

# Scouts Canada's

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by K. Jennifer Austin

**S**couts Canada's web site has a new look!

It's a real challenge to appeal to many audiences at once; but that is just what our new web site sets out to accomplish. With the help of Internet Solutions, our new design ensures there is something for everyone: adult volunteers, youth members, prospective volunteers and members, corporate/government sponsors, and the media.

Because we are Canada's largest youth serving organization it is crucial that we communicate with young people through avenues that "speak their language". The Internet is certainly one medium that most young people know a lot about and spend many hours exploring each week. Equally important, is to ensure that the content and design of the web site appeals to this important audience.

In order to maintain Scouts Canada branding throughout the site it is important to display a clean, concise look that carries through all sections and pages. At the same time, what looks good to an adult might not look

so great to a 10-year-old (and vice versa). So, we made sure that the youth pages maintain the corporate look but adopted a different feel based on large buttons, rich with graphics and photos.

It is also important that the site serve as a recruitment tool. In order to accomplish this key goal, the youth sections of the site focus on being fun and interesting. They provide access to games, activities, testimonials, and postcards. Keep watching these sections as more information and features will be added in the months to come.

The web site also allows on-line registration for the first time! As part



▲ **Our new web site is designed with 'ease of use' in mind, incorporating drop-down navigational menus and rollover effects. If that isn't enough, the site map is easily accessible!**

**Promoting our organization will be a simple task by clicking through to the 'Media Centre'. From logos to press releases, it's all there. You will always be up to date on breaking news.**



**A selection of stories from current issues of the Leader will be posted regularly. Interested in past articles from the magazine? Download them from our on-line archive.**



**Some of the stories provide links to additional sites...**



**...so your reading pleasure may continue. (Just one of the many advantages of the web!)**

# W and mproved Web Site

of the new membership management system that came into effect this fall, youth and adult members will have received usernames and passwords to access registration information. This will also allow access to "members-only" sections that are custom-made according to the member's Scouting section, age, and geography.

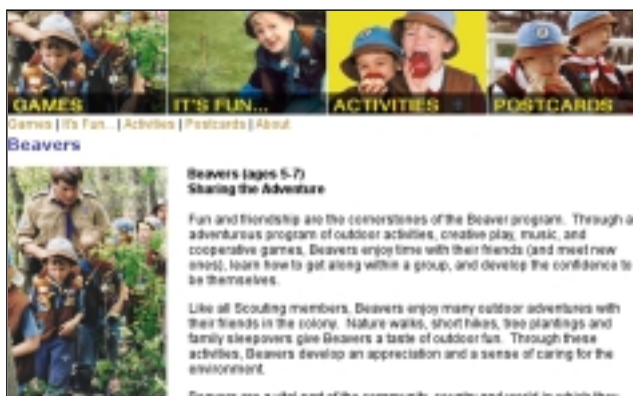
Over the past number of months, the national office has heard loud and clear that we need a more easily navigable web site. We have addressed this by providing drop-down menus, a site map, search engine, and better-organized layout of information. We also know that this web site has the potential of being the one-stop-shop for all information required by volunteers; we now have the ability to make quick and easy additions, updates, and changes to information because of the excellent technology that supports the site.

Later this fall, the web site will also be adding an on-line version of the Scouts Canada Catalogue. Members and visitors will be able to choose products for purchase and then print out a customized order form. They can then either mail it or take it in person to their local Scout Shop.

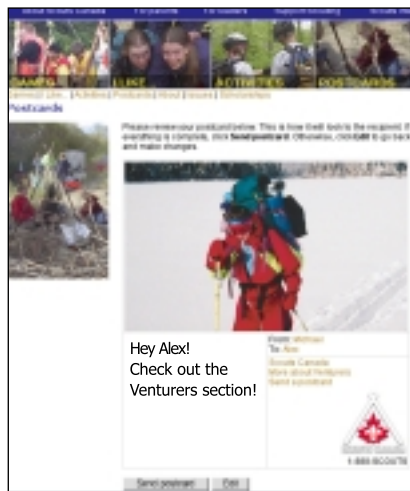
As this exciting new initiative takes flight, the following is a list of anticipated outcomes:

- ✓ Recruit more new members!
- ✓ Promote Scouts as a fun and cool youth organization.
- ✓ The web site will serve as a clearing-house for all information including registration, programs, news, and Scouts merchandise.
- ✓ Act as a communications tool between those running the programs (leaders), those in the programs (youth), and the groups who organize the programs (councils, national office).

If you haven't visited our new web site yet, please take a moment to have a look ([www.scouts.ca](http://www.scouts.ca)). Happy surfing! ^




▲ Presenting Scouts Canada as an appealing, adventurous organization to youth was a chief aim in designing the web site.



◀ How about sending an 'Electronic Postcard' to a friend? Kids will love it!

**Like Scouting, great websites deliver discovery and experience.**

Congratulations Scouts Canada on the launch of your new website!

1.877.548.5277  [www.isl.ca](http://www.isl.ca)