

# MNSA Panel 61

# Website Redesign Update

Updated April 1, 2023

# Overview

Minnesota South Area (MNSA) is part of the Al-Anon/Alateen international non-profit organization for friends and family members of alcoholics. Our website is an essential resource for member information and documents and for newcomers and members looking for meetings and support.

We are in need of a new website that will support our members, newcomers and coordinators (administrators), as well as combine multiple sites into one. A critical part of our new site will be to protect anonymity for all site users.

# Vision for New Site

The new MNSA site will be a **modern safe** destination for friends and family members of alcoholics in need of support, with **easy access to meeting information** and an **easy pathway for members seeking resources** for personal support **or to be of service** to the Al-Anon/Alateen community.

The goal is to launch the site early summer 2023.

# Proposed Project Timeline

	DEC	JAN	FEB	MAR	APR	MAY	JUN
Wordpress Theme Selection	X						
Wireframes (Content defined for each page)		X					
Copy (Copy that goes on each page)			X	X			
Design (Color palette for Wordpress theme, photo selection, icons)			X				
Wordpress Development for Content Management		X	X				
Interactive Map			X	X			
Search Engine Optimization (Google Analytics Setup, Redirects)					X		
Content Entry				X	X		
Proofreading & QA						X	
Launch							X

Area Volunteer Opportunities

# Audiences

- People looking for a meeting
- Trusted servants looking for educational information
- Al-Anon members looking for events
- AMIAS certification and recertification
- Professionals looking for educational information/downloads (WSO)

# Key Project Success Factors

- Stick to project scope as outlined in the requirements
- Ensure area representation and alignment for project vision from kick off 12/10
- Establish a MNSA Website Redesign Committee
  - Can attend monthly check-ins
  - Available to help with tasks

# Sites for Inspiration & Discussion

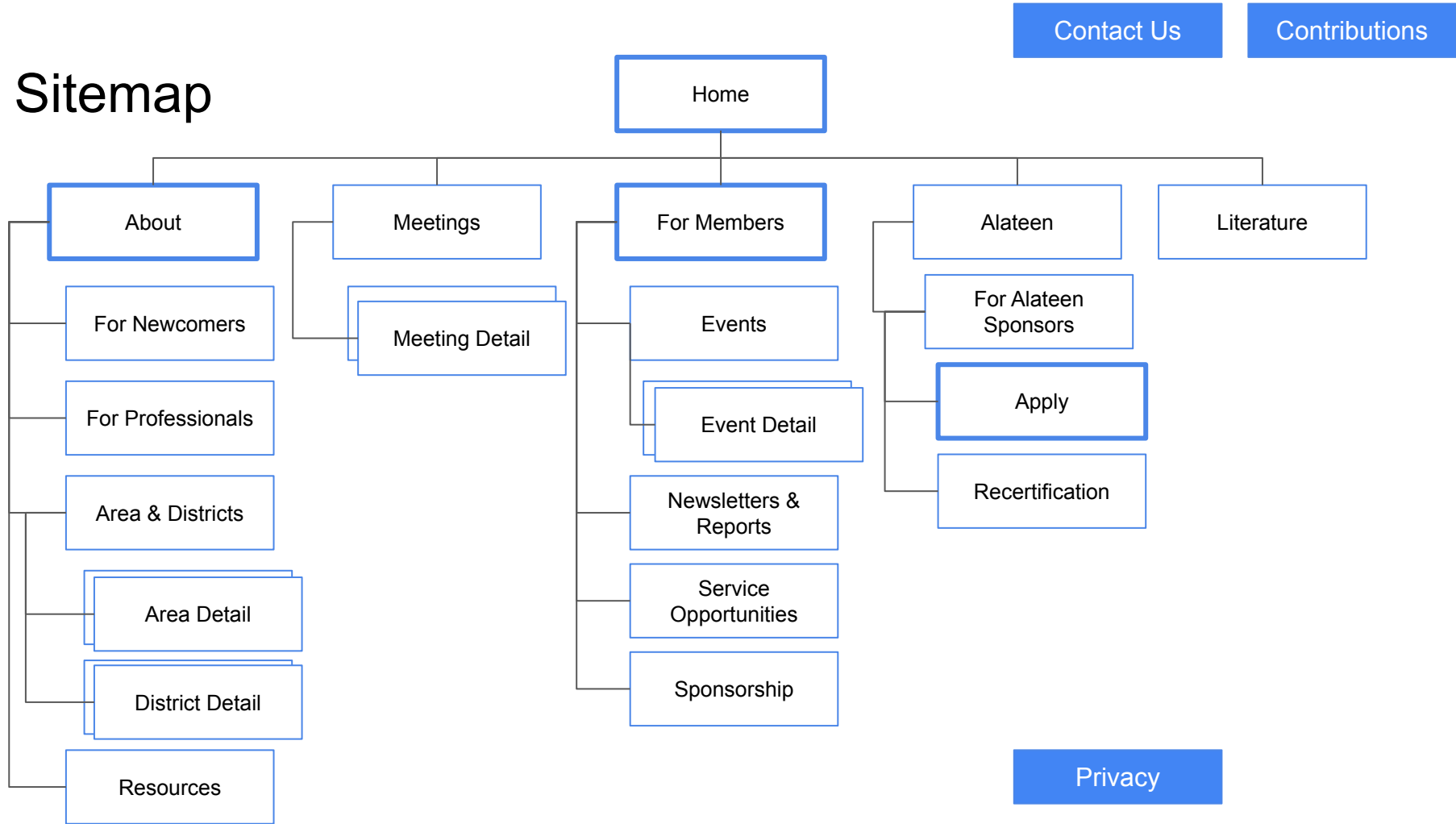
## Within Scope

- <https://area36.org/> - simple, informational, functional

## Pushing Beyond Scope

- <https://www.minnesotanorth-al-anon.org/> - includes some photography and a customized map

# Sitemap





# Home

1

Headline



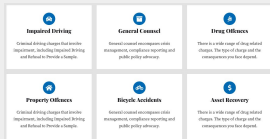
2

Map

Headline  
& copy

3

Headline



4

Headline



1

Minnesota South Al-Anon & Alateen (MNSA)

Background images with a fade between - hugs, meeting setting, fellowship  
CTAs:

- Learn more - About
- Find a meeting - Meetings

2

Intro copy about MNSA

Image of map, showing the area - link to Areas & Districts

CTAs:

- For newcomers - newcomers
- For members - members
- For teens - Alateen
- For professionals - professionals

3

Solid background

Featured items

- Upcoming events
- Most recent newsletter
- Most recent minutes
- X (could be Alateen recertification, featured resource, etc.)

4

Background image

Headline that offers help

CTAs:

- Find a meeting - Meetings page
- Contact us - Contact us page

# Meetings

## FIND A CLUB NEAR YOU

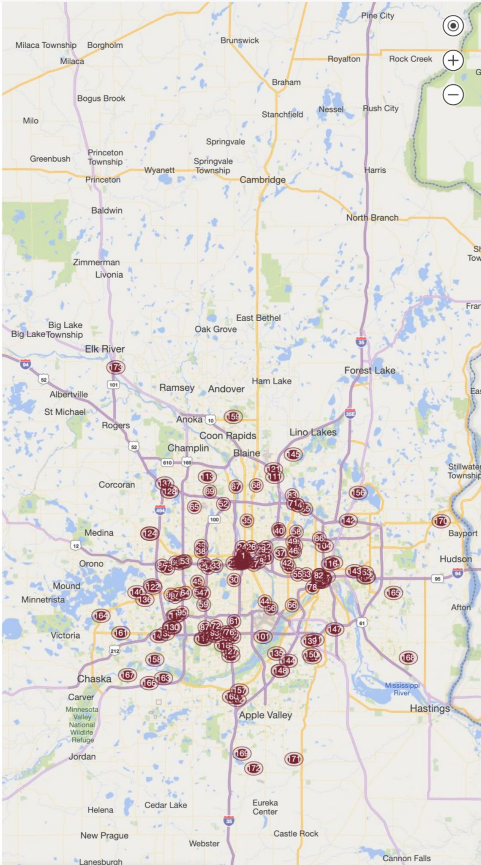
Did you know many of our clubs are currently meeting online? To find clubs that accept online attendance, click "Search Options," check "Online attendance," and press "Submit Search."

If you are interested in a club that always meets online, [click here](#).

**Search Options**  
  
**Meeting Days:**  
 Monday  Saturday  
 Tuesday  Sunday  
 Wednesday  
 Thursday  
 Friday  
**Meeting Time:**  
 AM  PM  
**Club Status:**  
 Open clubs  
 Online attendance  
 Prospective clubs  
 Advanced clubs  
 Restricted clubs  
**Submit Search**

Online Attendance accepted  
 Prospective club  
 Advanced Toastmasters club  
 Restricted; eligibility criteria exist

**FRB Speakeasy Club**  
Minneapolis, MN, United States (0.18 mi)



1

Searchable calendar for meetings

- Sort and filter results by meeting type, day of week, time of day, virtual or in-person, city, district
- Search by keyword with predictive results

Interactive map based on this map tied to meeting calendar

2

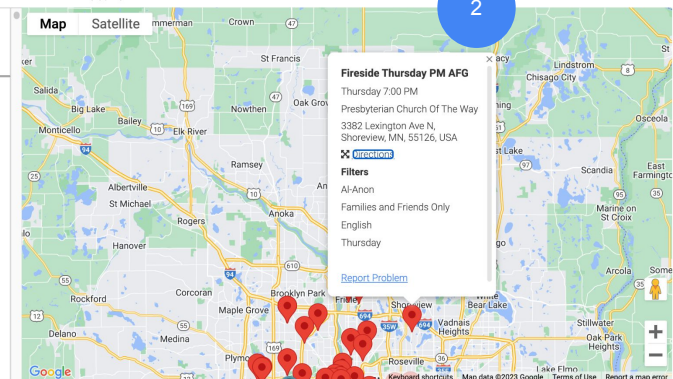
Screengrabs from <https://www.toastmasters.org/find-a-club> and <https://al-anon.org/al-anon-meetings/find-an-al-anon-meeting/>

Group ID 7513  
[Report Problem](#)

**Early Risers AFG**  
Friday 7:00 AM  
Ywca  
1190 Nicollet Mall, Minneapolis, MN, 55403, USA  
Sign in at front desk for meeting room location. Room 230  
**0.8 miles away**

**Filters**  
Al-Anon  
Families and Friends Only  
English  
Friday  
Handicap Access

Group ID 502105



**Map** Satellite  
**Fireside Thursday PM AFG**  
Thursday 7:00 PM  
Presbyterian Church of The Way  
3382 Lexington Ave N,  
Shoreview, MN, 55126, USA  
**Filters**  
Al-Anon  
Families and Friends Only  
English  
Thursday  
[Report Problem](#)

2

# District Detail Page

1

Headline

2

3

Meetings

4

Resources

5

Headline

1

Background image

2

Intro from the district

- District Rep
- District Contact Info

Example information for district to provide

- District resources (newsletter, etc.)
- List of cities
- District meeting information
- Special events

3

Meetings within the district - link to them or display if possible

4

Resources

- I.e., How to form a district

5

Background image

Headline that offers help

CTAs:

- Find a meeting - Meetings page
- Contact us - Contact us page

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Area Volunteer Opportunities

# Budget progress

- 31% of developer budget approved for payment
- About 33% of work complete

# How you can help

If you like words

- Copywriter/editor - curate, write and edit copy for the site February/March
- Proofreaders - review copy document(s) for proofing errors, reviewing the site after content entry March/May

If you're good with project management

- Content management - collecting and organizing information into a master document February/March
- District outreach for information - working with content manager February

If you're comfortable with using websites

- Content entry help - add images and content to site (for launch and ongoing site updates) March/April
- Website QA - testing the site to ensure content is in the correct place and it's working according to expected outcomes May

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