



TASO Recognized Project  
*Interface Improvements between  
Houston Symphony and League Websites*  
April 29, 2022

This is  
a tale of two websites  
and  
a collaborative effort  
between  
the Houston Symphony League  
and  
the Houston Symphony.



**What if your League  
built a website:**

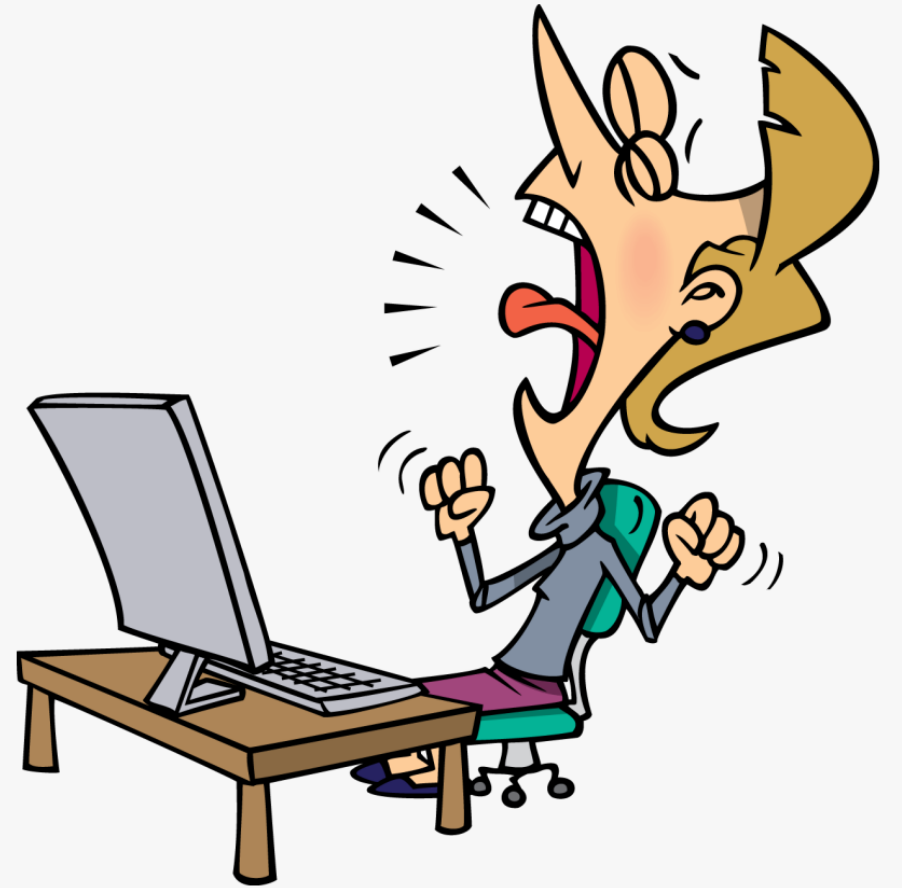
**&**

**nobody could FIND it?**

**&**

**if found, could USE it?**

**&  
you couldn't  
PAY  
for anything!**



## *It was difficult to:*

- **LOCATE** the League website
- **NAVIGATE** between the websites
- **FIND** League Volunteer opportunities
- **DISCOVER** general information
- **PAY** for League events

# *The Goals:*

- **Ensure** – finding the official League website in a search. Remove dead ends and incorrect links.
- **Update** - modernize the old formatted League page within the newly updated Houston Symphony website.
- **Fix** - pay portals on both the Symphony and League websites.
- **FREE** - no money allocated.

# GOAL: Finding the HS League website

The screenshot shows a Google search for "houston symphony league". The search bar is at the top with the Google logo to its left. Below the search bar are navigation tabs for "All", "News", "Shopping", "Videos", "Images", "More", "Settings", and "Tools". The search results show "About 2,960,000 results (0.77 seconds)". The first two results are for "houston-symphon..." and are titled "Houston Symphony League - Houston Symphony" and "Houston Symphony League Bay Area - Houston Symphony". The third result is for "www.houstonsymphonyleague.com" and is titled "Houston Symphony League | Supporting the Houston ...". The fourth result is for "www.hslba.org" and is titled "Houston Symphony League Bay Area".

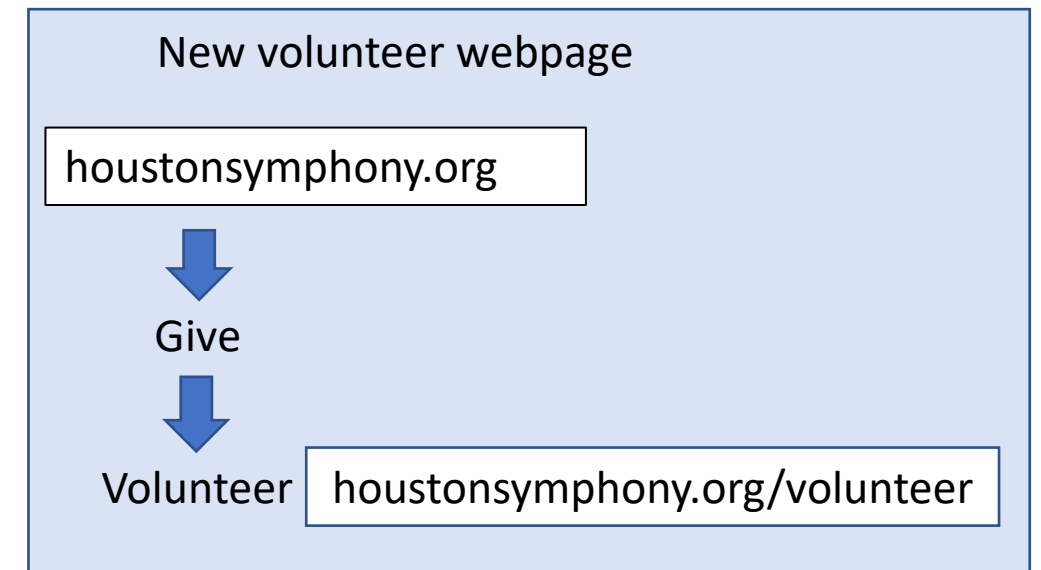
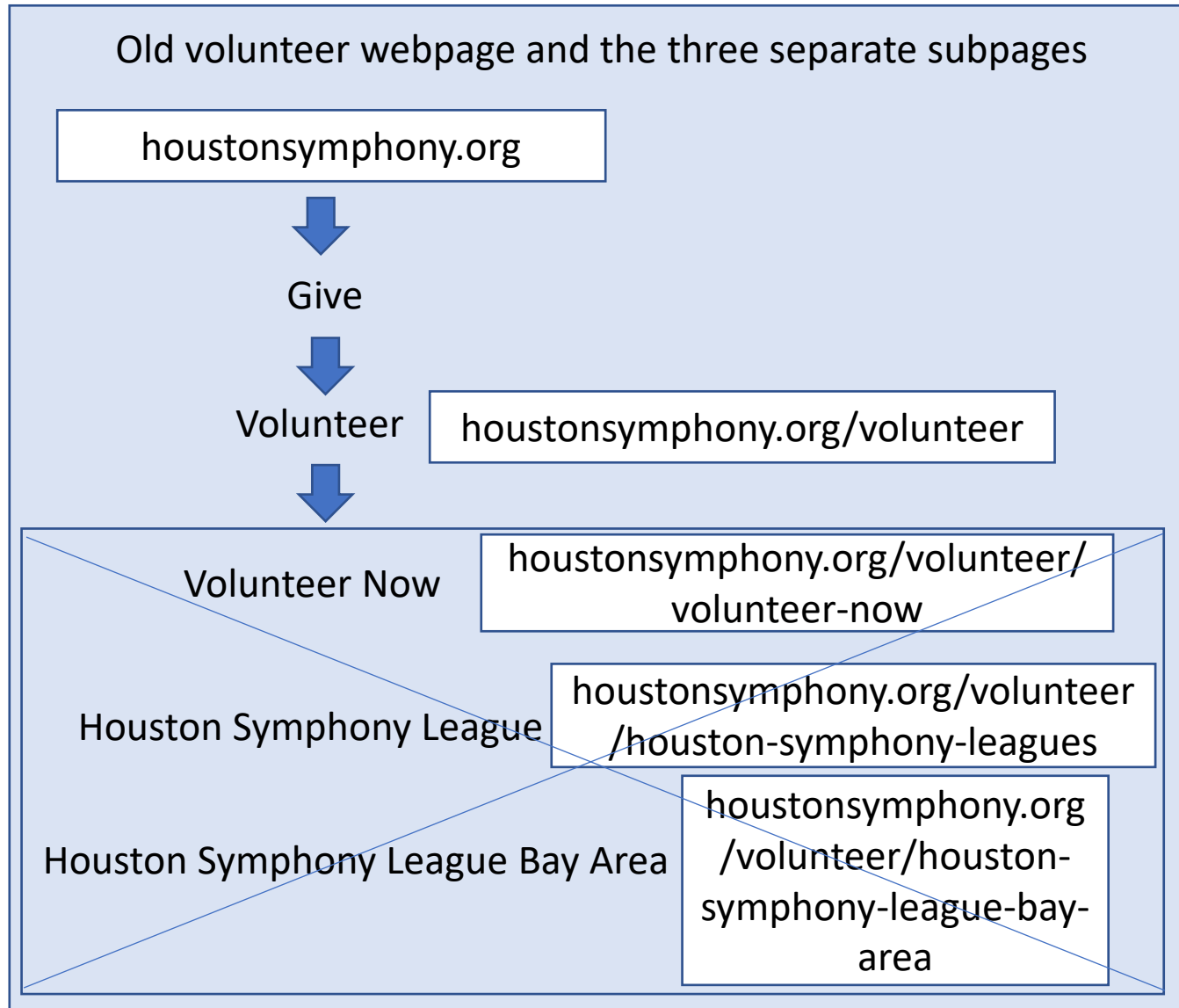
First two results in Google Search are for the Houston Symphony Volunteer webpage and their League subpages

- People went to the first result which took them to the Houston Symphony Volunteer page which has a League subpage
- People thought this was the official League website
- This page also had the payment page that did not work very well



Here we are!  
The official HS League page was third in the list.

# GOAL: Simplify the Symphony's confusing Volunteer Page



- By taking off the League subpage from the Volunteer page and making a few SEO (Search Engine Optimization) adjustments in the Houston Symphony website search properties, internet searches can no longer see the subpages
- On the scrolling Volunteer page is:
  - Minimal information about the League
  - A big button which takes you to the official League page



# New Volunteer page for the Houston Symphony

[houstonsymphony.org/volunteer](https://houstonsymphony.org/volunteer)

- Can now see all the Houston Symphony volunteer opportunities on one scrolling page
- More modern format than having the three separate subpages (Bay Area League closed operations during this work)
- Minimal information regarding the League to get them interested enough to know more
- A big button to take them to the official League website which is where they can find more information and the payment pages.



## Volunteer

- INDIVIDUAL GIVING
- INSTITUTIONAL PARTNERS
- SPECIAL EVENTS
- VOLUNTEER**
- PLANNED GIVING AND ENDOWMENT

The Symphony enjoys volunteerism from three different groups that help to support the Symphony.

### IN HALL THROUGH THE SYMPHONY VOLUNTEER PROGRAM

You can volunteer for activities such as working the in-hall store or the in-hall donation tables. However, due to current circumstances caused by the COVID-19 pandemic, the in-hall volunteer program has been postponed. Check back later for more information.

### HOUSTON SYMPHONY LEAGUE

For more than 80 years, the Houston Symphony League has been a source of significant support for the Houston Symphony and for the cultural and educational enrichment of our city. Founded in 1937 with Miss Ima Hogg as the first President, the organization was formed with the purpose of promoting the sale of season tickets. Over the years the League has become even larger in numbers of volunteers and evolved in scope of contributions to the Houston Symphony. Contributions include fundraising, educational activities for the community, assisting with luncheons for the orchestra, ushering children’s school trip concerts at Jones Hall, assisting at the family concerts, and helping with the Ima Hogg Competition where musicians ages 16 to 26 from national and international locations compete for prizes.

- To learn more or to become a member, visit the Houston Symphony League website at:

[HOUSTONSYPHONYLEAGUE.COM >](https://houstonsymphonyleague.com)



## HOUSTON SYMPHONY LEAGUE

Supporting the Houston Symphony since 1937

### Mission

The Houston Symphony League mission is to collaboratively support the Houston Symphony's audience development, education and fundraising activities with engaged volunteers.

### Vision

The Houston Symphony League vision is to partner actively with the Houston Symphony, to foster promising new musicians, and to support artistic excellence, community outreach, education and fundraising.

[Pay for an Event or Donate](#)

[Pay for Membership](#)

# FINANCIALS

**\$0.00** COST TO THE LEAGUE OR SYMPHONY

## IMPACT:

Fundraising events sell-out from ease of pay portal

Membership increased by 17%

Closer relations between Symphony Staff and League

## NEW MEMBERS' SURVEY SHOWED:

(i) they did do a search on our website before joining

(ii) they easily found us and

(iii) gave us high marks for user friendly website

# VOLUNTEER REQUIREMENTS

- Total Volunteer Hours – 140 (60 hours – League website; 80 hours Symphony website)
- 4 Volunteers understood problems, technology and the fixes needed. This was a grass roots project that took several presentations to the Symphony organization to garner support and participate in the solution.
- Volunteers and Symphony staff together made the necessary changes to the webpages and URL.

# Timeline: Spring 2020 – March 2021

Summer 2020: Frustrations boil over with website because of COVID.

October 2020: League member with needed skills identified – Leslie Nossaman.

Fall 2020 – Spring 2021: Four presentations explaining the fixes are presented to stakeholders (Symphony League President & Strategic Planning; Houston Symphony Board & Marketing/Development teams).

March 2021: Execution – Leslie worked directly with Symphony webmaster.



The actual fixes were completed in 2-DAYS



# TAKE-AWAYS



# TAKE-AWAYS

- Google yourself:
  - Internet search your organization
  - Are you at the top of the search results?
- If you were thinking about joining:
  - Does your site sparkle?
  - Does it have enough information for prospective members?
- Identify members with good IT skills
- Get buy-in from all stakeholders for any changes.