

Commentary and Recommendations Regarding the CWLC Blog

In our initial conversation, we discussed how the Christian Women's Leadership Circle (CWLC) blog was primarily used as a type of newsletter. We also took away from the conversation the understanding that since you have joined the CWLC you have taken the blog in as a personal project to update. Currently, we see that the blog is serving the purpose of a newsletter and a place to provide sign up opportunities for the Butterfly Brunch. This allows followers to keep up with upcoming opportunities and news that is relevant to the CLWC.

The "Join Us" page does not have much information, and yet the text seems to be all combined into a small area. We would suggest taking advantage of white space that is allowed with the minimal information. There is also what looks to be an attempt to include a photo following the request to subscribe. The photo did not paste into the site, and it simply says the name of the image. We are assuming this page is not updated regularly, and so it has not been noticed.

The "Butterfly Brunch" page is an important part of the site, as this is a key event of the organization. We would suggest taking more advantage of this page. We found more information regarding previous brunches and photos on the myWLC page. It would be nice to be able to locate photo galleries and information from the event on this one central page. Information can be found from other sources but should be centrally found on the official CWLC Butterfly Brunch page. We also are wondering if the brunch celebrates just the scholarship recipients, or also the grant recipients, but those may also be the same thing.

On the "About the CWLC" page the short paragraph that is there is a wonderful summary of the organization. However, we feel that adding sections about each of the women on the board and what role they play in the organization would be a nice touch. You could add pictures for each board member and a short paragraph telling about themselves and why they dedicate their time and talents towards making the CWLC a reality. This personal touch will also add faces to the organization and create a more personal relationship with the reader. If you choose to take this course of action, we also recommend that you would change the title of the section to "About Us," which also personalizes the message and makes it more relatable for the reader.

The "Newsletter" page has quite a bit of information on it. While scrolling through, it is easy to notice the lack of uniform within the posts. Photos draw readers in, and only a select few posts have photos. We suggest including photos in every post, and the more personal the better. Keeping in mind the need for photos, be wise with the selection and before posting to the site be sure to test how it is laid out. The scroll effect of the page with the current layout is not convenient. For ease of the reader, featuring the newest post along with recent or similar posts will organize the page. It would also be convenient to have to previous posts available still from a drop down list or bullet list at the bottom or side of the webpage.

Overall the content of the blog is valuable in the form of a newsletter. If you are planning to further develop the use of the blog beyond that of a newsletter then it would be a good idea to make a few more adjustments. A few color details that should be addressed include the blue of the site header differing from the blue of the CWLC logo, and the overwhelming gray

background space. These minor, but noticeable effects could bring cohesion and flow to the readers. The lack of a true "home page" is a slight concern. The newsletter as the homepage throws the reader into the busiest page and gives no introduction to who the CWLC is and what they stand for. To show what you stand for as an organization, we would recommend having the list of scholarships and grants available to women, as that is located on the myWLC site and not yet here. Our biggest concern is that by simply googling "Christian Women's Leadership Circle," we are unable to locate the blog. Rather, we had to follow a link to the myWLC page and from there find the link to the blog.

One final thing that we suggest that you consider is what the true purpose of your blog is and how you want it to be used. If your intent is to have a newsletter for your readers, then perhaps a monthly email would be a better format for that purpose. If your end goal for the website is to have an informational page with news about the organization, basic "about us" information, and a place to connect with students about the opportunities you provide then the current webpage with added updates would serve that function. Ultimately, we suggest that you should evaluate what you want to get out of a website and the purpose that it serves in connecting your organization with the people that you serve. Once you have completed that you can better utilize the tools that are at your disposal to create a cohesive, recognizable, and useful platform that will serve as a connection to students and donors alike from your organization.