

# Portal Committee Agenda



**Tuesday, 7 April 2026, 4-4:45 pm Central Africa time**

Please plan on 45 minutes for this meeting. For the Zoom link [click here](#)

<https://icpdprograms-org.zoom.us/j/87282226545>

Items listed in **BOLD** will be covered during the meeting

Document Archives: [icpdprograms.org/committees](https://icpdprograms.org/committees) (scroll down to ELISA section)

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Welcome & introductions - Recommend potential ELISA Advisory Council members; you can email [michelle@elisanetwork.com](mailto:michelle@elisanetwork.com)

## Focus Topic(s):

- **Portal Engagement - once ELISA members have joined the virtual community, how do we keep them coming back?; currently the portal features that are only available to members are: ability to create and manage Project Pages, access and comment on Bootstrap Briefs, ability to post comments and images on "What's on your mind", create a profile, mapping feature, and search and connect with other members.**
- **What new features can be added?: live chat feature, mobile app, listing of products and services available in the marketplace, ELISA staff or automated system to remind members to complete their profiles and Project Pages; showcase Project Pages in social media on the portal "What's On Your Mind?"**

## Updates, past action items, and recent developments

- **Web traffic report**
- **Analytics** - staff are developing a mechanism to track where portal members spend their time when they are logged in
- **New ELISA Ignite page will be created on the ELISA portal at [www.elisanetwork.com/ignite](http://www.elisanetwork.com/ignite)**
- **Portal enhancements**
  - **Project Pages - How do we rename Project Page?; enhance navigation; committee members to create pages and give staff feedback on functionality; added photos to project pages and increase visual appeal; marketplace feature enables entrepreneurs to showcase products or services; viewer count, likes and followers are included in the directory listing; searching and filtering of the pages; automated system to remind Project Page owners of what else they need to do to complete their page**
  - **Members - Onboarding process; members to see who has viewed their profile; prospective members - enrollment process streamlined**
  - **Phone app**
  - **Conference management tool has been adding to allow us to showcase conferences and share information about program agendas, speakers, logistics, photos, news articles etc - this feature will be synched with the future mobile app**
  - Resources feature - posted resources should be curated by staff or the membership?; Will posted resources be visible only to the membership or to the public?; posting of resources and opportunities (including miscellaneous posts by category such as funding opportunities, services, goods, etc.), while being mindful of curation and security
  - Mapping feature - doing outreach to the portal membership to update their location
  - ELISA Business Scholars Personalised Coaching Plan, mentor guidelines
  - Contact management system
  - Events - presentation improved; make shareable

- Summit Registration - new online summit registration page was successfully launched along with payment links

### **Other/Next steps and future action items**

- Project Pages - crowd funding for project pages (with feedback system)
- Objectives for the ELISA portal - membership of the portal survey results; need for the public and member side of the portal objectives?; update goals to reflect stickiness and organic growth? The objectives are currently:
  - o enhancement of member engagement within the portal so that the average time members spend on the portal increases by 20% per year and the frequency of their visits increases by 20% per year; what are the past and future milestones?
  - o networking amongst entrepreneurs and ELISA members
  - o seek and engage entrepreneurs
- Data about the entrepreneurs on the EBN (who they are and what they need?)
- Confabs - all videos posted and promoted on social media pages

### **Forward Calendar of Meeting Dates & Events**

- **30 April, 4-5 pm Central Africa Time - Confab**, our speaker will be Marc Johnson with It's a Breeze, South Africa; he will speak about "Making your Business Irresistible to Investors", [register here](#):
- **6 May at 4pm CAT** - [ELISA Advisory Council Meeting](#)
- **21 Jul 2026 at 4pm CAT** - [ELISA Portal Committee Meeting](#)
- **6 Oct at 4pm CAT** - [ELISA Portal Committee Meeting](#)