Call Notes for the Portal Committee

The following Committee members were in attendance:
- Ruvarashe Chindara, ICPD
- Albino Gaw Dar, FYI
- Scott May, ICPD
- Shamah Mawoko, ICPD
- Blessed Okole, CSIR
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD

Welcoming remarks & introductions: BOLD ITEMS WILL BE COVERED DURING THE CALL. For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief, contact Elisabeth Valerio at evalerio@icpdprograms.org.

Scott May welcomed the council members to the ELISA Portal Committee meeting and oriented (through screen-sharing) the committee members to the web-based resources that had been added since the ELISA Advisory Council's last meeting. Scott asked the committee members to go the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott informed the committee members that they could locate the meeting agendas, past meeting notes and supporting documents for the meeting on the ELISA Portal Committee Tab. Scott reviewed the proposed agenda outline for the committee meeting and the committee objectives. Scott then invited everyone on the call to introduce themselves and reviewed the agenda for today's meeting.

ELISA Development Committee

Updates, Past Action Items and Recent Developments
A new intern, Shamah Mawoko has joined the ELISA Team.

Focus topics:

Committee objectives
Focusing on enhancing portal content and functionality to support the growth of a robust and active online community.
- Advise on improvements for existing and future portal features
- Ensuring project pages become a valuable tool for portal members
- Optimize user experience, portal community engagement and user generated content

Developing an ELISA mobile app

Ruva shared screen and walked the committee members through the mobile app demo. The goal of creating this app is to be able to reach everyone in Africa including those that have difficulties accessing the webpage but do have an application in their phone just like WhatsApp. The mobile app with have the following features:

I. The landing-page: this is where the user or guest can either sign up, log in or request for password renewal if they have forgotten it.

II. The Home page: this will contain buttons that will allow users to explore different functions including viewing the online content such as, Luminaries, Bootstrap Briefs, and Project pages.

III. The Menu: which will allow users to edit their profiles, chat, check activities which can be notifications or recent activities by their connections on the App and share to invite other members to view their profile or join the portal.

IV. Social network function that will allow users to search for other members or post and view content posted by other members. Under every post there will be buttons that enable users to like and share the post. When uploading a post picture or video the maximum megabytes of the content will be 2mb

Elisabeth Valerio explained that for ELISA to be successful and beneficial tool for entrepreneurs across the continent of Africa, it is going to be important for the entrepreneurs to have access. She said, any of the entrepreneurs on the continent of Africa do not have computers or Wi Fi access, but they do have mobile devices. Elisabeth said ICPD has created a WhatsApp group, so Ruva can communicate and liaise with the tech team directly.

Dustilyne Savage asked about the accessibility of the mobile app. Elisabeth explained that it will be built as an iOS app and will be available and downloadable. It will be fully integrated into the normal app systems and listed so it can be found by Africa based entrepreneurs.

The analytics available on the ELISA Portal and what is needed

Elisabeth shared with the committee some new portal functionality on the backend of the ELISA portal so they would understand how it looks and to help give an understanding of it. She also shared the website analytics and highlighted where the website traffic is coming from. For example, with the analytics tool, you can view a listing of every country from which people who visit the ELISA portal come from. You can also find out how many site visitors each page has had and the source of the countries where site traffic is coming from.

Blessed Okole suggested that a table be created monthly showcasing the information on the analytics tool in a simple way that is easy to understand for the committee members.

**The difference in online features and functionality between the $39
Insider membership vs the free Gateway membership**
Elisabeth Valerio explained that the free Gateway membership is being built to cater to early stage startup entrepreneurs in Africa who do not currently have the ability to pay for an Insider membership. Gateway members can manage their member profile, change their photo, update their biography, set communication preferences and more. They are also able to access self-paced entrepreneurial and leadership content (Bootstrap Briefs) and Luminaries articles that help them in learn from and be inspired by the experiences of successful Africa focused founders, entrepreneurs, and leaders. Benefits also include the ability to create their own project pages, that brand and promotes their businesses, products, projects, or ideas. See more at www.elisanetwork.com

Elisabeth has set-up the list of the upcoming confab dates.

Other/Next Steps and Future Action Items
Scott suggested the committee members to go through the website and give feedback during the next call on the functionality of the portal and how to improve it. The next focus topic will be a presentation by Ruva Chindara on use cases for Project pages to make the site more valuable to the members and increase the use of member profiles and the Project page tools. ICPD will demonstrate how members can invite others. Scott reminded everyone that the next ELISA Portal Committee meeting will be Tuesday, August 31, 2021.

Please plan on 45-minutes for this call. Visit www.elisanetwork.com for more information about ELISA.

Upcoming Portal Committee calls
Tuesday, November 2, 2021, 10:00 AM Eastern | 7:00 AM Pacific