



Women's Symphony League of Austin



A Modern Website for Modern Times

- Four past and present members of the WSL’s Technology Committee worked together, along with a web designer and developer, to redesign the WSL’s public facing website to create a modern, responsive, and user-friendly design with new and enhanced content to showcase the WSL’s mission, events, youth programs, and community engagement.
- The Technology Committee and BOD felt the existing, outdated website did not adequately or professionally represent the WSL or serve the needs of our members and the public. The previous website was not mobile friendly or easy to navigate, as well as the website editor was being phased out and had limited design capabilities.
- With members quickly becoming more tech savvy and the rapid increase in use of mobile devices to access the website, it was necessary to focus on the user experience to provide a new, mobile responsive website to support the membership and attract the next generation of members.
- The team, including the designer and developer, met as needed in coffee shops, at homes, or on conference calls to create the design, develop the navigational structure, define the content, create new content, and select photos from the archives.
- Two current members of the Tech Committee were trained by the developer to update and maintain the new website. One to two volunteers are needed for regular updates and maintenance of the website.
- The team started work on the redesign in January 2019 culminating with the launch of the new website at wslaustin.org on August 21, 2019.

Website platform tools & information available upon request.



Women's Symphony League of Austin

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MISSION

The Women's Symphony League of Austin provides service and financial support for the Austin Symphony Orchestra and its programs, and offers educational opportunities for children and the community to further develop an appreciation of music.

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- [Texas Association for Symphony Orchestras](#)
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[Sitemap](#)

Project Budget:

Total Expense: \$5,000.00

\$2,000.00 Web Designer

\$3,000.00 Developer

The expense was covered by a Technology Reserve Fund that had been set aside for future needs.

Project Timeline:

January – formalize volunteer team of four for website project; identify web developer and designer for the new website; identify example websites to use to guide the design process

February – develop a list of detailed requirements regarding website editor features, navigation structure, colors, font, style, layout, content boxes, etc.; investigate web design best practices to ensure design includes the best features and layout; meet with developer and designer to discuss requirements; receive approval from the WSL Board to proceed with the project

March - sign web developer and designer contracts; sign NDA's by WSL President, developer, and designer; meet with web designer for detailed design and navigation structure discussion; submit WSL logo graphic requirements to designer

April – review draft website mockup submitted by designer; provide feedback to designer for modifications; continue review and modification process until team approves all elements of the design

May – designer submits Website Specification document of final design; team meets to discuss specific content needed for finalized navigational menu and divides up the workload to develop the content; team reviews and updates written content and identifies photos from archives to be used; written content and photos are submitted to developer as approved by team

June – access to the development website is provided by the developer for team review and to monitor progress; create list of action items to be addressed by developer; meet with developer periodically to review progress and track completion of action items

July – test website on all media devices to ensure all features are working; refine and complete list of actions; final review and approval of website; meet with developer to begin training of two volunteers responsible for updating and maintaining the website

August – complete training of volunteers; present new website at board meeting; determine best date and time to launch website based on current WSL event timeline; LAUNCH!



[Home](#) / Youth Programs

Community Impact:

The new website is a much greater source of information regarding the WSL's mission, programs, and events such that it leads to greater community engagement. The Youth Programs content for Pre-K through college age is detailed so that community members have increased awareness of ways they can support and be involved with the WSL, and by doing so, support the Austin Symphony Orchestra. The website also highlights memberships' engagement in events, committees, and the community while fulfilling our mission of providing service and financial support to the ASO.