost in all the content. Using navigation and section headers helps for quick searching.

For the quality over quantity is the idea not too much and not too little. We want clear, concise information expressed in a way that the audience can understand with a lot of -- without a lot of the cool extras to distract us. And a lot of you guys look for that quality over quantity.

The focus here for building these sites is organization -- oh, sorry.

The focus is balance. There you go.

Instead of looking for more stuff to fill your site in with, we determine what is most useful for a site and find a way to provide better information. Sometimes an image can explain something better than words. Fewer clicks to access information is always helpful.

And then finally our final method is keeping it simple. When you don't have a lot of time or resources, keeping things as simple as possible can work to your advantage. List provide easy referencing, PDFssave time over trying to make update, constant updates on web pages. You can just upload a PDF. But they may not always be accessible. And users can always move from one thing to the next without being distracted by a lot of the other content.

The focus is meeting the audience's needs. Everything should be clearly labeled and accessible with an option to get more information if it's not on your site. All the most important stuff should come first.

But no Matter which method you use to determine the content you have, there are different types of content you can provide. Text will make up the bulk of the website's content. It provides information that users can read and has links to more specific information. Text can be stylized for emphasis on headings or design logos. Images include visual representations of information and can be used for esthetics within a site. If you've heard the expression "sometimes one image can be worth 100 words."

Also video and audio content provides another experience for your viewers that you can't get through the mail without sending a disk. So having that kind of -- sorry -- having that kind of content on line the users can use their senses to get information,

they can watch interviews or webinars or listen to an audio recording if they don't have time to sit down and read.

So we're going to take just a quick moment here to kind of review some of the stuff that we talked about.

We know the importance of using and having a website. Probably without knowing it we have completed several steps to making our website more effective already. Step one is we know the type of audience who will be using our website. Step two, we have tools and resources to help us improve our websites. Step three, we know what we currently have for a website and other possible options for what we could do with it. Step four, we discussed the people involved in making the website more effective. Step five, we thought about how much and what kinds of content that we want on our website.

These were the easy steps. And with this information, we'll be able to start organizing and building and going through the content and design processes.

Here is my disclaimer. There are over 50 EHDI websites and each one presents their content a different way, from a single-page website to multiple-page websites. Some states organize content based on stakeholders, others base on the EHDI process. No one way is best. There should always be consistency in some of the content among states but how you present that information is up to you. The most effective way to set up your state's EHDI website is by making it beneficial to your stakeholders, given your resources.

That's my little disclaimer. And we will continue on to talking about content. So one of the comments I received prior to the webinar was what content should be included on an EHDI website and what is the best way to present it? Key topics for stakeholders and information about the EHDI process was created by a committee of coordinators and stakeholders across the nation for the EHDI website resource guide. How you present this information is up to your state. Again, a lot of state's organize it based off the stakeholders. If it was me developing the content, I would try to make it as clear and concise as possible, organizing it based on the needs of the audience. So for some states, these make great section headings. For other states you might want to combine some of the information or describe it a different way. Because a lot of the different key points in this are represented across different areas. So some information for families will also need to be the same information for healthcare providers and such.

And we have our first interview. These were pre-recorded earlier today and kind of fit into our section. Stacy from Vermont was kind enough to share how she set up her website content.

>> I work for the Vermont EHDI program. I'm an audiologist for the project and my role is project coordinator. And one of the projects that was put on my list to do about a year and a half ago was to go through and review our website and give it a nice refresh and overhaul because it had been many years since we had done that. As I took screen shots and hard copy printed out everything we had on the website. And initially I went through and from my own perspective went through knowing the program as it was today and started making hand edits on the paper copies of all the things that I felt were out of date and irrelevant or didn't exist anymore to try to skinny down some of the things that didn't need to be there anymore. In addition I was looking for repetition, how many places was information showing up and is that helpful or was it just redundant? And then I sat down with our whole EHDI team, which some are clinicians, some are

data people, some are administrative. And I had everyone go through and review and give input on, again, the same things, the things that we thought were not necessary, things that were missing, things that needed to just be updated.

My major goal in looking at the website was to decrease the amount of written content, because what I feel and have found doing my last project is that we had more visitors to our pages. When we looked at our numbers, when there wasn't so much written content. So we started to look at what could be simplified and get the important facts across and then give a click or a resource for more in-depth information. And just to make it look visually less daunting and a little bit more user friendly.

So we did that as a group and some of the individuals on the team were assigned different pages to be kind of responsible for going out and researching new content, anything that needed to be updated, so revisiting who all our audiologists are, their practices, the information, who is offering what, early intervention, updating our hospital contact lists and outpatient screening lists.

So all of those are really important resources that contain in your area, this is the number or the person or the place to go, is making sure that that was all correct and up to date.

>> KATHERINE CHRISTENSEN: So hopefully that was helpful, just listening and seeing kind of -- trying to keep things more simple for your website. To help you organize your content, whether you're starting from scratch or reviewing what you currently have, start by determining how content will be organize. Think about the main sections. Determine which team members are best suited to revising that content.

I'm going to provide you with some of the stuff that I do when looking over websites to kind of review them.

Step one is to set up a spreadsheet that can be shared with your website team. Least each section and create four columns underneath per section.

The first column I have is a check box mark, if you have a topic already or it doesn't need updated, kind of keep track of what you do have. The next is a list of topics important to your website for each section, whether you have it currently or it's something that you want to have added.

A notes column as you're reviewing for anything you want to comment on, and material types for what types of materials that you want to include with that topic.

The spreadsheet can provide you with a quick reference of all the materials you have or to meet the needs of your audience. Step two is to go through and fill in the spreadsheet. The minimum amount of information on your website -- is on the website checklist that I showed you earlier to kind of give you a base start for what you want. Determine the different stakeholders and what your states want to see if others -- to include that information and then you can also review what other states have included.

If you find your list is getting large, you can create another column as a needs and wants column to determine what it is that you need and what it is that you want. And you can add the "want" stuff later in the future. You can highlight materials you already have and make notes if you need to have anything created.

Again, you can make this list as elaborate as you would like or you can use it as just a quick reference.

Step three, after everyone has determined the topics for your section, put it back together in a single document to see what you have. Create a site map. It will help

determine how the content will be organized and where it will go. When grouping content together in a meaningful way -- sorry -- group the content together in a meaningful way. Is there some content that is repetitive in sections? If that is what you would like. Or is there -- or would it do better somewhere else?

Can I combine some of these sections to kind of simplify the idea or do we want to have it as multiple pages?

Start thinking about the content layout. Again, that's having one page where this can fit in or do you break up the content over several pages?

Step four is know that -- after knowing where the topics are organized at, start writing the content that needs to be written or re-written. Remember audience readability. Find images, PDFsor other materials and store them into a single website materials folder created to hold all the information. You can create new sub folders if you need to for specific sections. This way everything will be ready to send to the developers or the person who updates the website.

Step 5. Communicating with your team members generally happens throughout the organizing content process. Before moving on to the design process, make sure you have all the content from everyone and that it has been improved if needed. Edit anything else, make sure it's -- after making sure it's good to go.

And this is a good point for another interview. From Wendy from Louisiana talks about her process for determining content and setting up the state's web pages.

>> One of the first things I did was to read the NCHAM document. The second thing I did was I looked at every single state's web page. And I took notes and I said, I like this. I don't like this. I want to talk about this or I want a button that says this, because this is user friendly and this is not user friendly. So then the next step was obviously I wasn't making these decisions on my own. The EHDI team said, okay, what do we want? You know, everybody was like, we want a medical home page, we want an audiologist page. We want families page, you know, so that was pretty straightforward. The web page is tied to our state department of health and hospitals. So we are very limited. So we don't have a web page that is completely separate from them. So just in a simple sense, our color schemes can't change. The look of our page has to stay somewhat the same because it's embedded into our state department, you know, health and hospitals. And I met with the webmaster for DHH, the department of health and hospitals and told him what our plan was, so he trained me on the software. He said, you know, here are your guidelines, here are your restrictions. So after that, then I just started slowly, you know, changing a page at a time and, you know, adding pages. And we knew that we wanted each of the stakeholder pages to reflect the role of the medical home, what is the role of the audiologist, and so if you look on our pages, that's when you click on audiologists or you click on medical home. That's the first question that we ask. What is the role of the audiologist in the EHDI process? It's frequently asked questions. We knew we wanted a place on the page to put links to forms. Because, again, we've been developing a lot of forms. We're developing a new database system and so we wanted a way to get information out there. We knew we wanted to post links, forms, guidelines, all of those things. So, I mean, I knew there were going to be places for that.

A lot of hours in the beginning. A lot. And I think it took a lot of hours to remember the steps, because this is not primarily what I do. So if I put it down for two weeks, I would

go back to it and I would be like, oh, dang, I forgot how to crop that picture. I have to learn how to do it all over again. You know?

So then I started realizing, okay, you need to go into it weekly and do a little bit weekly so that you don't forget. And so that sort of, you know, became what I did. Okay, every week I'm going to spend two hours on the web page. So that I remember how to load a document. I remember how to do this. And now I'm at the point where, you know, I can put it down for three weeks and I remember now, because, you know, I've been doing it for so long. So I don't work on it every week.

>> Gotcha.

>> KATHERINE CHRISTENSEN: Okay, and you got to see a picture of me there at the end as well. So just to let you know that Louisiana uses a content management system with their State Health Department, and they have -- their program has access to be able to update and review their web pages. A content management system is basically a program that allows users with no front end coding experience to be able to update and maintain websites. It's kind of like a program putting together a PowerPoint except for you're putting together a website pages.

So when you're considering design, there are two areas to keep in mind. Content layout and visual appearance. If you're working with the State Health Department, you may have very little say in either of these aspects. Guidelines again vary by state. If you do have a say, it is recommended to work with web designers and discuss options for the best layout of your content. Because -- sense you already know what you want to include that makes this step a little easier.

It is important to note that there are three basic types of pages for multi-page layout. There's a home page, content or sometimes referred to as a landing page.

And a forms page. The home page may or may not be significantly different in layout from the rest of your site, but similar in color and style so we know that the pages are connected. If you're designing your own -- your own site, not your state, sorry.

Take is into consideration where the header footer and navigation of the content is going to go in each of the pages so it's consistent throughout your site. I'll show you examples in just a moment. The other part you need for your design is visual appearance of your site. The colors, images, overall esthetics, these styles will appeal to the emotional senses of the viewer, depending on your audience, you would like to choose something bright and colorful or something more neutral. Think of esthetics at the first impressions. When someone comes to the site, this is what they're going to see and be like, wow, or okay, let's find out what information they have.

So here are some of the examples. For Pennsylvania, their main page looks a little bit different than their landing page in the fact that you have kind of the images upfront. You have the header, the 1-3-6, and news box down on bottom. And when you have the landing pages, most of the content is on the left side and they have kind of a resource area over on the right.

But, again, they still use the same colors, same designs for their information.

Guam was able to set up their own site and they have -- they use kind of yellow and blue scheme and they have kind of the main pages divided into the two-column layout, whereas on their landing pages they only have the single column for their information. And this is pretty consistent throughout all their sites. Unfortunately, I don't have -- I could not find any forms pages to show you, but basically what those are is being able

to allow people to enter in information or sending a request or comment to a designer. Virginia, again, kind of uses a similar style for their web pages, where they have most of the main content. I'll use a pointer here.

Up here for kind of their information pages you're able to click there and it brings up the landing pages, which is a single column layout that contain all their information.

Arizona has done something a little different with their site. Since they've gone back to their State Health Department, is they have two pages, and the first page that you will see for either their healthcare providers or their families is a very simple elegant layout that has links. Again, I'll use my arrow to show. For each of the different processes or stuff they talk about. When you click on those, it brings up a drop down box for each one and this the kind of full page view with a lot of -- with all the boxes open instead of just one or two. Which has basically the more information of what people are interested in finding out.

So as you can see, there are many different ways for being able to set up your website.

So the design process or putting together an effective design requires several stages. Reviewing what others have done. See what would work best for your situation. As we heard in some of the other interviews where they talked about going and looking at all the other state's web pages to see what has been done, what would work for them, and this is recommended to be able to do that to give you an idea of what is available, what is out there. The second part is talk with the designers, because they love sharing their ideas and expertise. What is in style now? What do you want to accomplish with your design or content? They will talk to you about the different options that you have and be able to bring up some ideas that you might not have even considered before.

Create mock-ups. It gives you the visual representation of what your site will look like before actual development. Either the designer -- whoops, got a large page there.

Thank you.

Either the designer will do this or you can. And by having different samples you're able to kind of see what works and what doesn't work for your design and layouts to see which one would fit best.

If you're working within a content management system, you might be limited on how you can set different things up. It's good to know if that's what you're working with. The purpose of the mock-ups is to make changes before development begins. This saves time and resources. You can move content, swap colors or change the navigation before. You can take a poll with the audience to see what they like, what they would get out of looking at a site like this, and they might see something that you didn't. Because you can still make changes after development, but it's just not as easy to do that.

Finally the last step in the design process is make sure everything is finalized. Get approval and say, hey, this is what we really want. And then you're able to continue on to the next step.

Which is the development process.

Because it takes time to -- oh, sorry.

I confuse my words here. It's time to relinquish content and designs to developers.

There's two parts. The initial set-up and maintaining the website.

The initial set-up is going with the redesign, setting up a brand-new site or content management system or doing a major reorganization of the content. This part takes time. Fortunately it doesn't happen often. Maybe every three to five years depending

on your resources or to kind of refresh the look or make major changes to your content. Because it's maintaining the website will just do the little updates here and there, but an initial set-up is kind of an overhaul or redo of the site.

Here we can see through some of the different years, in 2012 -- let me get my pointer here. This is what Georgia's site used to look like.

And over the next year we can see that they made some content changes up to 2013. The state department made a few layout changes with the logo, but most of the content they kept the same. But then 2014 without the EHDI program having to make any content changes they were able to -- the state department was able to redo what their site looks like with the new design. Again, that's one of the benefits of using your State Health Department, is they can update the design layout without having you to do it.

Indiana is kind of the same thing. Back in -- this site was a long time ago for them, where they just pretty much had a list of the content and resources available. Then as they started building it in 2011 you can see that they have introduced a lot more content and kind of laid it out on to their web pages. There hasn't been much change in the overall design of the site, but then in 2014 -- sorry, in 2013, the state started changing a little of the colors and in 2014 they did kind of an overhaul with what the site looked like itself. A lot of the content wasn't changed.

>> Katherine, this is Diane, may I interrupt, please?

>> KATHERINE CHRISTENSEN: Sure.

>> DIANE BEHL: We're having some difficulty with the PowerPoint going away for some people when I attempted to do something with the Q&A box, so I just want to somehow be able to get a sense from participants if they're still, in fact, able to see the presentation.

>> KATHERINE CHRISTENSEN: Okay.

>> DIANE BEHL: Back in the corner or you're going to do it as a poll, good.

That's promising.

Okay. Sorry for the interruption. I just thought that would be important if something went wrong.

>> KATHERINE CHRISTENSEN: No, no, thank you.

>> DIANE BEHL: Thank you.

>> KATHERINE CHRISTENSEN: Okay. So, again, with Indiana, with their design, is that they were able to keep their content the same, but when their state department updated for a new look of their website, it kind of changed with them.

So that's kind of what the initial set-ups. Maintaining a website is a continuous process. Some states update their sites every month or whenever they have a change or something new, news, events, videos. You can have a team that make the updates. Certain people can add to the news or events. One person can make content changes or PDFs. One person deals with all the social media.

Or you can have one person who deals with the whole website and all the changes go through them.

It's recommended creating a log of updates, so you know where you need to make changes at, especially if you make changes every once in a while, so once a month you're going to do a lot of changes, and that way you can see what you have changed, what you do or don't need to change as well.

Providing users an opportunity to offer suggestion force what other future information

they would like to see on the site is always a good to be able to see what your audience wants as well, if they have any comments. With either development process, the initial or maintaining a site, content and request changes need to be provided to the developer or the updater, which a lot of you guys are actually, with when you need it completed by. The more time you have to make the updates, the better chance of getting it done on time. If you have been the person to update and know the process of how long it takes to be able to go through this, you know that it can take between either a day or up to a week or so, depending on what else is going on.

Our final interview will walk us through Pennsylvania's part of the process of setting up their website. Due to time constraints, we will only get to see Lynn talk. I'm sorry, Art, I know he's out there somewhere -- about the steps to improve the content through development. And just to give you a little background information, their process started back in 2010 with the original website, that red color one you saw before, to kind of help give them an idea what all they wanted to include.

Thank you.

Pennsylvania has a lot of great ideas. They did use their EHDI team, which is comprised of all the variety of stakeholders for decision makings and working through this process with them. I'm hoping that to put together a full interview from start to finish, so that in the future, so that way you can hear their entire story because it's fascinating what they have done to create their websites.

>> This was based on the information that I received from the website designer in terms of the latest theories on how to develop website content. And the first step in doing that is what is called the editorial content templates and basically this is just identifying the audience that you're trying to reach, the purpose of having the website, some of the overall elements of the website that you want to include, and the general tone of the website. And we chose a tone that was intended to be warm and friendly. So our original website design that had very strong colors, those colors were toned down very much in the second website design, the updated one.

The next step that we use was developing what is called user personas, and that is basically a way to accurately define your website visitors and look at who the exceptions might be. So, for example, one of our user groups is parents. Well, that's really not specific enough. You want to talk about who those parents are. So for some of them they're brand-new parents. Some of them are parents of toddlers or maybe infants and some of them may be everything from adoptive parents to foster parents to just other family members who are taking primary care of the baby. So it's kind of dialing down and specifying within, saying, you're trying to reach parents, being a little bit more specific. And the next step we took was developing user scenarios. So this is basically a way to describe how the user interacts with your website. It's based on those user personas. You might have slight differences in how a new parents uses it versus a parent of an older -- a little bit older baby, like a one- to two-year-old. And the next step is doing what is called a task list. You're able to kind of go through and look at what the users can accomplish while visiting your website. One of the major benefits of doing a content audit or content listing, however you want to call it, is that it's really ultimately a checklist for the website developers to make sure that they are installing everything, the programming and installing everything that you expect to have on the website.

The next step in doing that after we kind of list all the content out was the designer was

still helping me with this, and created what is called wire frames. I'm not sure if you're familiar with that concept, but it's essentially a layout of the website before you actually are entering any of the content or pictures or anything.

So essentially what you're having, for example, on a home page is that you're showing the -- a box that says "logo." It's very valuable in showing all the elements that you're having on a page and their relationship to each other. We went on to have the programmers take over and lay the foundation and structure for the website and do all the programming, entering all the content and so forth.

So that part was completely in their hands. It went to the next stage, which was the development site or beta site, however you want to call it. And that's essentially a testing phase where you're looking at a website that is not live to the public but it's something that you can look at and interact with to make sure that everything is functioning right, that the content has been placed where you expect it to be, that it's working the way you expect it to be. The other thing that you can do at this point that I found useful to do is I contacted some people that I had known from each of our audience groups, parents, physicians, audiologists and some nurses and hearing screening coordinators that worked at hospitals that I knew and asked them to look at this website themselves and react, give me some reaction to it and comments and so forth. And see what they thought in terms of using it.

Then the final stage, once all that was done was the launch of our website.

>> KATHERINE CHRISTENSEN: Okay. Well, I hope that helped give you guys some great ideas and information about ways to go about developing or changing, and provide you with some tools to be able to do that. One of the last few comments before we start taking questions is I want to reiterate, each state, again, will have -- will know what they need for their content, for the stakeholders and also for what they're able to do. So make your site within your resources. Look at other state sites. Going to NCHAM's website, under the state profiles, you can see there's listings for all the different state websites that will take you straight there to be able to start going through and look at their information they have on their states. Find out what works for you.

The last thing is get to know -- find out who your web develop team is, who you're going to be working with and also if you're working within the state, who all you'll be working with there because they, again, will be able to provide you with a lot of information about their processes and what you can do.

And that's pretty much all I have. I know we have a bit of time for questions if anyone wants to ask anything.

>> DIANE BEHL: Thank you, Katherine. This is Diane. We do have plenty of time to have you all post some questions and comments in that Q&A box. At this point we don't have any big comments other than, for example, a few people saying, what happened when the PowerPoint went away? So Lynn and Diane and Erin, I'm hoping that was resolved quickly. If it wasn't, again, please type it in the Q&A box so we're aware of that.

Earlier at the start, the representative from Connecticut made a comment -- representative from Connecticut made a comment about their website, and I would provide this opportunity if Connecticut wants to do any clarification of their content, perhaps?

Any other questions that people may have or comments?

Perhaps sharing some of your own experiences in working with your websites?

>> KATHERINE CHRISTENSEN: Another thing, if you're looking for specific tools or more specific information, I know with these slides I didn't get into all the technical detail just because, again, for time reasons, but I would like to share more information if you're interested in finding out about what CMSsare or having HTML-based website, and some of the different options what you can choose from there.

>> DIANE BEHL: I'm just allowing another minute in case anyone wants to make any comments or post a question.

Well, Katherine, thank you for that great presentation. Katherine's contact information is provided on your screen in the top left-hand corner. If you have any further questions or comments, if you would like to post to her directly. Know, too, that the recording of this webinar will be posted on our website under eLearning. In addition we encourage you to visit the EHDI Web Resource Guide that is listed under the resources tab on our website.

Thank you for joining us today and we hope you'll consider attending future NCHAM webinars. Before signing out, we ask you to complete that one final poll to give us some feedback on this webinar.

Thank you all and have a good day.