



New Website for ECS

ECS launched a completely re-designed website this past February. "Our new website maintains the ease of use of the old site while incorporating the functionality so necessary for our members and other users," said Roque Calvo, ECS Executive Director. "Our first website was launched in 1995, so we needed a new look; but we also needed to completely re-think the structure behind the content. The new site will prove more helpful to new visitors and to heavy users such as the ECS volunteer leadership."

The new site places the most frequently-used information right on the home page, such as direct access to all ECS publications. The new Digital Library icon leads users to a quick overview of all ECS publications (see accompanying story on this page). Information about the current ECS meeting is easy to access for organizers, authors, and meeting attendees. A more colorful, dynamic news area is employed by the home page; and there's a quick way for members to log in to the members-only services they use the most.

The website re-design project began in late 2004, intentionally starting with a clean slate. Many planning and idea sessions identified some very clear needs: display and promote the unique ECS brand; offer clear product information; provide consolidated member and other constituent services; and differentiate ECS's products and services on the Web. There were many requirements for the new site as well, among them to provide all services at reasonable bandwidth-requirements; integrate with the Society's "back office" database; and put into place a basic design framework to allow for potential future changes or growth.

Throughout 2005, the website team worked to analyze information about ECS's business goals and objectives; understand various target users; and evaluate proposed features to arrive at the most appropriate product offerings. A process called "wire-framing" was done to build the backbone of the key programmatic areas of the site, as well as to establish content hierarchy, navigation, and display requirements. A

complete content audit also was required. All site content, from static informational pages, to dynamic product details, to all graphic and animated features, had to be re-catalogued and in some cases, rebuilt. Existing content had to be re-written and re-organized; and new content had to be identified and written. The team hired an outside designer to create the visual look and feel of the site. Finally the template pages were ready; and in January and February of 2006, over 3,500 new website pages were written and coded.

There is still much to be done. Some of the new areas of the site yet to be built or be converted include the ECS History Center and meeting archives, respectively. Some publication content (the proceedings volumes) need to be

re-indexed and added to the Digital Library search databases. The Career Center currently offers some easier-to-use versions of the ECS job bank (with job and resume postings), discussion forum, and resource links; and all are just waiting for new postings and visitors. Still more exciting is the potential for the Education section of the site. Some of the Society's long-term goals include Web-delivered short courses and special resources for educators at all levels. This special issue of *Interface* (on "What Is Electrochemical and Solid-State Science") will become one of the first collections of free content available on those pages.

Visit the new ECS website and let us know what you think. ■

Future Technical Meetings
Next ECS Meeting:
Denver
COLORADO
May 7-11, 2006

October 29-November 3, 2006 • Cancun, Mexico

May 6-11, 2007 • Chicago, Illinois

October 7-12, 2007 • Washington, DC

For more information on these future meetings, contact the Society Headquarters office.

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