10 Key Considerations when Building an Association Content Hub
Introductions

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Managing Editor & Publisher
CU Management

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Associate Creative Director
ChappellRoberts
10 Key Considerations when Building an Association Content Hub
What is CUES?

CUES
POTENTIAL, REALIZED™

44
Employees

21,000
Members

1,054
Organizations
What is CU Management?

CU MANAGEMENT

IN-DEPTH INFORMATION FOR CREDIT UNION LEADERS

6,200
Print Subscribers

19,400
Digital Subscribers

5,200
Web Users/Month
What is CU Management?

How would you deliver your association content if print went away?
What is CU Management?

So when does it make sense to create an association content hub?
The Outcome

Website Traffic (Q1 2018 vs. Q1 2019)

- **Total Users**: 49.8k (2018) vs. 62.2k (2019)
- **Total Sessions**: 97.7k (2018) vs. 111.8k (2019)
- **Total Pageviews**: 272.5k (2018) vs. 343.6k (2019)
The Outcome

Time on Website (Q1 2018 vs. Q1 2019)

- 2018: 2:47
- 2019: 5:13

CUES.org + CU Management
The Outcome

Pages per Session (Q1 2018 vs. Q1 2019)

- 2018: 2.79
- 2019: 5.33

CUES.org + CU Management
Increased digital ad revenue

• Q1 2019 surpassed total digital ad revenue from 2018.
• With bundling, we’re on track to meet our total goal for print ad revenue.
#1 Understand What Your Members Want
In 2018, 42.37% of U.S. adults reported reading an average of 2.66 digital magazine issues in the last 30 days.

SOURCE: 2018 Mequoda Magazine Consumer Study
Understand What Your Members Want

What are you looking for in a digital publication?

• Readable, vertically-scrollable text

SOURCE: 2018 Mequoda Magazine Consumer Study
Understand What Your Members Want

What are you looking for in a digital publication?

• Readable, vertically-scrollable text
• Links to websites

SOURCE: 2018 Mequoda Magazine Consumer Study
Understand What Your Members Want

What are you looking for in a digital publication?

• Readable, vertically-scrollable text

• Links to websites

• Copy and paste capability

SOURCE: 2018 Mequoda Magazine Consumer Study
What are you looking for in a digital publication?

- Readable, vertically-scrollable text
- Links to websites
- Copy and paste capability
- Archive of back issues

SOURCE: 2018 Mequoda Magazine Consumer Study
Understand What Your Members Want

What are you looking for in a digital publication?

• Readable, vertically-scrollable text
• Links to websites
• Copy and paste capability
• Archive of back issues
• Embedded video content

SOURCE: 2018 Mequoda Magazine Consumer Study
What are you looking for in a digital publication?

• Readable, vertically-scrollable text
• Links to websites
• Copy and paste capability
• Archive of back issues
• Embedded video content
• Special articles

SOURCE: 2018 Mequoda Magazine Consumer Study
Members showed a strong interest in:

- Video and podcast content
- Topic-based content
  - Leadership
  - Governance
  - Growth
#2
Choose the Right Partner
Choose the Right Partner

1

Don’t start your RFP from scratch.
Choose the Right Partner

2

Be detailed.
Choose the Right Partner

Include time for Q&A prior to the RFP deadline.
Choose the Right Partner

Allow adequate time.
Choose the Right Partner

Look beyond the usual suspects.
Choose the Right Partner

Have a process for decision-making.
#3
Conduct User Testing
A user interface is like a joke. If you have to explain it, it’s not that good.
Conduct User Testing

Develop User Personas

- What are their goals?
- What are their motivations?
- What are their frustrations?
Create Meaningful Experiences

A user research platform that helps you and your team make decisions with confidence.

Try for free

We've created a suite of usability tools that help improve your website navigation, define information architecture, understand first-clicks, capture qualitative research, and more.

Run fast and affordable user research
Quickly set up and iterate studies as you learn

Reach as many participants as you need
Recruit and target in 70+ languages, remotely or in person

Easily understand your data
Explore your comprehensive results with beautiful visualizations

Make confident design decisions
Use convincing insights to delight your team and users alike
Conduct User Testing

OptimalSort
CARD SORTING
Conduct User Testing
Conduct User Testing
2. You are a subscriber to our magazine but lost your printed copy and would like to find a digital edition of it online.

- Magazine > View Current Issue
- Magazine > Filter by Issue

**Time taken**
- 11.51s

**Success**
- Direct: 29 (6%)
- Indirect: 0 (0%)

**Directness**
- 100%
3. You're interested in viewing last month's edition of the Advancing Women online publication.

- Topic: Advancing Women > Filter by Date > within the last month

### Success Metrics

- **Direct**
  - Success: 16
  - Fall: 12
  - Skip: 0

- **Indirect**
  - Success: 3
  - Fall: 0
  - Skip: 0

- **Overall**
  - Success: 52%
  - Fall: 39%
  - Skip: 0%

*percentages do not total 100 due to rounding*

[View the pie tree]
Conduct User Testing
Conduct User Testing

Good user research will inform your navigation structure
Conduct User Testing
#4
Personalize
Personalize

Recommended for you, Charlie

- Education & Teaching Books
  - 16 ITEMS
- Power & Hand Tools
  - 19 ITEMS
- Women’s Shoes
  - 36 ITEMS
- Video Games
  - 100 ITEMS
Personalize
Welcome Back, Christine

Recommended For You

- **BLOG**
  - Patronage Payouts Promote Member-Owner Philosophy
    - by Stephanie Schwenn Sebring
    - 4 minutes

- **BLOG**
  - Another Worry of a Credit Union Lender
    - by Stephanie Schwenn Sebring
    - 2 minutes

McLagan Insights

What is your credit union’s compensation philosophy?

A well defined compensation philosophy can help provide an important framework for pay decisions throughout the firm. Are you asking the right questions?

Learn More

Download a free McLagan whitepaper.
Personalize

PODCAST
How to Smash a CEO Interview
by Deedee Myers, by Peter Myers
37:23

ARTICLE
A Desire to Serve and Defend the Underdog
by Diane Franklin
5 minutes

ARTICLE
Leadership in Action with Miriam De Dios Woodward
by Miriam De Dios Woodward
7 minutes
#5
Plan for Engaging Content
Plan for Engaging Content

TEXT

IMAGES

VIDEO
Plan for Engaging Content

Modular Design
Plan for Engaging Content

Plan for Engaging Content

Image Carousel Content

This is the style for image captions lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ante tortor, ornare eu tristique eget, hendrerit eu enim. Nunc hendrerit dapibus purus, et blandit turpis tincidunt in.
Plan for Engaging Content

Survey Question
Survey question lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum fringilla condimentum leo quis pulvinar. Sed quis pulvinar purus, eu elementum?

- Survey Response #1
- Survey Response #2
- Survey Response #3

Survey Question Results
Survey question lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum fringilla condimentum leo quis pulvinar. Sed quis pulvinar purus, eu elementum?

Survey Responses #1: 38%
Survey Responses #2: 52%
Survey Responses #3: 10%
Plan for Engaging Content

Bar Chart
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in ligula id ligula sollicitudin convallis. Vestibulum ante ipsum primis in faucibus.

Line Chart
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in ligula id ligula sollicitudin convallis. Vestibulum ante ipsum primis in faucibus.

Pie Chart
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in ligula id ligula sollicitudin convallis. Vestibulum ante ipsum primis in faucibus.
Plan for Engaging Content

Display live data on your site

About Google chart tools
Google chart tools are powerful, simple to use, and free. Try out our rich gallery of interactive charts and data tools.

GET STARTED CHART GALLERY

Rich Gallery
Choose from a variety of charts. From simple scatter plots to hierarchical treemaps, find the best fit for your data.

Customizable
Make the charts your own. Configure an extensive set of options to perfectly match the look and feel of your website.

HTML5 / SVG
Cross-browser compatibility (adapting VML for older IE versions) and cross-platform portability to iOS and new Android releases. No plugins are needed.
Plan for Engaging Content

Patriotic Parentage

Dunbar’s parents greatly influenced her decision to join the military. “My mother immigrated from Korea to get her graduate degree in the United States, where she met my father, who was the son of German immigrants,” Dunbar reports. “They were very patriotic for the opportunities that America provided for their families.”

The family settled in Bloomington, Illinois, where Dunbar’s parents stressed to their two children the importance of going to college. Her brother, John, set his sights on West Point, and when the family dropped him off for his freshman year, her parents were thrilled to see female cadets. This was in the mid-1970s, shortly after all federal service academies had authorized the admission of women.

Survey Question Results

Survey question: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestiullum fringilla condimentum leo quis pulvinar. Sed quis pulvinar purus, eu elementum?

<table>
<thead>
<tr>
<th>Survey Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses #1</td>
<td>38%</td>
</tr>
<tr>
<td>Responses #2</td>
<td>52%</td>
</tr>
<tr>
<td>Responses #3</td>
<td>10%</td>
</tr>
</tbody>
</table>

The Air Force Academy proved a life-changing experience in more ways than one. Not only did it prepare Dunbar for her future career, but it’s also where she met her future husband, Doug, who went on to a successful career as an Air Force fighter pilot and now flies for American Airlines. Married for 54 years, the Dunbars have two children, Dustin and Alesa.

Affinity for Service

In her post-military career, Dunbar continues to have an indefatigable desire to serve. In addition to her CU volunteerism, she serves on the board of trustees at Union Institute & University, a non-profit research university, and on the board for the Armed Services YMCA.

“I think when you’ve been in the military as long as I was, you feel the need to continue giving back,” Dunbar says.

Also driving her service is her instinct to defend the underdog. This stems in large part from her

“It was a whirlwind,” says Dunbar, who currently works in the private sector as VP/federal systems at General Dynamics Mission Systems in Fairfax, Virginia.

Parallels with Credit Unions

With so many exemplary achievements, it’s interesting that Dunbar cites the opportunity to command basic training as “probably the most professionally and personally rewarding assignment” in her military career.

“It allowed me to see the caliber of young men and women who come from all walks of life and look to the military as an opportunity for social mobility,” she says. “For those who come from small towns or the inner city where economically they might not have [otherwise] had much of a chance, the military provided it to them.”

Because credit unions are not-for-profit, they give back and are more attuned with the people they serve. From an institutional trust perspective, just like the American public has great trust in the military, the American public also has great trust in credit unions.

In this respect, Dunbar sees parallels between the military and the CU movement: Both help lift up people who aspire to improve their stations in life.

Perhaps that is why Dunbar was drawn to become a credit union volunteer. When she was in her early to mid-20s, she served on the board of a credit union while stationed at an Air Force base in Phoenix. Decades later, she’s serving as a CU volunteer again—this time for $1.8 billion Andrews Federal Credit Union, Suitland, Maryland, where she is completing her term on the board.

Sharon Dunbar
Andrews FCU
#6
Cross-Promote Your Websites
Cross-Promote Your Websites

Association Website

Association Content Hub
Cross-Promote Your Websites

by Jennifer Stangl
Director of Professional Development
CUES

3 minutes

3 tips for establishing open, honest dialogue that will be beneficial to both parties

Have you ever had or been a mentor? If not, you are missing out. Regardless of your experience or whether your organization offers a program, this is a relationship you should seek.

No one is too good to have a mentor, and all of us can build on our current abilities. Plus, we all have knowledge and skills to offer. Building a mentor relationship—whether formal or informal—empowers those involved to develop.

As CUES President/CEO John Pembroke writes in the CUES Guide to Effective Mentorship (a benefit of membership), “mentees get value in a mentorship ... however, in the best mentoring relationships, mentors get value as well.” Regardless of your role, your mentoring effort will be enhanced by implementing the tips below.

1. Know Who You Are and What You Want

Mentee: Identify what you are looking for in the relationship and share it. The more you and the mentor understand the other’s expectations, the more effective the relationship will be. Cater your guidance to the mentor’s strengths and weaknesses.

Mentor: Be clear about your goals and expectations, and share them with your mentee. This is especially important when multiple mentors are involved. Ensure that everyone is on the same page and knows what is expected of him in the relationship. You may also want to share the mentor’s experience so your mentee can get a feel for what he’s going to experience.
Cross-Promote Your Websites

What assumptions have you made that impact how you achieve your own goals? How might you look at something with a new perspective? What skills do you want to develop and how might these interactions support your growth?

Mentorships are not designed to be one-sided directive relationships. They are most effective when you have open, honest dialogue. By understanding yourself and your mentor/mentee, you can engage in conversation and move the relationship in a way that provides benefit for all involved.

Jennifer Stangl is CUES' director of professional development. You may want to check out Session 1 and Session 2 of CUES' Elite Access course, "From Frustrated to FOCUSED: The Successful Mentoring Mindset."

UPCOMING PROFESSIONAL DEVELOPMENT EVENTS

IN-PERSON EVENT
August 11 - 14, 2019
Summit at Big Sky Resort
Big Sky, MT
ExecuNet™

IN-PERSON EVENT
July 22 - 25, 2019
University of Chicago Booth School of Business
Gleacher Center
Chicago, IL
Strategic Growth Institute™

IN-PERSON EVENT
June 02 - 05, 2019
Rotman School of Management,
University of Toronto
Toronto, ON
CUES Governance Leadership Institute™

0 Comments
CUES Credit Union Management Magazine
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Start the discussion...

LOG IN WITH
OR SIGN UP WITH DISQUS
Name
Cross-Promote Your Websites

THE LATEST ON
CU MANAGEMENT

 droit de lire 7

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by Joy Stephenson-Laws, J.D.

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May 22, 2019
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by Siva Narendra

7-minute read

4-minute read

11-minute duration
#7
Understand WCAG Compliance
The **Web Content Accessibility Guidelines (WCAG)** are a series of guidelines for improving website accessibility.
Understand WCAG Compliance

ADA Title III Website Accessibility Lawsuits in Federal Court (2017-2018)

- 814 Lawsuits in 2017
- 2258 Lawsuits in 2018, a 177% increase

SOURCE: UsableNet
Understand WCAG Compliance
Understand WCAG Compliance

W3C Accessibility Standards Overview

Summary
This page introduces guidelines and other standards related to web accessibility.

Page Contents
- Introduction
- Accessibility Guidelines
  - Web Content Accessibility Guidelines (WCAG)
  - Authoring Tool Accessibility Guidelines (ATAG)
  - User Agent Accessibility Guidelines (UAAG)
- Technical Specifications
  - Accessible Rich Internet Applications (WAI-ARIA)
  - Audio and Video
  - Evaluation
  - Personalization
- Other Areas of W3C WAI work
- Additional Information
## WCAG 2.0 checklist Level A (Beginner)

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.1 - Non-text Content</td>
<td>Provide text alternatives for non-text content</td>
</tr>
<tr>
<td>1.2.1 - Audio-only and Video-only (Pre-recorded)</td>
<td>Provide an alternative to video-only and audio-only content</td>
</tr>
<tr>
<td>1.2.2 - Captions (Pre-recorded)</td>
<td>Provide captions for videos with audio</td>
</tr>
<tr>
<td>1.2.3 - Audio Description or Media Alternative (Pre-recorded)</td>
<td>Video with audio has a second alternative</td>
</tr>
<tr>
<td>1.3.1 - Info and Relationships</td>
<td>Logical structure</td>
</tr>
<tr>
<td>1.3.2 - Meaningful Sequence</td>
<td>Present content in a meaningful order</td>
</tr>
<tr>
<td>1.3.3 - Sensory Characteristics</td>
<td>Use more than one sense for instructions</td>
</tr>
<tr>
<td>1.4.1 - Use of Colour</td>
<td>Don't use presentation that relies solely on colour</td>
</tr>
<tr>
<td>1.4.2 - Audio Control</td>
<td>Don't play audio automatically</td>
</tr>
<tr>
<td>2.1.1 - Keyboard</td>
<td>Accessible by keyboard only</td>
</tr>
<tr>
<td>2.1.2 - No Keyboard Trap</td>
<td>Don't trap keyboard users</td>
</tr>
<tr>
<td>2.2.1 - Timing Adjustable</td>
<td>Time limits have user controls</td>
</tr>
<tr>
<td>2.2.2 - Pause, Play, Stop</td>
<td>Provide user controls for time content</td>
</tr>
</tbody>
</table>
Considerations:

• Know what level of compliance, if any, you are legally obligated to meet now or may be required to meet in the future.
Understand WCAG Compliance

Considerations:

• Know what level of compliance, if any, you are legally obligated to meet now or may be required to meet in the future.

• Partner with designers and developers who know how to design and develop websites for WCAG compliance.
Considerations:

- Know what level of compliance, if any, you are legally obligated to meet now or may be required to meet in the future.
- Partner with designers and developers who know how to design and develop websites for WCAG compliance.
- Understand that it is easier to build a compliant website from the ground up than to retroactively make a non-compliant website compliant.
#8
Design for a Thoughtful Ad Experience
Design for a Thoughtful Ad Experience

25% of mobile internet users in the U.S. are using ad blockers.

SOURCE: Global Web Index Q3 2018
Design for a Thoughtful Ad Experience

38% of desktop internet users in the U.S. are using ad blockers.

SOURCE: Global Web Index Q3 2018
Design for a Thoughtful Ad Experience
Design for a Thoughtful Ad Experience

Advertising Revenue

Good User Experience
Design for a Thoughtful Ad Experience

Considerations:

• Design for a lightweight, tasteful ad experience.
Design for a Thoughtful Ad Experience

Considerations:

• Design for a lightweight, tasteful ad experience.
• Carefully scale up over time.
Design for a Thoughtful Ad Experience

Considerations:

• Design for a lightweight, tasteful ad experience.
• Carefully scale up over time.
• Leverage native advertising, sponsored content and subscription models.
#9
Have a Clear Plan for Testing
Have a Clear Plan for Testing & Launch

1. Run your website through HubSpot’s Website Grader.
Have a Clear Plan for Testing & Launch

![Website Grader results for cu.management.com](https://website.grader.com/results/cumanagement.com)

**This site is good**

You're really good at this! Now let's take your site from good to great.
Have a Clear Plan for Testing & Launch

2

Have a strong QA plan in place.
Have a Clear Plan for Testing & Launch

Soft launch before public launch.
#10
Measure & Adapt
A website is never “done.”
Set your baselines to measure success:

- Unique users
- Page views
- Time spent on website
- Pages per visit
- Bounce rate
Thank You
Thank You

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