

Website Recommendation

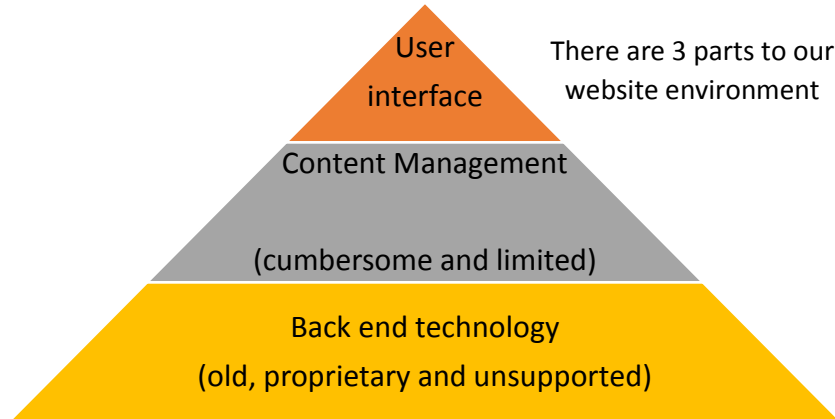
July 2016

Background

Our website is hosted and maintained by Pauli Systems. We pay them a monthly maintenance fee (\$100/month) to support our site. Any work done by them is paid at a *time and materials* rate. AAUW Staff and volunteers can post items to the website and send emails to distribution groups. Structural changes are done by Pauli Systems.

What are the major functions of the website?

- Our face to the world (User interface)
- Board Officer Report (BOR) database tracks branch leadership and state committee participants
- Email distribution groups from BOR database to support B2B and Briefly communications



Why change now?



Our hosting **technology is old** (end of life was 2014), **proprietary** and will **no longer be supported** as of December 2016. We can just fix the technology problem and leave the rest alone, or we can take this opportunity to improve our maintenance interface and user interface as well.

Our options – Four options from Pauli Systems and one option from AAUW.org have been explored.





















- Do the minimum – fix the underlying issue (back end) and leave everything else same. The user interface and maintenance interface remain unchanged. (Pauli Systems)
 - Keep proprietary Adobe back end (Option 1)
 - Move to an open source back end (Option 2)
- Move to a more current technology – PHP and WordPress – fix the back end and improve ability to maintain the content (Pauli Systems). WordPress industry standard and used by branches utilizing AAUW National hosting.
 - Keep the same user look and feel (Option 3)
 - Rebuild the front end to be more user friendly (Option 4) **<-RECOMMENDED**
- Move to AAUW National Hosting
 - Site will look like a branch site - rebuild the front end
 - Reduces hosting costs
 - Key functionality will need to be built by National
 - BOR (modified Member Services Database)
 - Email from BOR to support

Risks

Pauli Systems vs. AAUW National

Pauli Systems	AAUW National
<ul style="list-style-type: none"> • Proven support history • Design support for user interface refresh • More flexibility in user interface • BOR integrated 	<ul style="list-style-type: none"> • 1 web developer for > 500 sites • Dependent on AAUW National to clone MSD and develop email distribution capabilities • Single template option 

Website Recommendation July 2016

Option	Description	User Interface	Content Management	Hosting Technology	Migration Costs	Ongoing Costs	Risk
1	Upgrade Adobe ColdFusion (hosting)	 No change	 No change	Old  Proprietary technology	\$950 - 3000 ~ 10-30 hours Support T&M*	Increase \$50/month	 Moderate
2	Use open source engine/Lucee Server (hosting)	 No change	 No change	 Old technology	\$2,850 \$35/month during testing Issues – T&M*	No Change \$100/month	 Moderate
3	Migrate to PHP and WordPress without redesign (hosting/front end)	 No change	 New	 New	\$6,000	\$115/month (\$15, increase from present)	 Low
4	Migrate to PHP and WordPress WITH redesign (hosting/front end)	 New	 New	 New	\$5,750 - \$6,700	\$115/month (\$15, increase from present)	 Low
5	Migrate to WordPress WITH redesign and AAUW National Hosting (hosting/front end)	 New	 New	 New	None	\$120/year plus additional costs for storage.	 Considerable

Recommendation



Website Recommendation

July 2016

Option	Description	User Interface	Content Management	Back End	Pros	Cons	Migration Costs	Ongoing Costs
Fix the back end only								
1	Upgrade Adobe ColdFusion	No Change	No Change	<ul style="list-style-type: none"> Updated but still old technology Potential compatibility issues 	Less expensive	<ul style="list-style-type: none"> Continue on proprietary software. No improvement in user or maintenance interface 	\$950 - 3000 ~ 10-30 hours Support = time and materials	Increase \$50/month
2	Use open source engine Lucee Server	No Change	No Change	<ul style="list-style-type: none"> Updated but still old technology Potential compatibility issues 	Moves to more open source functionality.	<ul style="list-style-type: none"> Back end upgrade only. No improvement in user or maintenance interface 	\$2,850 \$35/month during testing Issues – time and materials	No Change \$100/month
Fix back end and improve content management process								
3	Migrate to PHP and WordPress without redesign	No Change	NEW <ul style="list-style-type: none"> WordPress as CMS CiviCRM for Directory/BOR and email communication. 	Updated Technology	New content management interface	No improvement in user interface	\$6,000	\$115/month (\$15, increase from present)
Fix back end, improve content management process and redesign front end								
4	Migrate to PHP and WordPress WITH redesign	NEW	NEW <ul style="list-style-type: none"> WordPress as CMS New domain for BOR 	Updated Technology	<ul style="list-style-type: none"> Moves to new technology New front end New content management interface 	2 domains – one for website, one for BOR	\$5,750 - \$6,700	\$115/month (\$15, increase from present)



Website Recommendation July 2016

5	Migrate to WordPress WITH redesign and AAUW National Hosting	NEW	NEW	Updated Technology	<ul style="list-style-type: none">• Moves to new technology• New front end• New content management interface	Relies on National to clone Member Services database, migrate content and establish email for B2B and Briefly	None	\$120/year plus additional costs for storage.
---	---	-----	-----	--------------------	--	---	------	---