REPORT: ACVD Website Committee 2023

<u>Website Committee Members</u>
Andrew Rosenberg, Chair and Administrator (2023-present)
Emily Rothstein, Jobs Listing and Administrator
Alexis Borich, Administrator
Allyssa Borich, Administrator

Website Background
The American College of Veterinary Dermatology (ACVD) website (www.acvd.org) was originally created, and has gone through several transformations over the years, in order to better promote veterinary dermatology and the College as a whole. The goals of the website have been to:

- Inform and educate the general and pet-owning public about the ACVD. This includes information on dermatologists whom are practicing members of the College, their location, and contact information.
- Provide information to the veterinary community about continuing education on veterinary dermatology.
- Provide information about training programs leading to certification as a Diplomate of the ACVD.
- Provide reference material to members of the College to include, but not limited to, information about the officers, committees, constitution, minutes, standard operating procedures, certification examination, and job opportunities.
- Provide information to residents of the College about the residency training and the credential process.

In 2023, work began on creating a new website. The new website is being designed by Breightly.com. In addition to developing a new website, a member portal is being created though the association management software (AMS), Memberclicks Professional (MC). MC will allow better tracking of members' data, invoices and fees, and will provide more robust security of member data and single sign-on for journal access as well as secure document access, etc. The new website was anticipated to be completed in 2023 but as of the writing of this report, it has still not been launched. Delays were mostly due to ensuring the Journal Library access was working properly and the Find a Dermatologist feature was working correctly.

Current Website Design & Maintenance
<div align="center">UNTeam (Custom Internet Solutions)</div>

Current Website Hierarchy (password-protected access areas for the College)
- **Member**- All website members (Diplomates and Residents) can access this page/menu.
- **Diplomate**- Diplomates can view the Diplomate, Resident, Member, and Library pages/menus. Only Diplomates on certain committees have access to the Secure Access page/submenu found on the Diplomate page/menu.
- **Resident**- Residents can view the Resident, Member, and Library pages/menus. Residents do not have access to the Diplomate page/menu.
- **Sponsor**- Website sponsors can only view the Library pages/menus.

New MemberClicks Groups and Types
MC distinguishes members by "Types" which determines annual fees and "Groups" which determines permissions and access.

Member Types: Admin, Corporate Sponsors, Diplomate, ECVD Member, Emeritus, Resident, Prospect

Member Groups:
- Admin: Access to all pages
- Corporate Sponsors: Access to Journal Library only
- Diplomate: Access to all Member Resources

- Diplomate Candidate (once a member is credentialed but has not yet passed the boards): Can view the Resident, Member, and Library pages Member Resources. Residents do not have access to the Diplomate Resources page
- ECVD Member: Access to Journal Library only
- ECVD Mentor: Access to Mentor Resources; will be included for group e-mails to mentors
- Emeritus: Access to all Member Resources
- Library Access Only: Access to Journal Library only
- Mentor: Access to Mentor Resources; will be included for group e-mails to mentors
- Prospect: Required category by MC. If an individual registers for an account (by donating, etc.) they are automatically considered a "Prospect" – these individuals do not have access to any Member Resources
- Resident: Residents can view the Resident, Member, and Library pages Member Resources. Residents do not have access to the Diplomate Resources page

New Website Design & Maintenance

1. Breightly.com

2. MemberClicks Professional

Current Website Maintenance/Old Business

Speed
The site continues to run on a SQL server which allows for better/faster data sorting, multiple users at the exact same time on a single page, a better back-up process, and more security.

Annual Application
Diplomates can complete their annual renewal application electronically when paying annual fee online. Additionally, the Executive Secretary can more easily track who has and has not paid their membership dues.

Jobs Listings
Dr. Emily Rothstein continues to keep this area of the site current (academic practice, private practice, and industry). Additionally, a link to the Academy of Dermatology Veterinary Technicians is within this area of the site. In 2021, a $75.00 USD fee was put in place to post advertisements on the website. The posting fee is for a term of 1 year from the time of posting.

Industry Partners
As the Committee receives new monetary gifts to the ACVD, the website is updated to reflect the generosity of our industry partners. Additionally, a new section under the 'Industry Partners' menu was created to better define each company's level of sponsorship.

Veterinary Dermatology app for Apple and Google Play devices
A password-protected gateway was created for ACVD members to login into an app of *Veterinary Dermatology* in 2017. The app was initially designed to service iOS platforms and devices, but was extended to Google Play devices in 2022. This app was phased out by Wiley in 2023.

Annual Membership Fee
"Dues" are now referred to as a "fee" in accordance with ABVS recommendations.

Electronic Payment Processing
The online payment processing service, Stripe, is now being used for e-payments through the ACVD website.

Privacy Policy
In order to comply with the EU's General Data Protection Regulation (GDPR), a privacy notice was put on our website alerting website-users of our policies of data collection and their rights. This notice was put into place on 25 MAY 2018.

Products Page for Members
Beginning in 2021, members will document COC requirements (previously MOC) through the ACVD website when paying their annual membership fee. New ACVD COC options will be listed for members to select on a honor based system, in addition to previously established COC options, such as meeting attendance.

Webinar and CE Announcements
Webinar and CE Announcements can now be posted on the website for website members to review. A $150.00 USD fee was adopted to post these events on the website. There were no webinar or CE announcements during 2023.

New Website Plans/ Business
The acvd.org domain has been moved to an ACVD controlled godaddy.com account. ACVD has obtained a free (non-profit) Microsoft 365 account with free licenses for @acvd.org emails. All Board of Directors members, Standing Committee Chairs, the Executive Secretary, and Social Media Coordinator have been assigned email addresses with @acvd.org.

Annual Application
Once the new site is officially launched, Diplomates will be required to complete their annual renewal application electronically when paying their annual fee online. They will be invoiced and will receive a receipt electronically.

Jobs Listings
Dr. Emily Rothstein will continue to keep this area of the site current (academic practice, private practice, industry, and locum). Additionally, a link to the Academy of Dermatology Veterinary Technicians is within this area of the site. In 2024, pricing to post a job will be updated to the following:
- 6-month listing - $250.00
- 12-month listing - $400
- Move current job listing to the top of the list: $100
- Relief (expires after 1 mont): $100

Industry Partners
As the Committee receives new monetary gifts to the ACVD, the website is updated to reflect the generosity of our industry partners. Additionally, a new section under the "Support ACVD" menu was created to better define each company's level of sponsorship. There is also a link under this menu titles "Sponsorship Opportunities" with a Prospectus for potential sponsors.

Annual Membership Fee
"Dues" will continue to be referred to as a "fee" in accordance with ABVS recommendations.

Electronic Payment Processing
In order to integrate with MC, ACVD was obligated to create new accounts (one for ACVD and one for the ACVD Research Fund) with the merchant services company authorize.net. Once the new site is launched, our accounts with Stripe will be phased out.

Privacy Policy

A new Privacy Policy and Terms of Use section was created in collaboration with the ACVD attorney and is posted on the footer of the new site. Members will have the ability to opt-out of any electronic marketing communication.

Products Page for Members
Members will continue to document COC requirements through the ACVD website when paying their annual membership fee. New ACVD COC options will be listed for members to select on an honor based system, in addition to previously established COC options, such as meeting attendance. This will be tracked on their member profile within MC.

Logo
Based on the recommendations from our web developer, new logo options were designed by our web designer and the ACVD Membership voted on a new logo contained within a rectangle as our main logo (attached below). Colors can be used interchangeably. The same written logo in a circle will be used for some social media accounts.

Social Media Accounts
ACVD created accounts on Facebook, Instagram, and X (formerly Twitter). These accounts will be officially launched in 2024 and there will be a new committee formed called the Digital Marketing Committee that will administer these accounts.

Final Message
While the creation and launch of the new site and AMS has taken significantly longer than anticipated or planned for, once launched it will better position the ACVD and its membership for the future. It will also save the ACVD money as maintaining the new platform will be significantly less expensive than our current platform.

Respectfully submitted on April 1, 2024,
Andrew Rosenberg and members of the Website Committee