

IPI Outreach and Marketing Committee.

Phone Meeting 10-24-14. Present: Jane, Charles, Marien, Melonie, Anna and Anabella.

Anabella: we have FB and Twitter and part of our task is to examine the Website in order to make it more appealing and have more impact. The "home page" area is much too saturated with text.

CA: in viewing the Website I feel that the random viewer would be weighed down by the volume of the text for each area. We need to add graphic elements to liven up the various areas. From my history in advertising I'm talking about stock photos that can be purchased for reasonable cost.

Melonie: Paul is the designer for the Web site.

CA: is it that Paul is not the best designer or has he been given parameters that have driven the Website into such a "text heavy" outcome?

Anna: He did the E-books site and that's very lively and accessible.

Melonie: I inherited the text heavy Site to deal with. I agree that we need to edit down and make things more focused.

Anabella: we have too much text on the website. Can we change the text? What about the structure or areas of the site?

Melonie: I can change the text without any other costs. To change the structure of the web site will cost thousands of dollars.

Anna: We can pare down the home page and limit the text there by using simple headings that will focus the viewer and then lead them to the page with the necessary details. You can put as much or as little on those pages as desired.

Unknown speaker: The "training programs" section as well as the "latest news" seems redundant. How can we cut down the redundancy of listing so many items on the home page?

Marien: Upcoming conferences: on the right or in the middle?

Melonie: I can change the position of the "conferences" section to make it more prominent. [She makes the change and we look at it.]

Charles: the addition of images, stock images, in the various sections, following the E-books page would be a way to create more vitality and curiosity.

Anna: We could easily add images or graphics in the "crawl" that goes across the top of the center section. We need to simplify the front page and make it more alive.

CA: I think pictures of the lecturer or a graphic of their most recent book could be used in the "graphic crawl" section of the home page.

Anabella: Yes, too much text especially in distance learning area needs to be cleaned up. Now that we are about to celebrate IPI's 20<sup>th</sup> anniversary we could add a graphic element that would feature "20 years!"

Charles: Yes, that's a low-cost, bright way to be less text oriented and still communicate the vitality and longevity of IPI to the viewer.

[as we speak Melonie makes editing changes to make the home page "cleaner" and more economical.]

CA: in communicating with Pat Hedegard she told me that almost all new students recruited for the core have come through contacts and links with existing and graduated students and faculty.

Anna: That's no quite right. We've gotten one new student in each of the last 2 years from Networker Confc recruiting. When we mailed 40K announcements it was still true that people came from knowing people in the program. We need to give the members the tools to refer people to us.

CA: It seems to me that it would be important to offer the viewer/prospective student some clinical content organized around "resistances" or "blockages" in the therapy process. This "clinical vignette" area would take a few lines to detail a "stuck" or resistant encounter/phase with a patient and then show how introspection into the therapist's inner world helped to reveal the "hidden communication" that was contained within or behind the resistance. We might promote the section with a headline: "It's amazing what you can learn about the patient's world by listening to the depth of your inner world." Or perhaps: "Discovering and making use of counter-transference to empower empathy and transformation."

Melonie: I need a way to get updated information.

Anna: we need to develop a process to get updated information from the faculty and students. Who is authorized to put info on the website? Who has the responsibility? We have to be careful that we don't open up a door that might get Melonie flooded with information.

Anabella: we need to find out who we address our goals and budget needs to in order to start this redesign and re-invigoration program.

Next meeting scheduled for Nov 21<sup>st</sup>: 11:15 – 12.

Notes submitted by Charles Ashbach.