



Call Notes for the Portal Committee

Virtual Meeting held: February 2nd, 2022
10 AM Eastern/ 7:00 AM Pacific / 4:00 PM CAT (Central Africa Time)

The following Committee members were in attendance:

- Shamah Mawoko, ICPD
- Blessed Okole, PhD, CSIR
- Scott May, ICPD
- 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 Development 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 to the ICPD 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 to introduce themselves and reviewed the agenda for the meeting.

ELISA Portal committee

Updates, Past Action Items and Recent Developments

- Web traffic report
 - Elisabeth showcased the spike in traffic and where it was coming from through the ELISA Google analytics tool and that most people are coming to the web portal through organic social sources. Highest traffic is coming from Botswana, South Africa and Zimbabwe respectively which shows that the ELISA footprint is starting to grow. The ELISA team did a test-run of promoted advert on twitter which allows you to choose one country, and that was Botswana.
- Project page functionality
 - The focus is getting people to know how to create project pages. Project pages are free web pages which are attached to social media functionality. Scott shared his

screen and demonstrated the project pages enhancements which were made for when a user is creating a project page.

- At the top of the page (*) was added which signifies that one is required to fill-in.
 - "Alias" was changed to "what do you want to name your website", state and zip code fields were suppressed, and users were enabled to add team members when creating a project page.
- Phone app
 - Elisabeth explained that the ELISA phone app is being built specifically for the ELISA portal community to make it easier for individuals who do not have web technology to access the portal directly from their phones. The mobile app will enable ELISA to add contacts, share content and communicate with other ELISA members using a WhatsApp type of platform. In the next committee call Elisabeth will provide a demonstration of the new mobile app.

Focus topics:

- Other features and functionality that could be activated or built into the portal, so that the portal becomes an integral part of their work
- Payment systems
- Portal usability
- Donation's system
- Membership processing

Scott highlighted that a donation's system should be activated. He asked where this should be within the portal. Elisabeth asked how best to shape a donor element tool/page for ELISA. Dr Blessed Okole suggested that the donor page should be more targeting and convincing for example have what the entrepreneur has done and what ELISA or what a donor has done to help the entrepreneur. Elisabeth suggested that ELISA showcases projects that are on the ELISA projects page and people choose which project they want to support.

Scott asked about membership processing. Members have an option to join ELISA as Gateway members, which is perfect for entrepreneurs starting out as they have access to online resources and can network with and receive advice from other business experts and entrepreneurs. The paid insider membership allows members to send private chat messages to any Insider, Affiliate or Corporate member on the ELISA portal. The question posed was is that the most efficient system?



Committee Objective

Focusing on enhancing portal content and functionality to support the growth of a robust and active online community.

- Advice 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

Other/Next Steps and Future Action Items

The next focus topics will include:

- 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.

Scott reminded everyone that the next ELISA Portal Committee meeting will be April 5, 2022. Please plan on 45-minutes for this meeting. Visit <https://elisanetwork.com/> for more information about ELISA.

Upcoming ELISA Portal Committee meetings at 4pm Central Africa Time:

April 5, 2022

July 12, 2022

September 6, 2022

November 1, 2022