

**Title:**

Harnessing the Power of the Digital Age: Best Practices for Chapter Websites

**Keywords:**

virtual interaction and website

**Summary:**

Do you know how to develop a website that is visually appealing to your virtual visitors? Attend this session to find best practices in website maintenance and navigation.

**Final Number:**

CC 02

**Slot:**

CC 02: Thursday, September 25, 2014: 10:30 AM-11:45 AM

**Learning Activity:**

<b>LEARNING OBJECTIVES</b>	<b>EXPANDED CONTENT OUTLINE</b>	<b>TIME ALLOTTED</b>	<b>FACULTY/SP EAKER</b>	<b>TEACHING/LEARNING METHOD</b>	<b>EVALUATION/FEEDBACK</b>
<b>Example</b> Critique selected definition of the term, "curriculum"	<b>Example</b> Definitions of "curriculum"  Course of study Arrangements of instructional materials The subject matter that is taught Cultural "training" Planned engagement of learners	<b>Example</b> 20 minutes	<b>Example</b> Name, Credentials	<b>Example</b> Lecture PowerPoint presentation Participant feedback	<b>Example</b> Group discussion: What does cultural training mean to you?

Learn how to enhance a website to be visually appealing	Learn how to enhance a website to be visually appealing	25 minutes	Michelle Lilly	Lecture, PowerPoint presentation, participant feedback	Group discussion
Discover the best practices in website maintenance and navigation	Discover the best practices in website maintenance and navigation	25 minutes	Michelle Lilly	Lecture, PowerPoint presentation, participant feedback	Group discussion
Considerations for recruitment and retention	Considerations for recruitment and retention	25 minutes	Michelle Lilly	Lecture, PowerPoint presentation, participant feedback	Group discussion