**Golden Achievement Chapter Project Grant Award and Application**

**Brief description**

The Orange County Beekeepers Association is honored to submit this application for a Golden Achievement Chapter Project. The proposed project will enhance communication and engagement within the chapter and increase access to information for those interested in learning more or becoming members. The OCBA website and logo has not been updated since it was designed in 2008. The functionality of the website is limited given today's standards for information organization and ease of use for both those who maintain the website as well as users of the website. An improved design will allow users to quickly access social media pages to increase visibility and traffic, annual membership, t-shirts, etc. will be securely purchased, navigation will be easy and intuitive, an FAQ on best practices page will be searchable and functionality will be optimized and consistent across browsers, operating systems and mobile devices. The OCBA logo will also benefit from a modern refresh. Three website designers will be asked to give estimates based on review of our current website and desired future functionality. The estimate, timeline and review of portfolios will determine selection of a designer.

**How will you involve members?**

During the month of January OCBA members will be invited to participate in a survey to understand how they currently use the website and what they would like to see improved. All have experience with many websites in work and personal life and will be able to provide valuable input. Members will also be invited to volunteer for a website designer selection committee. This committee will review the results of the described survey, compile a list of desired website features to share with potential designers and finally select the designer. We will seek to have the majority of the committee membership represented by members who have not served in a leadership position, with a goal of 5-7 committee members. Once the website design has started, if possible (we don't know all the details about the design process) all members will be invited during our monthly meeting socializing time to test design features and give feedback.

**What goals/outcomes do you hope to achieve?**

With an updated website and logo we hope to achieve two goals. First the project will serve members through easier access to information that will be used more frequently as a central resource for beekeeping best practices and club engagement. The second goal is to build membership numbers and diversity by making a positive first impression through the website and taking advantage of opportunities to connect via the website with other now commonly used social media tools.

**List items and costs you estimate for the use of the grant money.**

$400 – website redesign
$300 – logo redesign

We have gotten several informal estimates of cost. If additional funds are needed the executive committee has approved in advance an additional $500.