Developing Your Component's Website

This resource offers ideas for further developing your component's website. Consider using this document to identify ways to enhance your current website features and seek out inspiration for new ones!

Standard Website Sections

About Us

This area should speak to your component's purpose and story. Highlighting key features, services and membership composition helps to speak to current and potential new members so that they feel inspired to seek out "new-to-them" member benefits, recognize shared points of passion and purpose, and truly see themselves as the right "fit" for your component!

Recommendations:

- Add a component-specific mission or purpose statement that speaks uniquely to your Component's members
  - Why does your component exist? What do purpose or charge does your membership share? Why were you started/founded?
    - CCC-DPHMD offers a brief history on their website and offers a contact for members with additional insights to contribute: https://ccc.exceptionalchildren.org/about-ccc-dphmd/history
    - The Division of Leaders and Legacy captures their purpose and goals via a brief summary here: https://dll.exceptionalchildren.org/our-purpose-and-goals
    - CEC highlights their purpose and history on their website too! Use CEC's as an example
- Update or add board member composition (role titles, terms dates, & names of position holders)
  - Add 2-3 sentence bios for each board member bios (and photos if comfortable)
  - Provide contact information for each board member OR a general contact
  - Provide their volunteer job descriptions available for download
  - Highlight board members' favorite way to volunteer or engage with CEC/your Component
- Make a PDF version of your bylaws available for download

Events

Event sections should always include the most recent and relevant information. This can be easily accomplished by linking directly to CEC's events page providing access to all events promoted through CEC's website. If you're looking to include component-specific information, review our recommendations below.

- List dates, times, Zoom information, event contact information, and/or registration information for upcoming virtual events and webinars
  - Have past webinar recordings you'd like to share? Make them available here!
    - We can put these "behind" a "member wall" (this allows you to make member-exclusive programs available to your membership following the conclusion of the program)
- Conference Tab
  - Make this available on your web page **only** if you have plans to host a conference in the next year. It's better to have LESS information that OUT OF DATE information
  - Don't have registration information ready yet, but want to highlight a program to come?

- ■ Please have a date before making this page!
- ■ Highlight programs or topics to expect, the conference theme, Keynote bios, and what attendees should expect to be offered.
- Consider listing your component's events and non-CEC events here
  - ○ This is a GREAT way for **Units, chapters and sub-divisions** to connect members with MANY PD opportunities within your state/province/area. Consider reaching out to these program/event hosts to co-sponsor or hold events for attendees to learn about CEC membership and your component.
    - ■ Alaska CEC highlights conferences outside of their Component's offerings: https://alaska.exceptionalchildren.org/

Membership

- Curate this tab to your Component by adding:
  - ○ New Member Resources - tips for navigating resources and member benefits, links to upcoming events or programs, ways to engage with your component's members, link to CEC's Onboarding Webinar Schedules and volunteer opportunities, etc.
  - ○ Membership Committee information/purpose
    - ■ Provide a way for members to share thoughts and insights with them (such as a Google Form that's always there)
    - ■ Provide a way for prospective new members to reach out to you
- Consider giving this a section a title like "Get Involved"
  - ○ Michigan CEC (www.michigancec.org) is a great reference point of where we you can go from here!
  - ○ Add a volunteer opportunities page!
    - ■ If not already located in your "about us" page, this is a great place to provide your volunteer job descriptions for board members and committees!
    - ■ Have micro volunteer opportunities? List those opportunities here or provide a contact for those interested in short-term or one-time volunteer opportunities.
    - ■ Link to Volunteer Square!
- Consider including your member communications such as newsletters via our "blog post" feature! TED does this for their Leadership Message! Check it out here.

Additional Considerations

Component-Affiliated Groups

Does your component have chapters or sub-divisions? List information about those groups here!

- At minimum, you should link out to your Component's chapter or subdivision websites or list contact information for those groups (plus a short bio/description) (See how Arizona Unit does this here (under "about" www.azcec.org)
  - ○ Provide context to the purpose these groups serve in your state/province or division. Your word means a lot—when you validate their purpose and existence, you empower members to engage at a deeper level!
- Have regional contacts or representatives/chapters/sub-divisions? Checkout how these Units connect members to theirs!
  - ○ www.pa-cec.org/reigon
  - ○ www.southcarolina.exceptionalchildren.org/chapter-map-and-contacts
- Standards, requirements and expectations for starting/maintaining your chapters and sub-divisions should be listed here. This offers a consistent set of expectations and allows potential leaders with a

realistic expectation of what it takes to operate and/or launch their own chapter/sub-division that supports your mission and purpose.

- ○ Provide information regarding who to contact and what is required of these groups so others looking to contribute to your mission can take the next step!

Resources

- How you offer and/or link to resources can take MANY forms, the options are truly unlimited!
  - ○ Parent and family resources - Link to state-provided resources, programs and offices there to support them
  - ○ Student Resources - highlight (both CEC and non-CEC) published articles, books, etc.; recommend website or other tools to help with research (how to cite sources, tips for searching for scholarly articles, etc.) (OR link to University websites that already have that written up for them!)
- Colorado CEC has an interesting page we could reference to build your vision for what this could look like! www.coloradocec.com/copy-of-scholarships
- North Carolina CEC calls their tab "Improving Your Practice" (just like CEC)!
  - ○ Their dropdown menu (www.northcarolina.exceptionalchildren.org) does a great job highlighting essential CEC resources AND their own!
- Emails
  - ○ Do you communicate often with your members via email or newsletters? Add a page or link titled "Not Getting Our Emails?" and share how to add to safe-senders and contacts list. Be sure to list what email addresses they should add! (We have a resource that can be edited to help with this!)

Advocacy

Call your members into action with your own Advocacy page!

- Florida CEC has a GREAT "Advocacy Basics" webpage you could duplicate or make your own! www.florida.exceptionalchildren.org/policy-and-advocacy/educate-motivate-advocate

Students

Have student members? Have you considered how you're supporting their unique needs? Create a space for them!

- Consider linking to existing CEC resources and highlighting:
  - o Available Learning Library courses most relevant to your student members
  - o Available student resources, including the Career Center, CEC's Interview Hacks Video Series, and job search ideas!
- Units—do you have student chapters? List their faculty advisors and chapter contacts (Check out how Missouri CEC does this here: missouri.exceptionalchildren.org/student-cec)
  - o Have standards or requirements for your student chapters? List them here!
- Promote student conferences or other relevant PD/educational opportunities here too!