

WEBSITE REQUIREMENTS

1. The home page must be focused on attracting new members rather than supporting MD Federation and containing the NARFE logo.
2. Any home page should look like people are having fun
 - a. Explain why they should join NARFE
 - b. Explain how to join NARFE with easy instructions and links and contacts both for,
 - i. eNARFE and
 - ii. Local Chapters
3. Chapter Information
 - a. Each chapter should list their next two or three meetings; this could be a federation calendar
 - i. Time
 - ii. Place
 - iii. Speaker and topic.
 - b. Meeting times and locations
 - c. Their URL (website link) if they have a page; if not, a place to post information about the Chapter
 - d. If no Chapter website is available, show links to Chapter FB page if available.
 - e. If neither a Chapter website nor FB is available, contact information (mailto tag) should be available.
 - f. Pictures of them having fun similar to “Around the Federation” page in Federation Newsletter
4. Current Employee Page
5. Maryland Federation eNARFE incorporated somehow into the Federation website and linked to the HQ website
6. Social Media
 - a. MD Federation FACEBOOK link
 - b. Chapter FACEBOOKS links
 - c. Social Media Guide when developed
 - d. Social Media Coordinators
 - e. Webmaster Listing
 - f. Webmaster Guide
 - g. Other information developed for Social Media such as the FB instructions currently on the Federation website
7. Provide a link to HQ
8. Link to Texas’ Going Paperless - [Going Paperless Tx Handbook](#)
9. Provide a link to ask for more information
10. There should be special pages, links and blogs for:
 - a. Membership/Recruitment
 - b. Legislative

- c. Service
- d. Public Relations
 - i. Money raising ideas for Chapters
 - ii. Provide a public relations guide
 - iii. Chapter public relations successes sited
 - iv. How Chapters accomplish getting Chapter information into the community with examples
- e. Alzheimer's page
 - i. How Chapters/Maryland Federation and other Federations raise money for Alzheimer's
 - ii. Create a Alzheimer's pamphlet for donations similar to ND Federation and put on the Federation website Alzheimer's page
- f. Newsletter Editors page including a link to Newsletter Editors' Guide
- 11. One page should have recent newsletters for both Chapters and Federation
- 12. One page should have **recent GEMS**
- 13. Technical Items
 - a. **Responsive design**
 - b. **Capability of re-sizing to accommodate different media/platforms such as smartphones, notebooks, etc.**
- 14. Chapter Officers section with access only to chapter and federation officers
- 15. Links to other State Federations
- 16. NARFE Federation structure
- 17. Federation and National convention page(s) including links/pages for convention advertisers
- 18. MD-PAC
 - a. What it is
 - b. How to donate
- 19. United Seniors of Maryland
 - a. What it is
 - b. How it relates to MD NARFE
 - c. Link to their website
- 20. Other links contained of the Federation website
- 21. FEEA (Federal Employee Education and Assistance Fund) with picture of scholarship recipient
- 22. Congressional links
- 23. Speakers' bureau and topics
- 24. Federation Standing Committees
- 25. Link to National by-laws, Federation by-laws, Chapter by-laws ?
- 26. How to share information and collaborate between Chapters
 - a. "Sharing" speakers would be one example of sharing information by having more than one Chapter invited to meetings where it would be to NARFE's benefit to have a large crowd. An example would be a congressional speaker covering a district that has

several Chapters within that district.

- b. Health care providers could speak to more than one Chapter
- c. Share websites and other social media as well as webmasters and social media coordinators, newsletter editors, etc.

27. Federation minutes and Chapter minutes posted on the website

28. From Linda Cohen:

From: LLCDTM@comcast.net

I think it would be helpful for NARFE webpages to have information on:

1. **WHO can join NARFE** (including those retired from DC Government be ??? 1987 and SPOUSES.) What about former spouses (those who are divorced?) Friends of NARFE (ineligible for regular membership) should be mentioned. National bylaws allow "social" members. Chapter bylaws either cover or are silent, as are ours. Our new Federation President mentioned to me that he does not want us to consider meetings to be "social" meetings.

2. **Dues, amount and how paid and available for whom**: including first time, multiyear, life time, dues withholding, specials for joining at retirement training, Federation withholding bonuses, Chapter specials, check/charge/from annuity/gifts. These can be simply stated and give info on how to get more details.

active: amount and for what period(s) any method to save money and how (I think people do like the bonus for initial multiyear membership and it helps the organization. AARP has no problem with up front multiyear membership if chosen by the new member.)

retired: one year/multiyear

withholding - including how much per month and per year, any dangers (how do we help retired federal employees trust the government to withhold their dues????)

Federation withholding-ffering for whom, how much, and how it works

Tables can be very helpful. Narrative is a turnoff. For a website, it helps if the individual can find the category in which he/she is or the person they are thinking of is.

Please mention that our Board members, especially new people on the Board and those with very little time, need this as well as those reading the website. What Evelyn showed me that she has is somewhat mind boggling. I have never really felt I could tell people anything other than \$45 now by check or go directly to dues withholding for first time, call National for lifetime. I have had no info on multiyear "bargains". On the Federation special, I think it is something like \$10 only for a first renewal going to withholding. On renewal, National offers a multiyear renewal. I don't recall seeing these specials written anywhere. NARFE thinks having information will keep people from joining. I went multiyear when I first joined while active. How much is made available and referral for more info if wanted might be the way to go for the website. We do need something complete for the Chapter Boards. This suggestion might be phased as for the websites and an additional need. Yes - it will need to be updated as changes are made. If a chapter has "dues" different than other chapters, such would need to be on its website. When a Chapter has a discount being offered by a Chapter, it should be advertised on the website.

3. The websites should include that both the **Executive and Program meetings are "open" meetings.**

4. I agree that the subjects of the Chapter meetings should be shared with others and there should be joint meetings for special presentations. How wonderful it would be if a joint Chapters meeting could advertise a great program and get over 100 to attend.
29. My preliminary request at this time focuses on style-presentation of information. Whatever is prepared and forwarded should be readily "accessible and user friendly for all!" Within our Federation, I'm quite certain there are some members (including myself) who are visually impaired to one degree or another (blind/low vision). This should be taken into account for any material to be forwarded or presented on the website.

While some of us have enlargement and speech capability on our computers, as a basic, to improve legibility and readability by "all," it is recommended that any material provided use a larger type font (14 preferred) with bold lettering! Also, that an acceptable contrast (eg, black on white or vice-versa) be utilized as the basic format of all material! From Sam Gieron:

30. The current Federation Officers be included on the listing for each chapter, include his/her contact info. From Minnedore Green (Put in Website Guide?)
31. Perhaps I missed it, but I did not see anything that shows how NARFE has helped federal employees--what has it done for me and what is doing for me now. Also, somewhere it should explain the advantages of dues withholding. From Chapter 2306
If I get a chance later, I'll try and read it more thoroughly. Good job overall.
32. Any time a link to another web site's location is given at a chapter website, I think very little of the actual information in the other website should be repeated at the chapter's site. That would limit the number of sites that must make changes when the information changes. Perhaps the chapter websites could supply a little more detail about the type of info at the location of their linked sites without repeating any of the actual data contained at the other site that may require updating.

Whatever information is placed on the web seems to be accessible to hackers and to people who want to change their identities. While all personal information about NARFE leaders, etc. cannot be kept off internet sites, as much information about their lives as possible should not be included. From Chapter 2306.

33. Let me propose a different approach for each chapter to become involved in the use of the Web. Since the State has the resources to hire the expertise to develop and maintain a web site, and the local chapters do not, the State should provide a link to a section built within the State's web site for each chapter.
Each chapter would then be responsible for uploading its own material-newsletters, announcements, etc..

In this way each chapter will more likely be able to develop the web capabilities that you

have recommended. For my own chapter, I can advise that we will not be able to do so without State Federation support in the manner outlined above. From Chapter 1770.

34. The one suggestion we got back - with which I agree, having been a science writer/editor for the Feds - is that **there needs to be an editing/proofreading team that checks what goes up on the website.** From Chapter 1127