The Story of a Redesign Ann MacKay & Hope Tillman October 2017





Charlestown Retirement Community Catonsville, MD



2009

"I looked around and saw people using computers...yet many residents were afraid of any thing plugged into a wall."



Naomi McAfee

"We needed to get up to date so the outside world realized we were in the 21st century."













"We Need A Website!"

"We were Rank Amateurs"

Website Team



Ray Graves Resident

Mike Scherr UMBC student

What residents wanted:

- menus & events
- club information
- not so much design principles

Resistance!

- Management says: nothing embarrassing
- Residents Council: waste of money
- Board of Directors: what about negative comments on blog



Now as President of Residents' Council

She persisted!



Life at Charlestown

Charlestown Community, Inc. is a free standing, independent community with its own Board of Directors. Charlestown has been given an "A" bond rating by Fitch Ratings, Inc., a financial institution. It is located on a beautiful 110 acre campus with over 1,500 apartments and has over the years maintained occupancy rates in the mid-nineties and has a waiting list of prospective residents. Through a carefully negotiated contract Erickson Living provides management services to Charlestown.



Sponsored By:

Residents' Council

Comments? Concerns?

Click here for the Website Blog!

Campus Updates

5/5	/11
	Renaissance Gardens Update for June
5/3	/11
	Click here for the June Events
5/16	5/11
	1. Click here for a renovation elevator update
	2. Maintenance Update on Projects
2/	8/10
	The Residents' Council now has an

email address: cciresidentscouncil@gmail.com

Residents' Council - 2010 - Web Developer: Michael Scherr / Webmaster: Ray Graves

Website Evolved



Website Committee Formed

 Policies & Procedures for Managing Website and Blog



Home Fitness Center Contact Us Website Blog Specials Council Events RG Info Campus Info Renovations Links

CCI Charlestown Home Page

Here you can find quick links, special announcements, and site updates.

Changes



Two Columns



Special Announcements

To view our special videos, visit our blog.

Residents' Council Dues Collection

View the Annual Dues flyer

Residents' Council Monthly Meeting

The Resident's Council next meeting is June 4th, 2013, at 7:30 PM in the City Lights. Limited seating. Admission is first come, first seated.

Charlestown Square Furniture Plans

View the Floor Plans

Quick Links

- Campus Projects/Landscaping
- Dining Menus
- Google Map Directions to Charlestown

Website Updates

View a full list of updates here.

Scroll inside the area below for earlier updates.

5/30/13

View the Intermissions Programs Newsletter - June 2013

June & June - August Performing Arts Schedule

View the June Value of the Month

5/27/13

- Campus project update
- Channel 972 Schedule 5/27/13
- CTS, Terrace Room, & Edgewood - Construction Lindate

back to top

Residents' Council ~ 2013 ~ Web Developer: Michael Scherr / Webmaster: Ray Graves

Content Providers

 Developed a List of staff content providers

Website Tab Item	ITEMS	SUPPLIER	WHEN Due
AII COUNCIL DATA	Committee list	President	As received
RECYCLE SLIDE SHOW	Slide Show	Conservation Com.	As received
COUNCIL DUES COLLECTION	NOTICE ON DUES	Treasurer of Council	As Required
RG NEWSLETTER	RG, What's buzzin'	P. Silberman	1st of Month
RG CALENDARS	RG & RGT Calendars	P. Silberman	1st of Month
ELLIC CATALOG	Course Schedules	Ralph Strong	As received
UPCOMING EVENTS	Events Schedule	Martin Buker	1st of Month
CT PERFORMING ARTS	Events Schedule	Jennifer Tillett	As received
CHANNEL 972 EVENTS	Events Schedule	Tom Moore	1st of Month
SUNBURST NEWSPAPER	News Paper	Linda Radford	1st of Month
VOLUNTEERING INFORMATION	Volunteer Opportunities	Sarah Chrzanowski	1st of Month
CAMPUS RENOVATIONS	Up date information	GSO Rep.	As received
GSO NEWSLETTER	General Services	Chris Wisby x8560	Monthly
INTERNET SAFEGUARDS	Internet Safeguards	Charles Tucker	As received
TRASH/RECYCLE INFO	Housekeeping/Mgt.	Michelle Fenn	As received
DINNER MENUS	Dining Services	Cindy Ripple	1st of Month

LIST OF INFORMATION SUPPLIERS FOR WEBSITE

Website Tab	Items	SUPPLIER	WHEN Due	Website Contact
Home Page	Special Announcements	Various	as needed	Nixon/MacKay
1	Council Meeting Notice	Ann MacKay	monthly	MacKay
1	Dues Notice	Council Treasurer	March - April	
	Sunburst	Linda Radford	1st of Month	Sara Nixon
Council	Council Minutes	Council Secretary	by 10th of month	Ann MacKay
1	Communication Form	Vice President	as receive	Ann MacKay
1	Committee Schedules	Council Secretary	as needed	and the second s
Events	ELLIC Catalog	Val Ponsini	Fall & Spring	Sara Nixon
	Monthly Events	Rose Sands	1st of Month	
	Performing Arts	Jennifer Tillett	monthly	
	972 Weekly Schedule	Tom Moore	Weekly	
	Day Trips	Dave Schuch	Monthly	
	Overnight Trips	David Schuch	As offered	
	Monthly Trips	David Schuch	1st of Month	
RG Info	RG Menus	Brian Pearsall	Weekly	Hope Tillman
18 9	RG & RGT Calendars	Ann Brown	1st of Month	1 2 2 2 2 2 2 2
	Spiritual Calendar	Ann Brown	1st of Month	
A second second	Volunteer Opportunities	Kathleen Hart	1st of Month	
Fitness/Health	Fee programs	Teresa Reymann-Cu	rr As received	Sara Nixon
Contract of the second s	Medical Center	Dean Crawford	Updates as needed	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	Memory Support	Lisa Roeder	Updates as needed	
1	Intermissions newsletter	Kayleigh Reese	Monthly	1
Campus Info	Dining Menus	LaTonya Hill	weekly	Hope Tillman
1.2.2.2	Special Meals	LaTonya Hill	as needed	
	Holiday Dining Schedule	LaTonya Hill	2 weeks before	
	Recycle/Trash	Michelle Fenn	Updates	
	Holiday Trash Schedule	Michelle Fenn	Holiday period	
	Resident Clubs	Mary Evans	Updates	
1	Cable Channels	General Services	when updated	
	CCI Org Chart	Susan Gibbons	As received	
	Campus Map	Don Grove		
	Pastoral Care	Tammy Collier	Updates	
	Resident Clubs	Mary Evans	as updated	



Home Fitness Center Contact Us Website Blog Specials Council Events RG Info Campus Info Renovations Links

CCI Charlestown Home Page

Here you can find quick links, special announcements, and site updates.



Special Announcements

To view our special videos, visit our blog.

Residents' Council Monthly Meeting

The Charlestown Residents' Association Council Meeting is on November 5, 2013, at 7:30 PM in the Auditorium.

Quick Links

- Campus Projects/Landscaping
- Dining Menus
- Google Map Directions to Charlestown

Website Updates

View a full list of updates here.

Scroll inside the area below for earlier updates.

11/15/13

Campus project update

11-05-2013 Council Minutes

11/11/13

Channel 972 Schedule - 11/11/13

11/8/13

back to top

Residents' Council ~ 2013 ~ Web Developer: Michael Scherr / Webmaster: Ray Graves

In 2014 we made the big change to:



Why WordPress?

- Wanted more timely updates.
- Wanted control.
- Knew residents could be trained for posting.

WordPress Process

- Developer set up pages using Roots theme
- Existing design used so it would be familiar
- Added content to site over two months
- Recruited content editors to learn how to post.



Council Events RG Info Fitness/Health Campus Info Renovations Links

Home

Charlestown Residents' Council



Holiday Dining Room Hours

December 24, December 25, December 31, January , 2015

Atrium Dining Room: 11:00am to 1:30pm (Dec 25: 9 to 12pm)

Atrium Carryout: 10:00am to 11:00am (Dec 25: 9am to 12pm

Chesapeake Dining Room: 11:00am to 1:30pm Shortline Café: 11:00am to 1:30pm

Shortline Café Carryout: 10:00am to 11:00am

Fireside Dining Room: 10:30am to 1:30pm

Fireside Dining Room Carryout: 10:00am to 1:30pm

Refectory Dining Room: 10:30am to 1:30pm Refectory Dining Room Carryout: 1:30pm to 2:30pm

Terrace Café Holiday Breakfast: 9:00am to 12:00

Residents' Council Monthly Meeting

The Charlestown Residents' Association Council Meeting is on **January 6, 2015** at 7:30 PM and in the Auditorium.

Quick Links

- Events
- Dining Menus
- Fitness/Health
- Renovations
- Google Map Directions to Charlestown

Website Updates

Scroll inside the area below for earlier updates.

December 15, 2014

Registration form for Mohonk Mountain trip, Sept. 14-18, 2015

December 10, 2014

December Sunburst

December 9, 2014

Christmas Day and New Year's Day Shuttle Service

December 8, 2018

St. Charles Renovations

December 7, 2014

Dining Room Holiday Hours

December 6, 2014

December 7 - December 13 Menus

December 1, 2014

Intermissions December Newsletter

November 30, 2014

November 30 - December 6 Menus

November 28, 2014

RG December Calendars

December Events Calendar Overnight Trips

back to top

Residents' Council ~ 2014 ~ Web Developer: Michael Scherr / Webmaster: Ray Graves

Live December 1 2014



Chugging along

- Three of us did the posting.
- We needed the developer for any updates.
- We did not have administrator privileges.



along comes Hope...



How could I help?

- Joined the Website Subcommittee
- There were a number of improvements the group wanted, and that led to the decision to do a redesign with a new theme.

 Website looked tired, too text-based, and was too hard to navigate



To add color and graphics

Campus Info > Dining Services

June 19 to 24	June 25 to July 1		
Fireside Lunch Menu	Shortline Cafe Lunch	Menu	Terrace Cafe All Day Menu
Signature Dining Me	enus		
Atrium	Fireside	Chesap	eake/Shortline – see Weekly Menu above

My Nutrition

Check My Nutrition for nutritional information including recipe ingredients, calorie, cholesterol, and sugar counts for weekly dining room menus. ChooseMyPlate.gov provides practical information to help people build healthier diets with resources and tools for dietary assessment, nutrition education, and other user-friendly nutrition information

Dining Loca	ations and Hours						
Restaurant 410-737- 8838	Location	Floor	Nearest Residences	Hours Monday – Saturday	Hours Sunday	Daily Carryout	Sunday Carryout
Atrium x8752	ST	Terrace Level	CR, HV, HR, PV, ST	4:00 – 6:30 pm	9:00 am –	2:30 – 3:30 pm	9:00 am - 10:00

To make site responsive



Home I Events I

Council Resident Life RG Info Healt

Resident Life > Books/Media

Books, movies, and TV at Charlestown

Television

Comcast Cable Channels (updated 12/2016)

Comcast XFINITY HD Service at C-town Comcast XFINITY Introduction Letter Registration Form for XFINITY Comcast XFINITY instruction manuals

Channel 972 - Closed Circuit TV

Week of June 12 to 18 Schedule Week of June 19 to 26 Schedule Channel 972 - June 12 to 18 Special Programs Channel 972 - June 19 to 25 Special Programs

Movies

Video L

Main Sti Monday 11 am -DVDs to **Night a** Saturda Auditorii

June

- Luna

 To move blog posts to site for easier maintenance and searchability

Charlestown Residents' Blog

Sharing Our Gifts to Create A Community that Celebrates Life



Home CCI Charlestown Website

Nature Trail Committee Update

Posted on June 27, 2017 by ccicharlestown

Our last Nature Trail Committee blog input was in April, just prior to our Wildflower Day celebration on April 20, which went off very nicely. Mother Nature again graced us with her ephemeral presence. Since then a lot has been happening. Our specialty gardens are all looking beautiful in June. The Butterfly Garden has many types of flowers in bloom, with coneflowers currently dominating and a rear echelon of milkweed ready to bloom. The Wildflower Garden is dominated currently by coneflowers and daisy asters (fleabane)

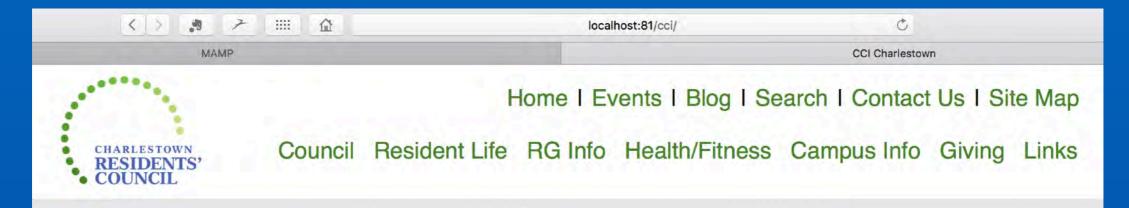


Ξ,

Recent Posts

- Nature Trail Committee Update
- Traffic Impact Statement, June 12, 2017
- 2017 Farmers Market
- Goal Accomplished!
- · Fire Safety in the Kitchen

Moved copy of website to local computer



Charlestown Information For & By Residents

Sponsored by the Charlestown Residents' Council.

Residents' Council Monthly Meeting

The next Charlestown Residents' Council Meeting is on Monday, July 10, 2017, at 7:30 p.m. in the Auditorium. This is a change from the first Tuesday since July 4 is a holiday. The meetings are open to residents. Each month's minutes are posted two weeks after a meeting.

A summary of the meeting, Voices of the Council, is shown on Channel 972 the Friday after the Council meeting during the news at 10 a.m., Noon, 4 p.m., 8 p.m. and 10 p.m. Watch the entire meeting on

Announcements

Parking Impact

Week of June 26 - 30

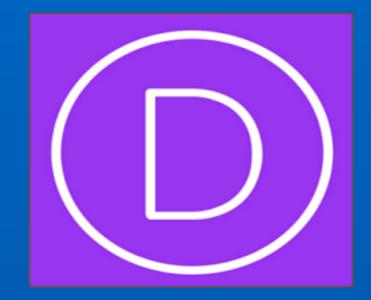
General Services Town Hall Meeting

Thursday, June 29, from 10 - 11 a.m. in the Auditorium. Read more.

Refectory Bridge Renovation: Open during construction

The Refectory Bridge is undergoing renovations. Anticipated completion date is Tuesday, July 3rd, pending any unforeseen circumstances. The bridge will remain

Divi as theme



- Multi-purpose design
- Ease of use to add content
- Availability of Divi support community and documentation

 Started with existing navigation structure but completely redesigned front page adding color and graphics



 Kept Custom Content Type for Clubs. There are over 300 clubs in the community.

umni		
Westinghouse/Northrop Grumman Fellowship	Towson University Alumnus Group	Seton High School Alumnae at Charlestown
rts & Crafts		
Betty Boop Bead Club of Charlestown	Art Studio – Cross Creek	Art Studio - Maple Terrace
Fireside Artist Committee	Wood Shop (Charlestown)	Stitches from the Heart
Stained Glass Studio	Sew 'n Sews	Quilters
Quilling	Prayer Shawl Angels (Charlestown)	Pottery Group (Hand-Built)
omputer		
Computer Club (Charlestown)	Computer Forum	Apple Charlestown User's Group (CHUG)

Resident Clubs Listed by Name or by Category Click on "Clubs Listed by Category" to show categories. If you have news about your club or organization, please email your news to the Webmasters. Basic club information does not include resident names or telephone numbers, in compliance with privacy. Please consult a printed copy of the latest Alumni Westinghouse/Northrop Grumman Fellowship Towson University Alumnus Group Seton High School Alumnae at Charlestown Arts & Crafts Balloon Makers and Breakers Ceramics at Caton Woods Betty Boop Bead Club of Charlestown Art Studio - Cross Creek Art Studio - Maple Terrace Fireside Artists of Charlestown Wood Shop (Charlestown) Stitches from the Heart Stained Glass Studio Sew 'n Sews

- Ported Blog content from <u>WordPress.com</u>
- Looked for how blog could be used on site

Home Useful Sites Contact Us Site Map



Sep 25, 2017 | Nature Trail Committee

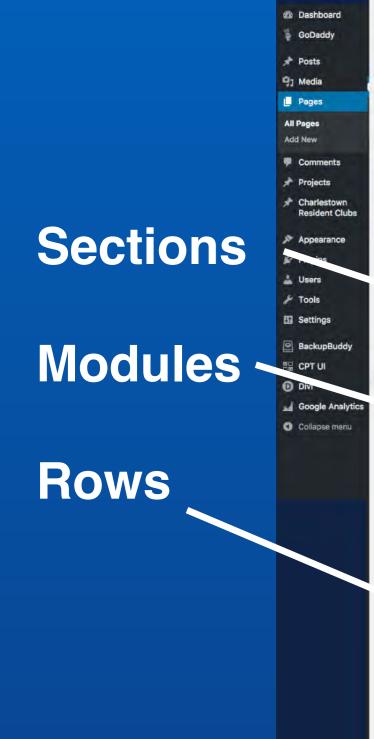
Categories

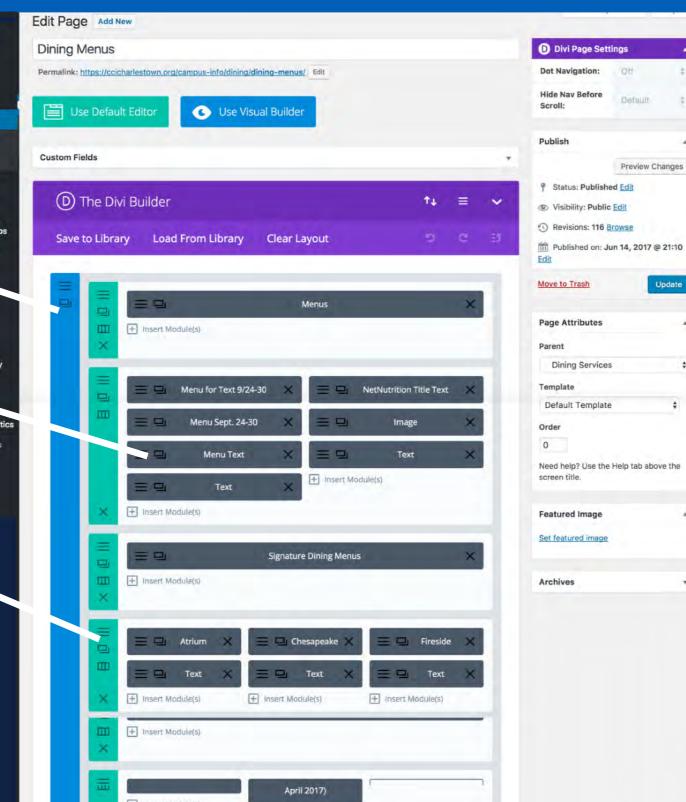
 One of the reasons we picked Divi was its responsive design





Under the Hood





.....

\$

÷

÷

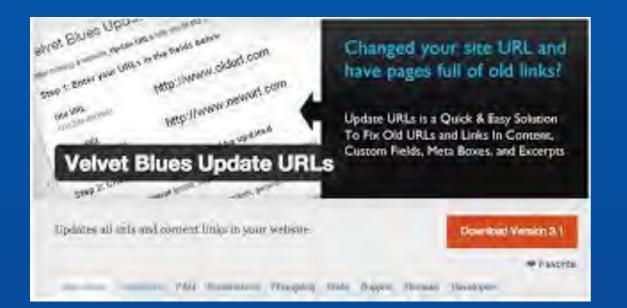
\$

Migrated from localhost to staging

- Once basics were designed, I moved site to staging area, and presented to the Co-Webmasters
- We "Divi-ed" up the work

Before launch - Plug-ins

 Added plug-ins like Velvet Blues Update URLs and Redirection to assist with migration and 301 redirects





Redirection is a WordPress plugin to manage 301 redirections and keep track of 404 errors without requiring knowledge of Apache Intaccess files.

Contribution 2.4.2

Before launch - moved to https

Moved from http to https - SSL builds trust and credibility and is needed for rankings.

Usability Testing

- Involved Website Subcommittee for earliest feedback
- Asked usability questions to resident Apple Users group

Pre-Launch Feedback

- Engaged Resident Council that pays for the website
- Involved retirement community staff content providers to get their buy-in and gather fresh content

We went live July 1, 2017



 Made site more colorful with lots more graphics





Created landing pages for each top section

MENUS	CARRYOUT	LOCATIONS AND HOURS	MEAL PLAN CHANGES
COFFEE WITH	PRIVATE	COCRETAILS AT	DRESS CODI
THE MANAGERS	DINING	CHARLESTOWN	

CATERING

Changed very long pages to multiple pages •

Home | Events | Blog | Search | Contact Us | Site Mag Council Resident Life RG Info Health/Fitness Campus Info Giving Links RESIDENT Giving

Charlestown fosters a generous and growing spirit of "philanthropy", a Greek term which means "love of all mankind." Residents, employees, and community triends can support Charlestown's charitable mission by sharing our gifts (time, talent and treasure) to create a community that celebrates life

Check Benevolen! Care Events for dates of annual events. Don't miss upcoming events

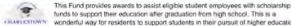
Benevolent Care

Benevolent Care provides assistance with the health care and living expenses of Ø residents whose personal financial resources, including their entrance deposit, have been depleted. The fund offers peace of mind to all who live at Charlestown Volunteers and staff work year round to secure donations for Benevolent Care so esidents are assured a home for life at Charlestown. The community receives gifts for Benevolent

Care from individuals through planned gifts, donations of entrance deposits and through a variety of special events throughout the year. Foundation Builders are residents pledging a monthly amount over of period of months or years.

The Pledge amounts can be made through the monthly billing statement. Download the Donation Form, Gifts to Benevolent Care are tax-deductible. Checks can be made payable to Charlestown Benevolent Care Fund.

Scholar's Fund - April - May



funds to support their education after graduation from high school. This is a CHARLESTOWN wonderful way for residents to support students in their pursuit of higher education. Students who are successful in the application process receive scholarships for college or other accredited educational institutions. All gifts to the Scholars' Fund are tax-

deductible.



exempt employees, and distributed in early December each year. Because gifts to the Staff Appreciation fund are considered a gratuity, they are not tax deductible.

In addition to outright cash gifts, residents may choose to provide gifts in support of the charitable mission through planned or legacy giving. These gifts will fortify and support Charlestown's ability to meet future resident and student needs by providing financial resources through Charitable Gift Annuitles; remembering Charlestown in a will; or by making Charlestown a beneficiary of an entrance deposit. If you would like to explore any of these options please contact the

Charlestown celebrates a culture of Philanthropy and the programs, events and solicitations are invitations to participate. All Philanthropy programs are voluntary and participation is at the discretion of residents

Treusure Sal

The Treasure Sale is operated and managed by resident volunteers under the direction of the Philanthropy Department. Participation in the Treasure Sale is open to all residents. There are also opportunities all year to shop the various Treasure Stores on campus that sell furniture, ladies clothing and household items

Donations to the Treasure Sale are tax-deductible to the extent of the law

Gars for Gare

If you are no longer driving and want to eliminate the fuss of getting rid of your car, consider donating it to the Cars for Care program.

Gifts to any of these funds, or for the general support of Charlestown's philanthropic mission, can be made at any time of the year. Gifts are accepted in memory of a loved one or in honor of a special occasion. Checks should be made payable to Charlestown. Credit Cards are also accepted.

Please contact the Philanthropy Department with any questions regarding donations. atti Conte

Council ~ Resident Life ~ Continui	ng Care 🗸 Health/Fitness 🗸 Campus Info 🗸 Giv	/ing ~ Blog
Charlestown Information For & By Residents > G	iving > Cars for Care	Benevolent Care Scholars Fund Staff Appreciation
Cars for Care		Fund
PAR	If you are no longer driving and want to el the fuss of getting rid of your car, consider donating it to the Cars for Care program. Donations go to the Benevolent Care Fund Contact Brittany Owens for more informati	Legacy Giving Treasure Sale Cars for Care Memorial Gifts Giving Contacts

Reviewed site for accessibility, image optimization



Web page address ...

Powered by WebAIM

https:/wave.webaim.org

https://wordpress.org/plugins/wp-smushit/

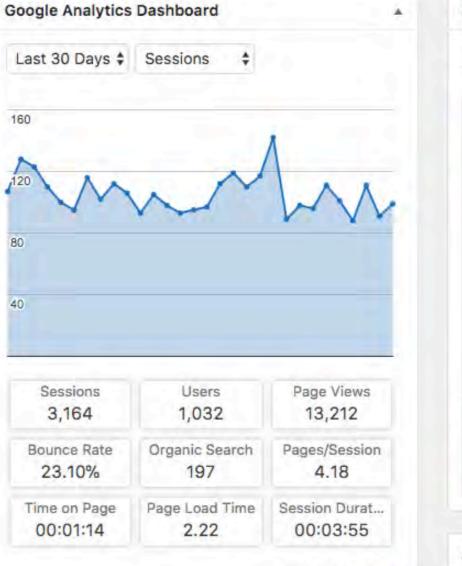


Dashboard

Dashboard

lotepad	
9-24 HT added blog posts for Dietary Focus	
Group, Nature Trail Committee	
9-22 SN added announcement about Hollerar	n
9-21 AM added Charlie's notes on the survey	
9-20 HT added Catering brochures to Caterin	ng
Page	
9-16 HT created Committee description page	and
linked to it from Council Info and Council Date	es
9-16 HT removed malware identified by GoDa	addy
9-14 HT replaced way-finding-map with new	
version	
9-13 SN posted announcement and blog post	t /
Save Notes	
Save Notes	
at a Glance	
at a Glance	
At a Glance 117 Posts II 115 Pages	
At a Glance 117 Posts 6 Comments	

What's on your mind?



report generated by GADWP

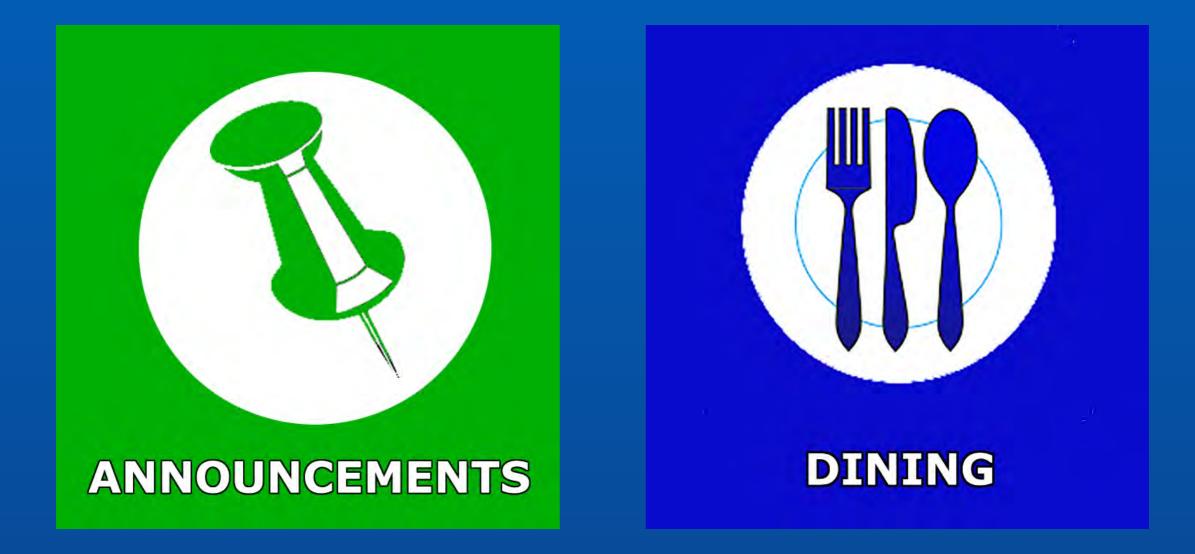
.

WordPress Events and News

Attend an upcoming event near you. 🤌

Stash I	ive Traditional
•	CURRENTLY : Up to date. Watching for changes
Bad	kupBuddy Stash Live requested new snapshot files:
	59 mins ago
	Manage Stash Live
Activity	
Recently	Published
Oct 4th, 3 through (59 pm Two-Way Traffic Flow Resumes hapel Parking Lot on Oct, 6
	4:08 am Tap Dancing Class Begins at th

Most Popular



Most Popular

• #3 Continuing Care



Most Popular

4 Treasure Sale



Most Popular #5 Events

•



Before and After



Home | Events | Blog | Search | Contact Us | Site Map

Council Resident Life RG Info Health/Fitness Campus Info Giving Links

Charlestown Information For & By Residents

Sponsored by the Charlestown Residents' Council.

Residents' Council Monthly Meeting

The next Charlestown Residents' Council Meeting is on Monday, July 10, 2017, at 7:30 p.m. in the Auditorium. This is a change from the first Tuesday since July 4 is a holiday. The meetings are open to residents. Each month's minutes are posted two weeks after a meeting.

A summary of the meeting, Voices of the Council, is shown on Channel 972 the Friday after the Council meeting during the news at 10 a.m., Noon, 4 p.m., 8 p.m. and 10 p.m. Watch the entire meeting on Channel 972 on the weekends at 1:00 p.m. and 7:00 p.m.

Council News

The Nominating & Elections Committee presented the candidates for election in August at the June Council Meeting. Candidate information will be distributed in cubbies the first week in July.

The Harmonious Living Task Force completed their task. The Residents' version of the Erickson Way is here. The Guidelines for Religious Expression are here. The Task Force received the Erickson Living Values Cup for March 2017. The Value for March was the Erickson Way.

Residents are invited to attend

regular Council committee meetings. Please

Announcements

Parking Impact

Week of June 26 - 30

General Services Town Hall Meeting

Thursday, June 29, from 10 - 11 a.m. in the Auditorium, Read more.

Refectory Bridge Renovation: Open during construction

The Refectory Bridge is undergoing renovations. Anticipated completion date is Tuesday, July 3rd, pending any unforeseen circumstances. The bridge will remain accessible, with the exception of the carpet install, this date is currently TBD.

Farmers Market

The 2017 Charlestown Famers Market is here! Visit them Thursday mornings in Cross Creek, Read more,

Summer Fun Days

It is time to register for the second event for Summer Fun Days. Join other residents on Thursday, July 13, for a visit to the Arbutus Ice Cream Cottage for your selected ice cream treat. Register by July 6 - by calling Cindy Jones. Read more for details.

Safety Reminders from Security & **Emergency Services**

Charlestown Security & Emergency Services has issued safety reminders regarding fire safety in the kitchen, notifying











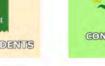
CHARLESTOWN RESIDENTS COUNCIL

COUNCIL INFO



EVENTS







HOURS OF















Contact Information

Ann MacKay ann.mackay@gmail.com

Hope Tillman hope@hopetillman.com

https://ccicharlestown.org

