



NAHEC Website Case Study

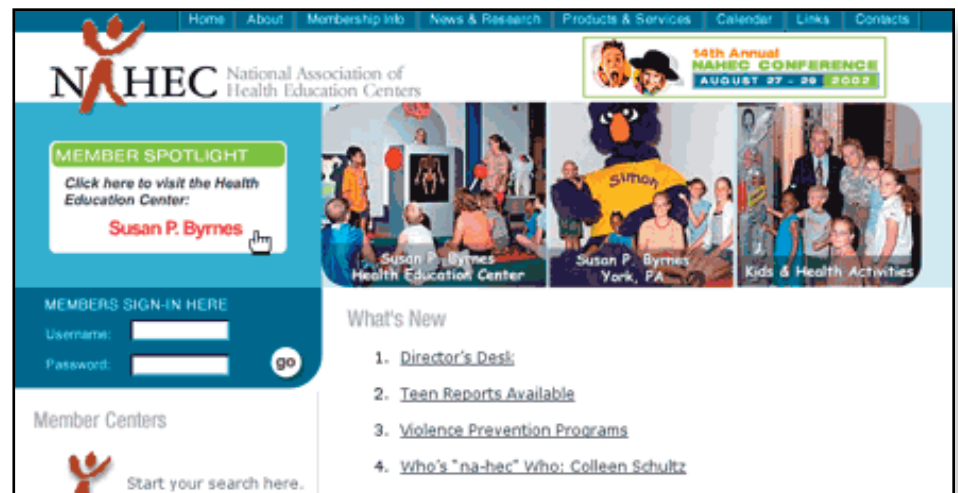
Website Unites Health Education Centers Across U.S.

Challenges

1. Design, develop and implement a new site that provides connectivity for member groups.
2. Partition site for public and members-only access.
3. Build in site flexibility for future expansion.
4. Provide customer self-maintenance options to reduce ongoing costs.

National Association of Health Education Centers (NAHEC), Milwaukee, WI

The National Association of Health Education Centers (NAHEC) is a trade association for 38 members in 20 states and Washington D.C. The centers provide health education programming to approximately 2.6 million children and families each year. The association also has 18 sustaining members, comprised of businesses that provide services and products to health education centers.



Website Establishes Association as Official Entity

When an informally organized coalition of health centers decided to “go pro” as the National Association of Health Education Centers, one of the first steps it took was exploring the development of a website that would coalesce its various members on a national level. Local organizers familiar with the work of The Spin Group, Inc. contacted the company for direction. At about the same time, NAHEC hired an executive director, David Midland, who worked closely with Spin Group to develop the site into a useful tool for the fledgling organization. The site’s debut to the world at large introduced NAHEC as an official entity.



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Solutions

1. Contract with Spin Group for website construction.
2. Facilitate on-line communication vehicle for member groups.

From the Simple to the Sublime

When Spin Group was brought in, the association had a very simple website that was basically an on-line brochure. Instead of revising the existing site, Midland and Spin Group personnel devised a new one – a site that provided information to the public and potential members, but also provided a private forum for communication to existing members.

In working with NAHEC, Spin Group determined that one of the site's main goals was to provide a dynamic face for NAHEC with the general public. To achieve this, NAHEC's logo and photos were incorporated in a colorful layout and graphic scheme. A sound feature added extra punch and appeal to the site.

The screenshot shows the NAHEC website interface. At the top, there is a navigation menu with links: Home, About, Membership Info, News & Research, Products & Services, Calendar, Links, and Contacts. The NAHEC logo is prominently displayed on the left, with the text "National Association of Health Education Centers" to its right. A banner for the "14th Annual NAHEC CONFERENCE" is visible, dated "AUGUST 27 - 29 2002". Below the navigation, there is a "Calendar" section for the year 2002. The calendar highlights the month of June 2002, with a specific event listed for June 05 - 07, 2002 in New Orleans, LA: "National Conference on Health Education and Health Promotion". The event description states it is sponsored by the CDC and ASTDHPPE, and aims to provide opportunities for sharing health education and promotion programs. The conference theme areas include: Emerging Challenges, Threat, Epidemics, and Opportunities; Health Policy and Environmental Change; Innovative Approaches to Personal Health; and Technology, Media, and Communications. A link is provided for more information: <http://www.astdhppe.org/conf20/geninfo20.htm>.



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Results

1. Developed a fully functioning site that is effectively accessed via search engines and general traffic.

Once inside, the public and potential members find information about the organization, job openings, and upcoming meetings and conferences of interest within the industry. There is also a section on membership, with applications, contact information, and a space for open-ended questions. Visitors can link directly to the member section listing without losing NAHEC's page.

The Members Only section, accessible by password, has a message board and the capacity for a chat room, to be added later. A list serve provides information to members, and allows a question and answer format where members can follow a "conversation" on various topics of interest.

A biweekly email newsletter also appears on the site, and is archived for reference access.



Site Measures Up to Expectations

"The development of this site resulted from a very constructive relationship of give and take," said Midland. "Spin Group developed an original blueprint of a website that might meet our needs. We then tweaked it together and came up with the existing product, which is working very well. The board is satisfied, we have had good response from site visitors, and the site has been extremely helpful as a



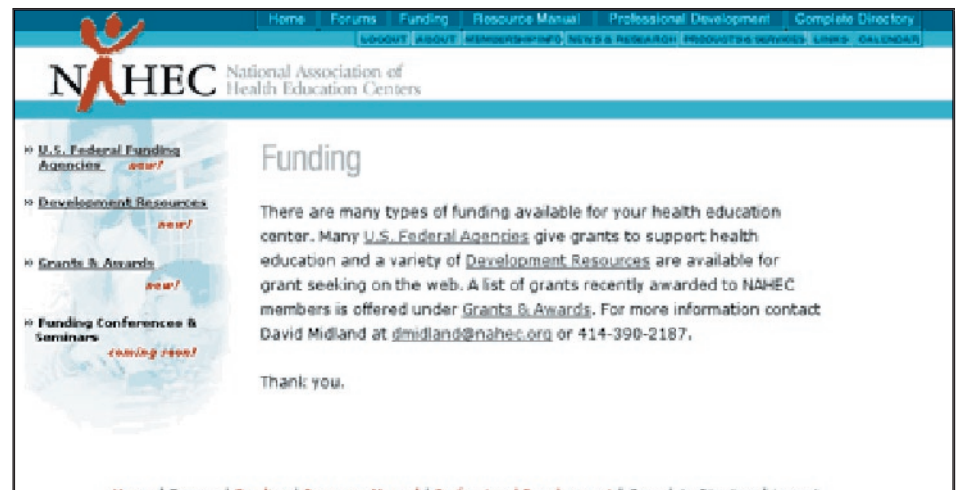
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marketing tool with potential members, an added benefit.”

When the site first went live in Spring of 2001, it received a couple of hundred visitors per month. In recent months, traffic averages about 1,500 visitors a month. The tracking software, DeepMetrix LiveStats, compiles on a weekly basis how many visitors log on, where they go within the site, and how long they stay in the site. This information is then collated and filed on a monthly basis, and is then presented to NAHEC’s board of directors.

Based on the site’s popularity, NAHEC has asked Spin Group to add banners to promote various events or sustaining members. An additional search function is being added, and Midland is working with Spin Group to develop a “wish-list” of features that may be added when time and funding allow.



“A large part of our success with this website lies in the give-and-take relationship we have with Spin Group,” said Midland. “Spin Group is terrific about presenting options without pushing, and discussing how features can be accomplished within the limitations of NAHEC’s resources. They are prompt to respond and very down to earth.”



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One example of Spin Group's flexibility is evident in the site maintenance retainer they worked out with Midland. NAHEC staff handles the majority of site maintenance and updates, but there are frequently procedures that require Spin Group's expertise. "Spin Group reviewed our needs, estimated how much time might be involved, and proposed an ongoing maintenance retainer," said Midland. "The retainer allows us to plan specific projects, delay or execute maintenance, and be assured we will remain within budget. It has also lightened the maintenance load on existing NAHEC personnel."

Midland acknowledges that he has not worked with a lot of web development groups, but based on his experience overall in working with professionals, he is very complimentary of Spin Group. "I feel they met our needs initially, continue to respond to our needs, and provide options that will maintain the success of our site," he said. "Our website is a major point of access to information about NAHEC. By developing and growing the appeal of the site, Spin Group supports us in our mission."

Home Forums Funding Resource Manual Professional Development Complete Directory

NAHEC National Association of Health Education Centers

Professional Development

New Exhibits

Impact Health

Description/Prices of Educational Programs

Program Title	Components	License	License with Presentation
Menopause: Personal Vision/Powerful Voices Prepares a woman for the changes of mid-life and encourages self-understanding and advocacy.	<ul style="list-style-type: none"> CD-Rom of Computer Presentation Hormone Symphony Video Script 		