Wing Website Strategy Update
September 2023

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Web Strategy

As part of Civil Air Patrol's transformation, **developing a more robust marketing effort and improving brand management are important** growth initiatives.

It is essential to update CAP's web strategy **to help manage the brand, attract members and donors, and mitigate security risks**.

The **web strategy being launched has been reviewed and approved by CSAG.** MAC will make it as easy as possible to help make websites compliant.

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Challenge

Bring approximately 1,000+ subordinate websites into a cohesive brand strategy as One CAP telling the same brand story accurately, while reducing workload on the people or teams managing websites.

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Solution

Align the subordinate website strategy with the new marketing reg in development by making the Wing the parent of the strategy and marketing focal point of the brand.

Wing PAO is responsible for all website content, branding, management, and oversight of all wing/squadron websites.

Each unit (even those without websites) will be represented as a landing page within the parent (Wing) website.

- **MAC has successfully beta-tested** the solution for almost two years
- A number of **other wings have already shifted to this model** to reduce workload and improve accessibility

Our focus is on attracting and informing external audiences.

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Beta Test Sites

Thank you to the Oklahoma and National Capital wings (and their PAOs) for beta-testing concepts for the project.

- Four wing PAOs on project team

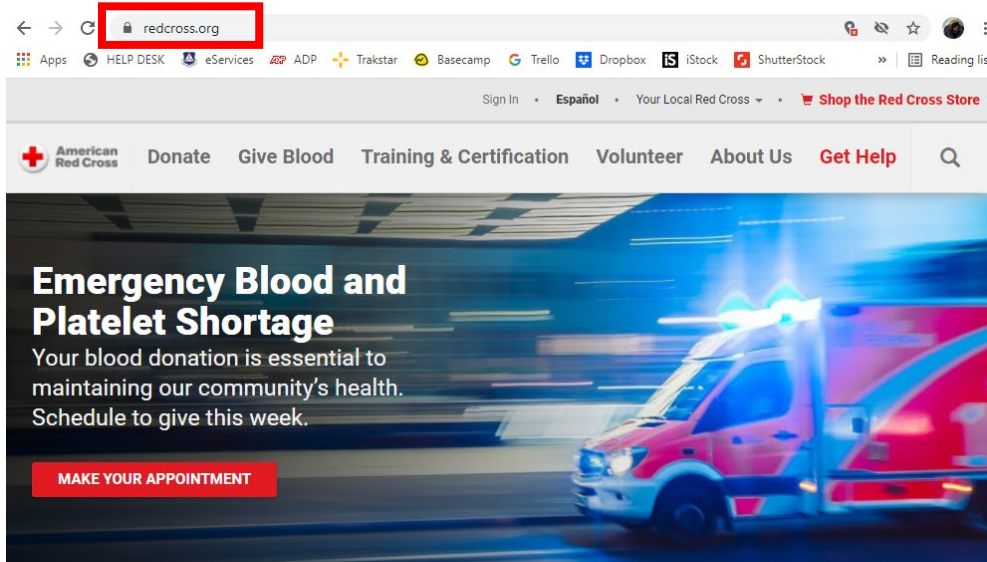*Volunteers Serving America's Communities, Saving Lives, and Shaping Futures*

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Example: American Red Cross

The **American Red Cross is one of the nonprofits MAC benchmarks** with a tightly managed brand and cohesive messaging. The Red Cross:

- is a congressionally chartered nonprofit in emergency services,
- is spread across all states, territories, and the District of Columbia,
- has 300,000 volunteer members, and
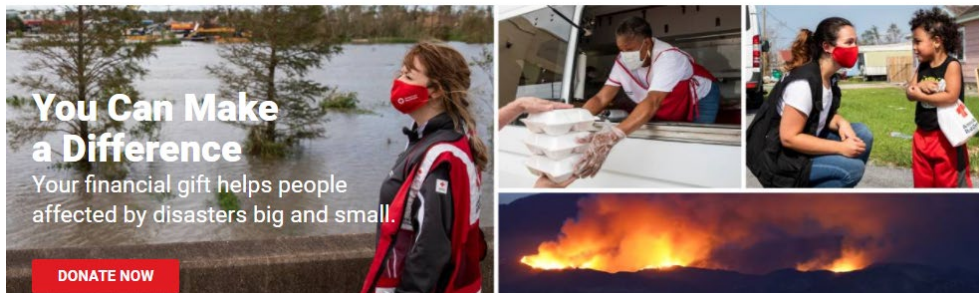- is managing its brand and messaging at a world-class level

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American Red Cross Web

National Website

State Website

The American Red Cross in Georgia

The American Red Cross of Georgia under the leadership of CEO Deirdre Dixon, serves 10 million people through a network of 8 chapters: Central Midwest Georgia, East Central Georgia, Greater Atlanta, Northeast Georgia, Northwest Georgia, South Central Georgia, Southeast Georgia, and Southwest Georgia. We're in our local communities every day, helping people prepare for, respond to and recover from emergencies.

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Web Strategies In Progress

There are multiple web strategies in various stages of development:

1. **Primary Public Sites**
   A.   AirForce.com – Air Force Auxiliary was just added to home page after two years
   B.   Future public website – modeled after airforce.com beginning in late 2024

2. **Wing Sites**
   A. **52 wings sites telling one cohesive CAP story**
   B. **Donation module added to wing/squadron websites** in July 2023

3. **Subordinate Sites** (unit/squadron level)
   A.   Migrate all existing sites to the SiteViz template for proper branding and security
   B.   No new standalone squadron websites

4. **Other Sites** (activity, event, group, etc.)
   A. Evaluated individually for need, accuracy, branding, conflicts, etc.
   B. Authorized sites must be properly branded and securely hosted on Global Reach

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1. AirForce.com

The **Air Force Auxiliary was recently added to the home page** at airforce.com. The Air Force website:

- Attracts **1.3M visitors** per month

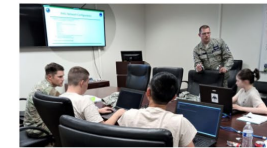- Leads to a landing page with CAP content and links to GoCivilAirPatrol.com

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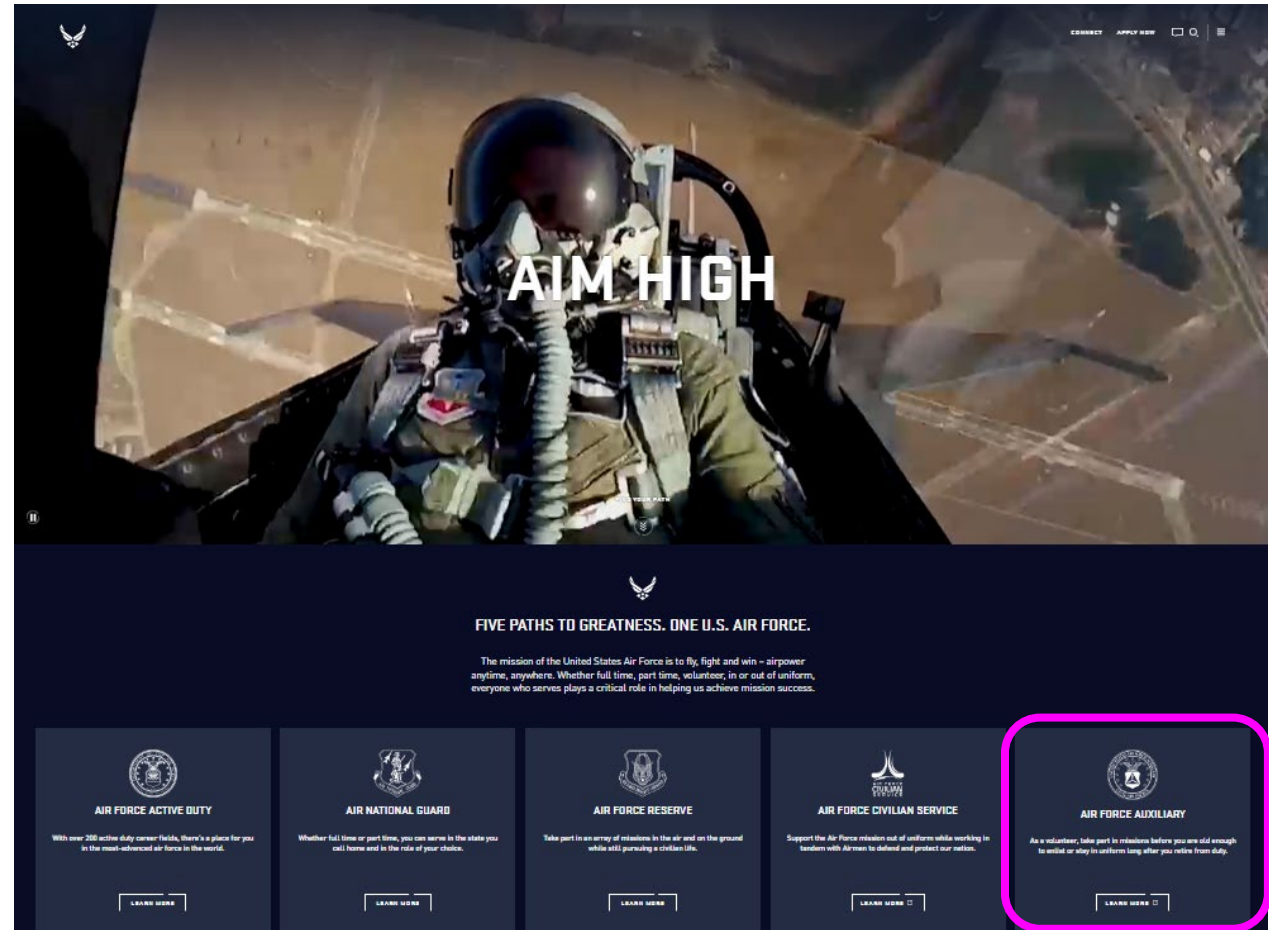
2. Wing Websites

MAC **created a 53rd wing website as a universal content library** to:

- **keep content accurate** on all sites while

- **reducing workload** for wings,

- enhancing the user experience by

- **unifying messaging** as One CAP

- and still **allowing wings to customize** content as desired

2. Wing Websites

Many wing sites:
- have **legacy sites** active after converting to SiteViz
- have **content that is years old**
- **omit flagship programs**
- have **broken links**
- have **poor site performance**
- may be a **security risk**

All 52 wing websites will:
- be **properly branded**
- **securely hosted**
- **have accurate content** updated by MAC as needed to reflect new programs, changes, etc.
- **share a common domain** convention

2. Wing Websites

The project will be executed in **four phases based on the amount of work** required for compliance

- Wing and region commanders will be notified of migration phases

Wing websites compared to two beta sites

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2. A New Template

The new "53rd Wing" website will be managed and curated by MAC

- Consistent template across all wings and squadrons – MAC updates general baseline content as needed
- **Units customize content**
- Donation module for wing-level fundraising
- **Locations link in top-level navigation – leads to a page for each squadron within the wing website**

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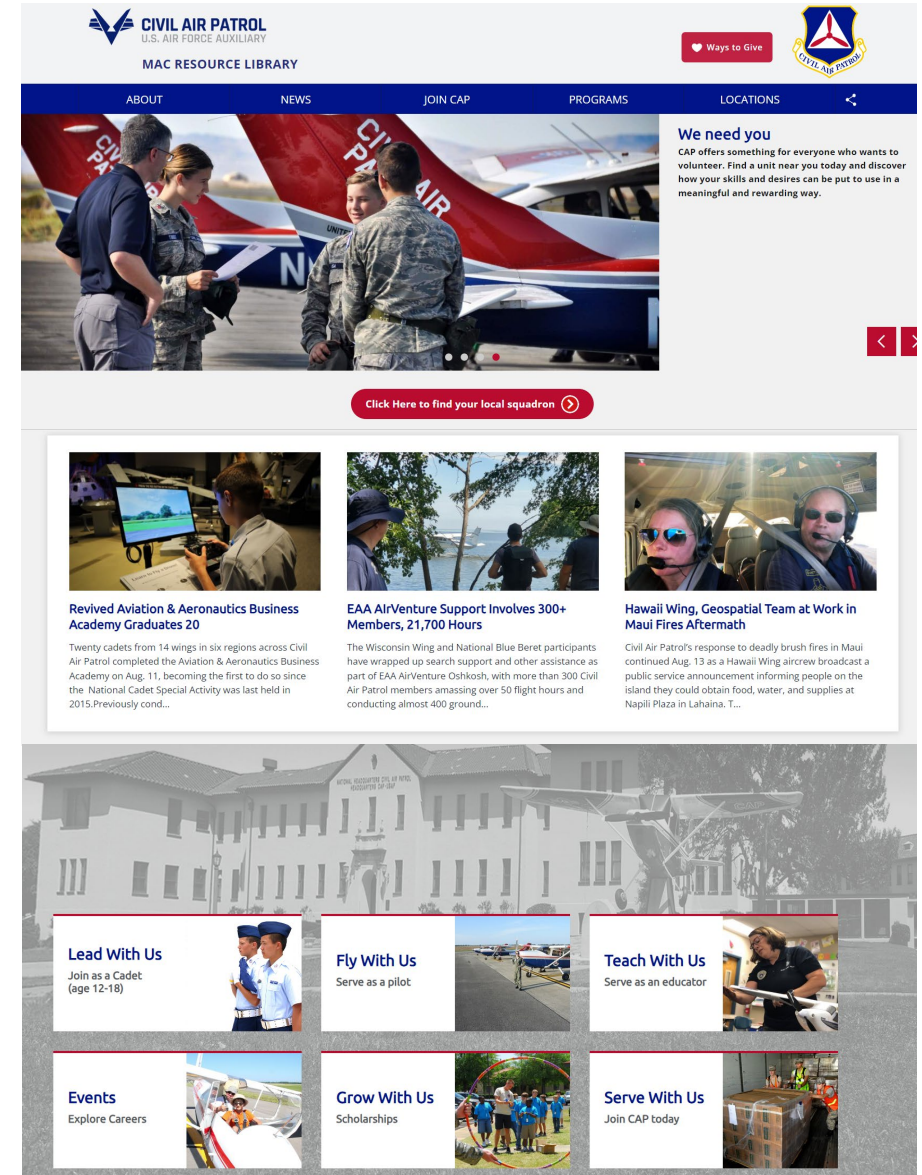
3. Subordinate Websites

- There are numerous standalone unit/squadron websites, some are **==improperly branded and hosted and/or have obsolete or missing content==**

- Once wing website updates are completed, all unit/squadron websites will either:
  - Be migrated to the new SiteViz template, with a link to the appropriate squadron page on the new wing website

    OR

  - Noncompliant website will need to be taken offline immediately

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Homepage - Consistent Navigation
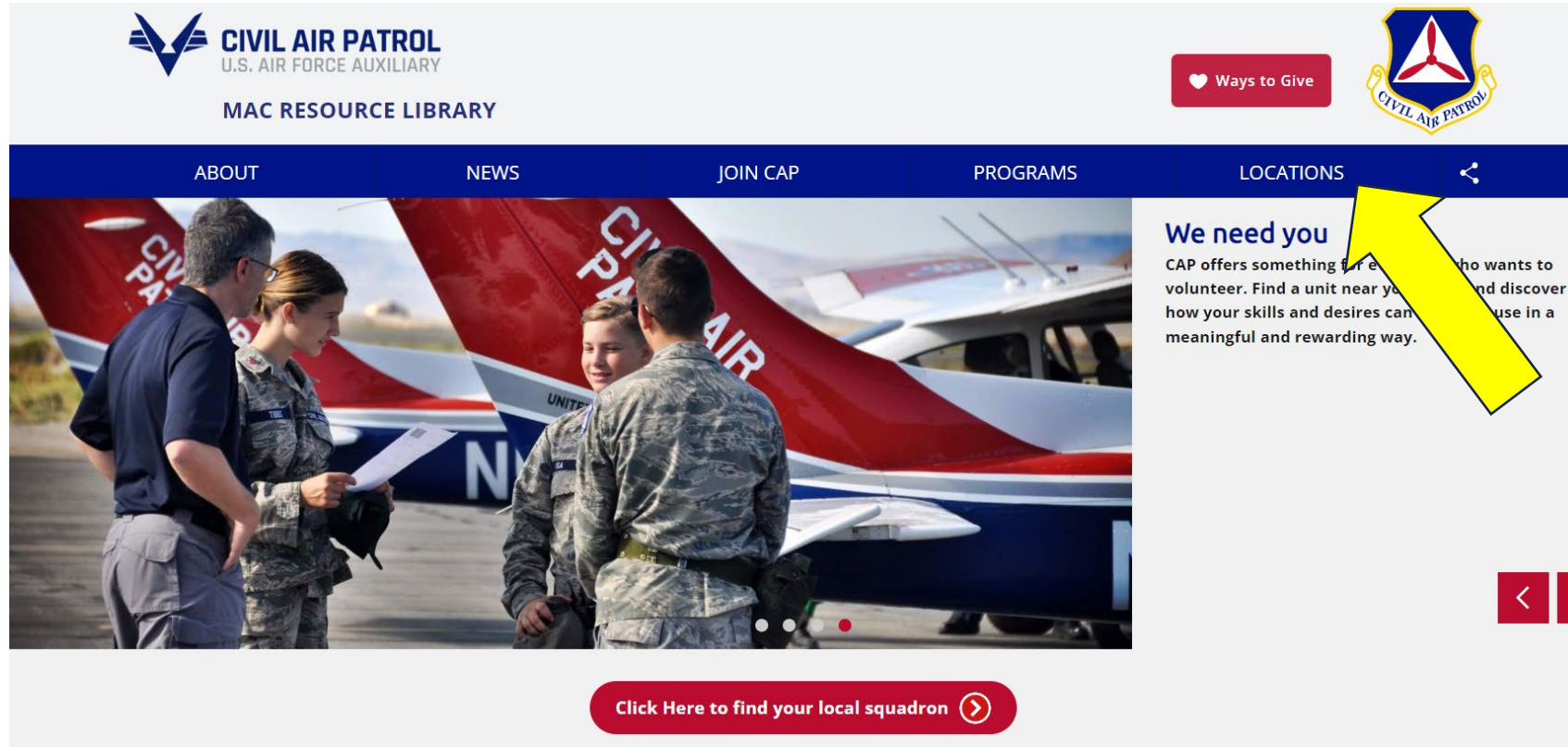
- New top-level navigation on all pages of all wing websites
- Locations link on all sites – each squadron has its own page

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Homepage - Wing Name & Emblem
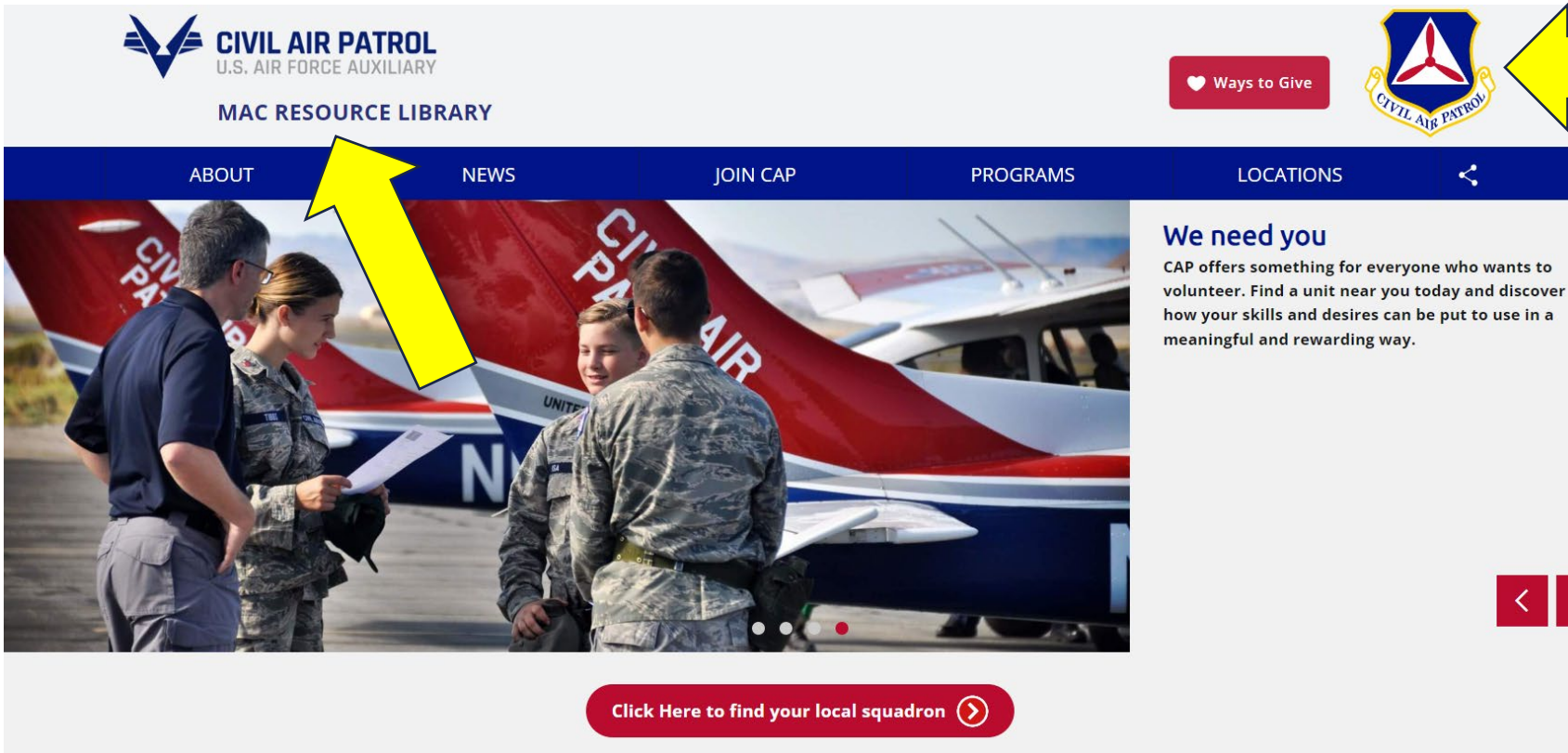
- SiteViz automatically populates wing/squadron name and appropriate emblem from eServices

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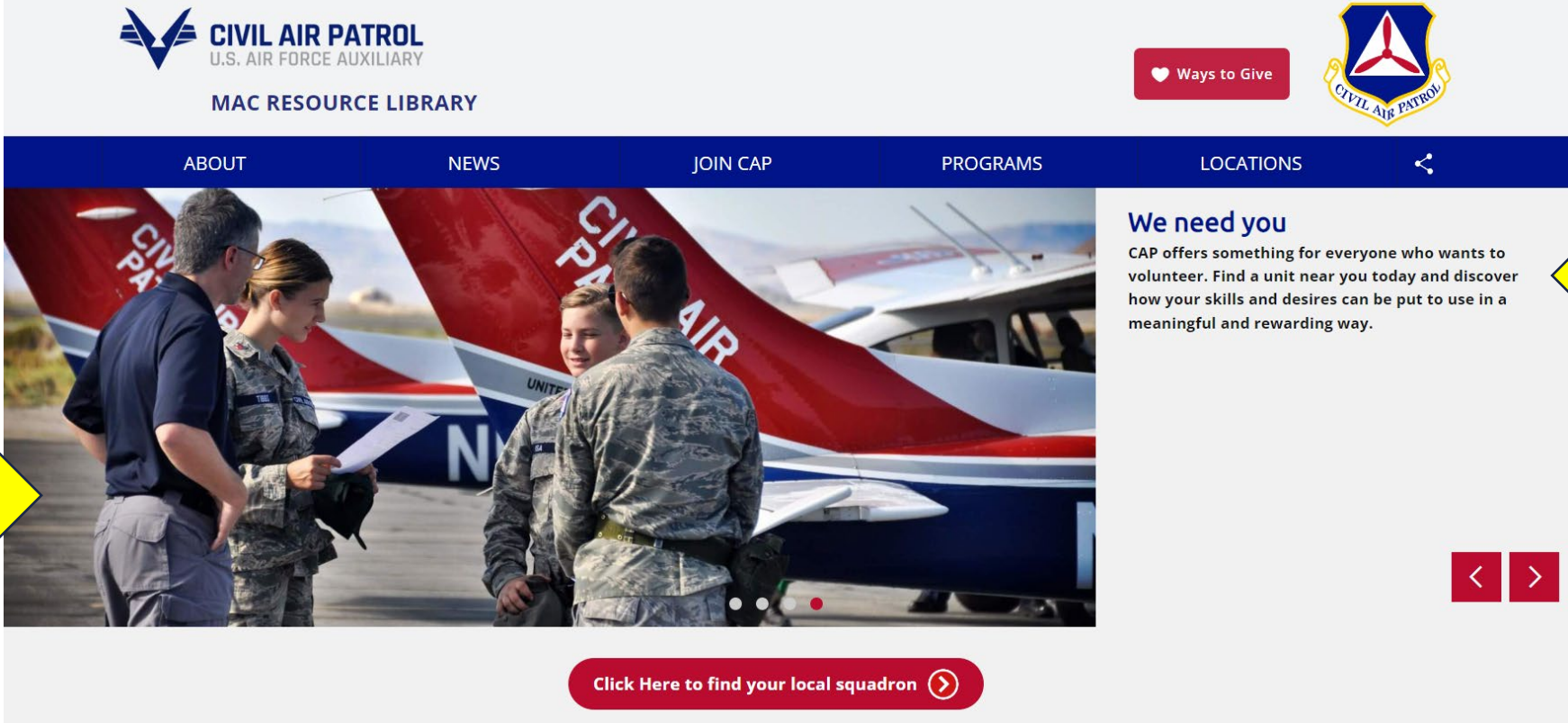
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Homepage - Ways to Give Button
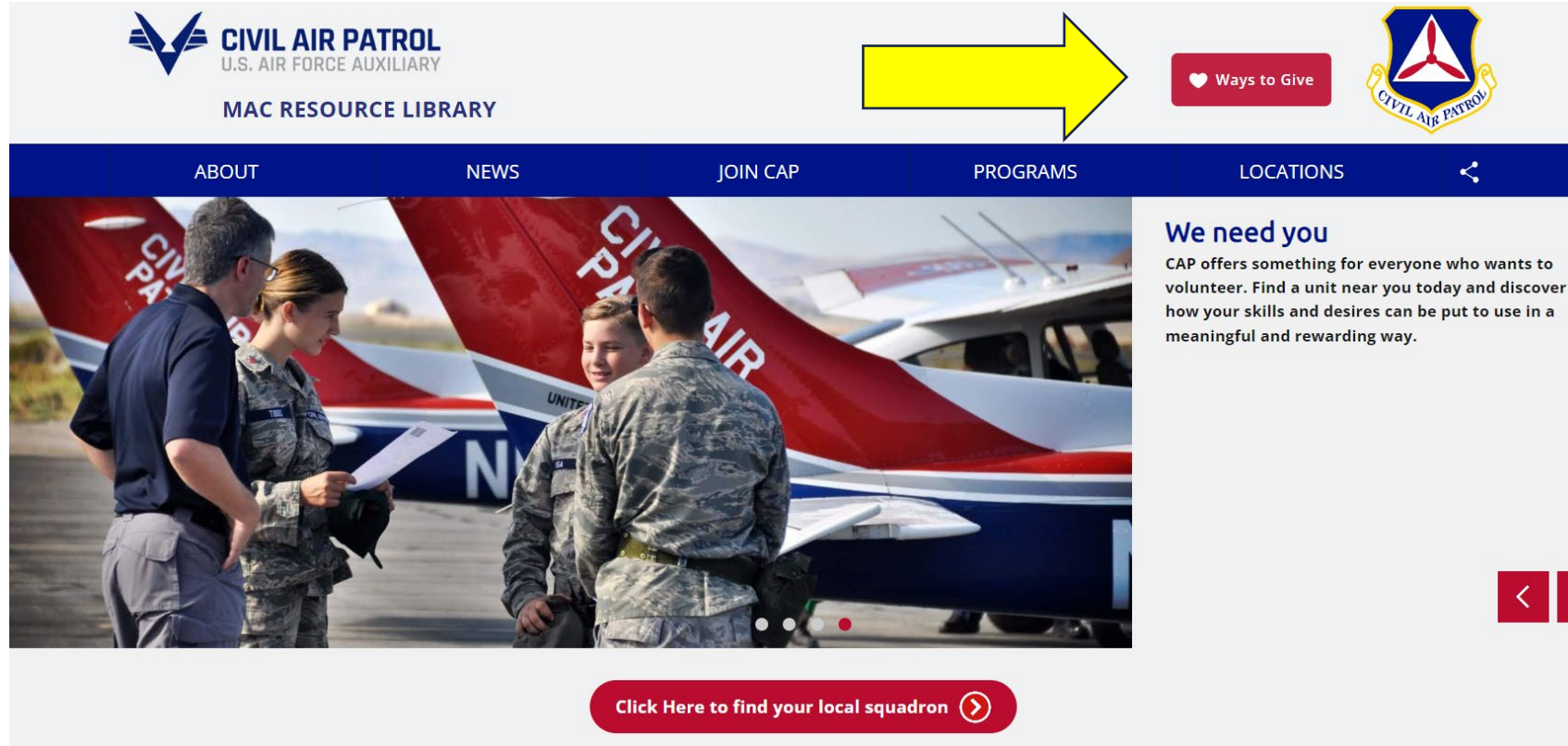
- Donation module button for wing fundraising
- Upon clicking, new .org page presents – units can add new child pages

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Homepage - Carousel

- Carousel preloaded with images and copy
- Wings can customize – use all, some, or none

Homepage - Squadron Locator Button
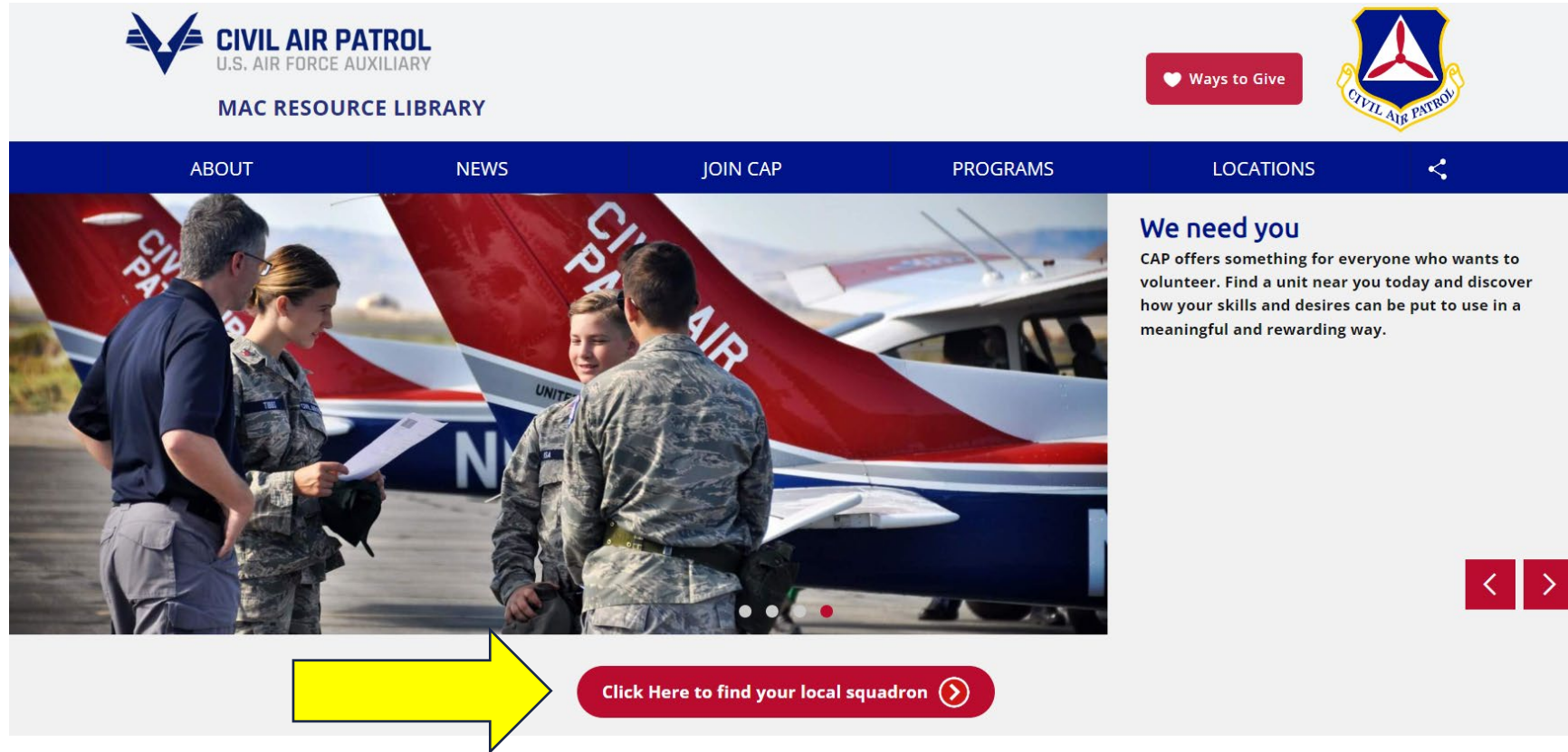
- This button can be customized by wings
- Should not promote donations here – there is a new donation module

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Homepage - CAP.News Feed

- Automated feed of CAP.News – three most recent articles

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Homepage - Container Graphics
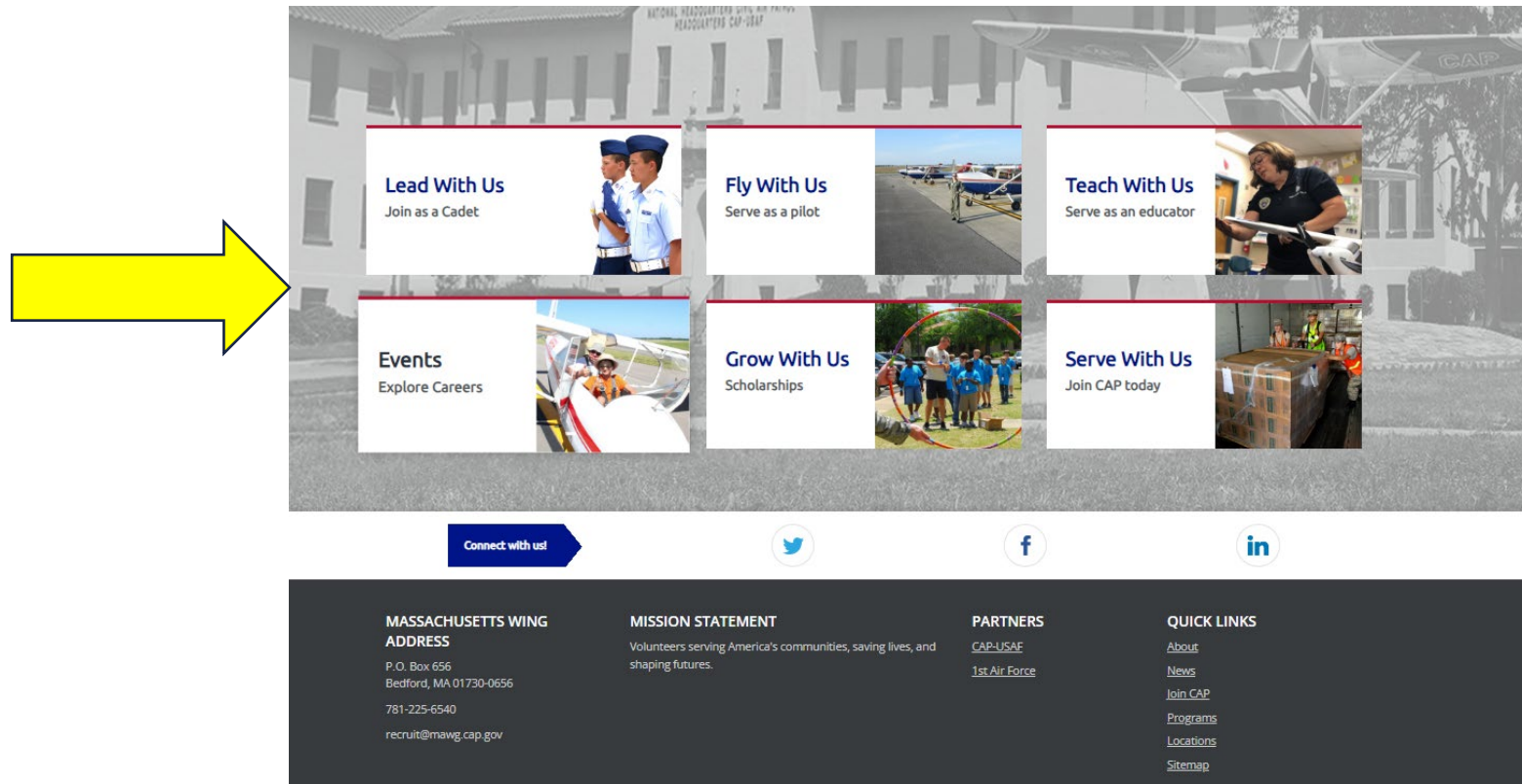
- Container graphics can be <mark>customized by wings</mark> – highlight unique things
  - Encampment, wing conference, community service, etc.
- Customize with links to your social media sites; add additional quick links

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About

- Links to key topics on left; related links on right
- Wings can <mark>customize content</mark> under template and add child pages
- Other content to consider: Link to a secure member site, wing leadership, encampment/wing conference, wing community service, etc.

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News

- Links to CAP.news and CAP Volunteer magazine on left
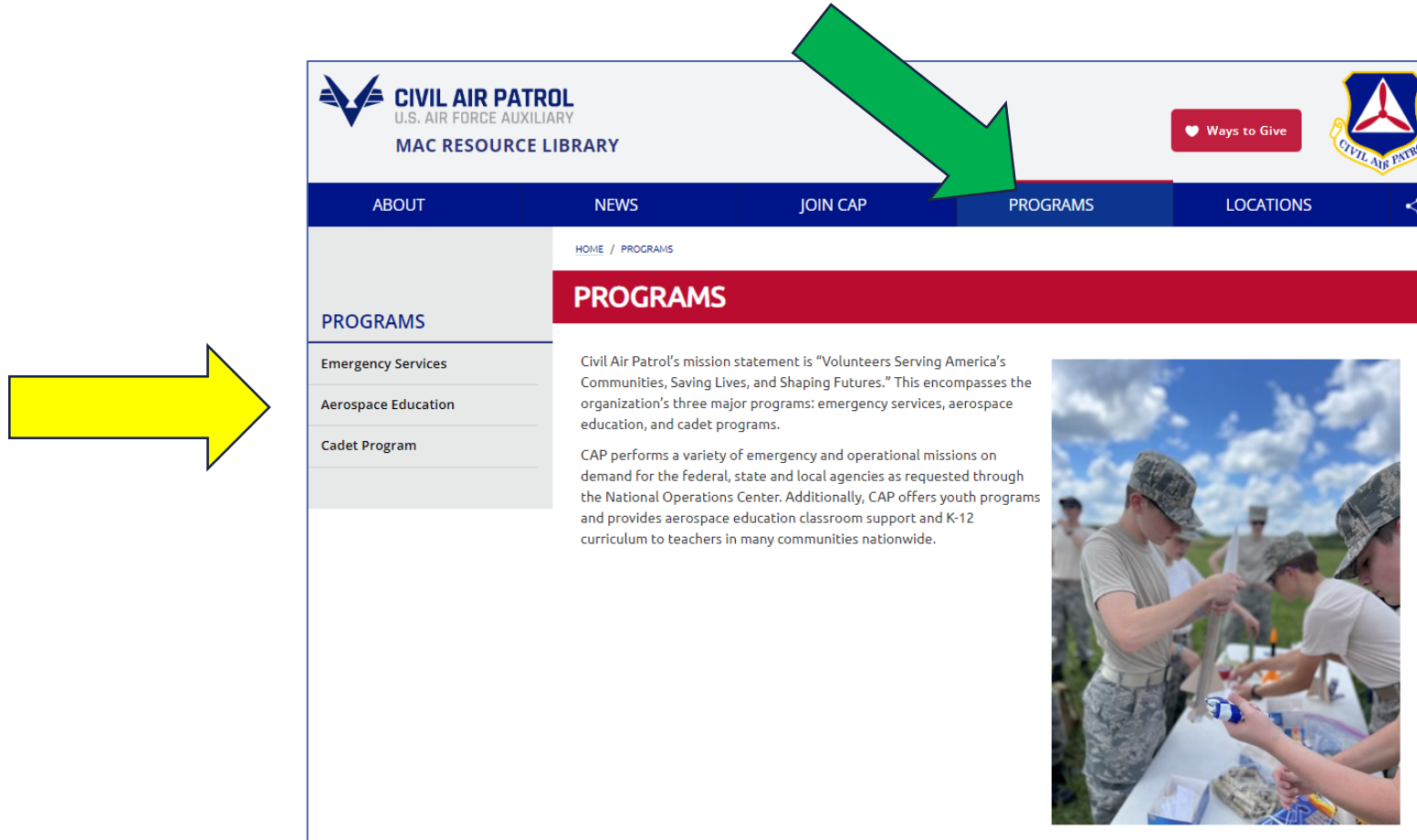- Add wing and squadron news here – see example from OKWG

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Join CAP

- Links to pages with membership types along left

Programs

- Links to pages on each program along left

Locations
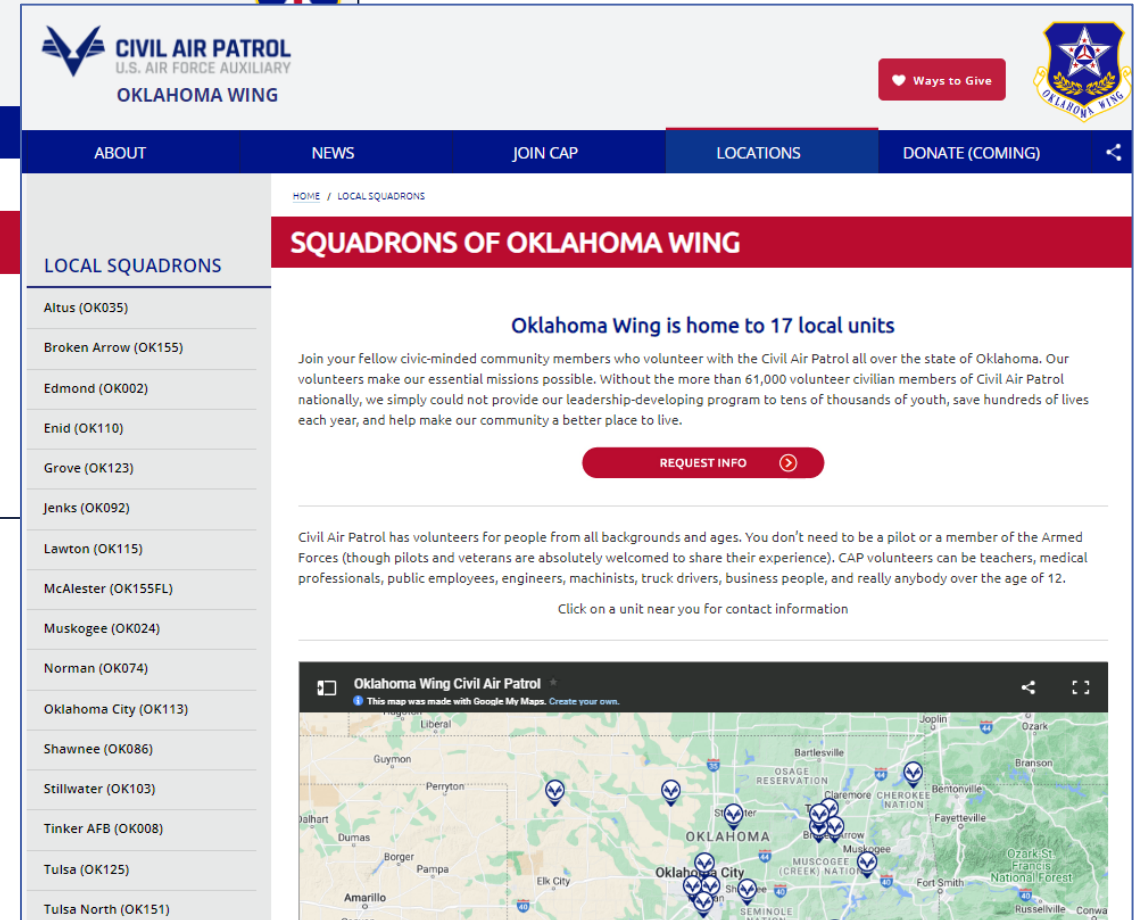
- Map with all squadrons shown (Google My Maps)
- Link and page for each squadron
- Optional – child pages for each squadron
- If keeping existing squadron websites, all pages must use the new template; can link from new squadron landing page

OKWG beta-test website

Training

Working with Global Reach and on additional resources
- New training videos coming from Global Reach
- Meetings with Q/A sessions – MAC, CAP IT, and Global Reach programmers – quarterly
- Email for questions – capwebsites@capnhq.gov
- Added members with SiteViz experience to national PA team to assist with answering questions on this project
- Resources on GoCAP.com: gocivilairpatrol.com/members/cap-national-hq/information-technology/cap-web-sites
  - The recording of this session will be placed here – share with squadron PAOs and others involved with your website

New template will be available in SiteViz by September 15, or sooner.

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General

- Create an area on the wing website for all member-specific content – it's for members only. Options:
    - Google Workspace
    - Microsoft 365

- Updates will be communicated via the new MAC Matters eNewsletter

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Timeline

Wings have been divided into four production groups to import content from the 53rd wing website content library based upon estimated work needed to update the website. Includes:

- Top level navigation and imported content completed by wings
- MAC review of websites for quality assurance
- In production

If you foresee any timing issues, reach out to MAC.

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Timeline – Phase 1 Wings

Arkansas	Arizona	Delaware	Idaho
Indiana	Oklahoma	National Capital	

- Updates completed by wings: April 7, 2024
- MAC review of websites complete: April 22, 2024
- In production: April 29, 2024

Timeline – Phase 2 Wings

Florida	Georgia	Hawaii	Kentucky
Nebraska	Nevada	New Jersey	North Dakota
Missouri	Puerto Rico	Rhode Island	South Carolina
South Dakota	Washington		

- Updates completed by wings: April 27, 2024
- MAC review of websites complete: May 12, 2024
- In production: May 29, 2024

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Timeline – Phase 3 Wings

Alabama	Alaska	Colorado	Iowa
Kansas	Ohio	Oregon	Maryland
Massachusetts	Michigan	Mississippi	Montana
New Hampshire	New Mexico	North Carolina	Pennsylvania
Tennessee	Texas	Utah	Vermont
West Virginia	Wisconsin		

- Updates completed by wings: May 22, 2024
- MAC review of websites complete: June 6, 2024
- In production: June 23, 2024

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Timeline – Phase 4 Wings

Maine	Minnesota	New York	Louisiana
Connecticut	Wyoming	California	Virginia
Illinois			

- Updates completed by wings: June 16, 2024
- MAC review of websites complete: July 1, 2024
- In production: July 8, 2024

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Questions?

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