

The New AACCN_{et}—Fresh and Focused

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We've been hearing from AACCI members about the new AACCN_{et}, and the results to-date are impressive. The completely reimagined, rebuilt, and forward-thinking AACCN_{et} is receiving exciting feedback. A sampling of comments include "Excellent new site...", "AACCN_{et} is awesome!," "Great organization and navigation," "Easy to use and full of information...", and "The modern design and new tools are great." We've also been monitoring the online statistics, and recent tabulations show an astounding 15,000 unique visitors from 155 different countries in just the first two weeks. It is remarkable to see this level of response—it is a real affirmation that after a thoughtful process of review and redesign by both members and staff, migration and development of thousands of pages, and just six months from design to launch, AACCN_{et} once again is positioned to be a top benefit of AACCI membership through its fresh and focused approach.

Thoughtful Member-Driven Process

The redesign of AACCN_{et} is just one of several tactics that was outlined in the publications strategy approved by the AACCI Board in June 2011. After careful consideration it was determined that significant functionality and structural adjustments were needed to make AACCN_{et} a compelling and content-rich environment for the continued growth of the association. To achieve its long-term goals, staff recommended that the AACCI Board approve the implementation of an integrated content management system for AACCN_{et} that more effectively creates, categorizes, presents, and manages its online content and transactions.

The goals of the project were based on a desire to provide cereal grain scientists an online community where they can effectively share, learn, and interact in ways that lead to new knowledge, rapid response to emerging issues and opportunities, and strong support for the goals of AACCI. The dynamic new platform

- Reinforces AACCN_{et} as the online home for scientists working in the grain-based food industry
- Creates an aggregated location for cereal grain science knowledge online
- Fosters community within the grain science profession
- Strengthens the value of membership
- Facilitates and increases secure purchases of AACCI products and services
- Supports multimedia integration of content



To ensure that the goals were aligned with membership needs now and in the future, staff conducted phone interviews with a variety of members whose input was referenced throughout the process and worked with a member team that included Rodney Booth, Gerry Downey, Craig Morris, Lauren Brewer, Sean Finnie, and Dan Ramsyer to provide guidance and determine the top success factors for the initiative, including

- Intuitiveness of AACCN_{et} (ease of use) improved, navigation simplified
- Consistent and clean design with robust functionality incorporated
- Comprehensive search feature integrated
- User self-service enhanced
- Home page content focused on science
- Member-only content areas with seamless integration of site functions (e.g., journal content access, meeting registration, store purchases, member directory, collaboration spaces, etc.)

Not Just Another Redesign

With these goals set, it quickly became clear that this effort was more than just another redesign. As a result, AACCN_{et} has been entirely rebuilt and reconfigured. Launched on April 2, 2012, the new AACCN_{et} marks one of the most significant technological undertakings initiated by AACCI. New and advanced features include full-site search capabilities, newsfeeds, science features, easy navigation, member-only content, regularly updated home page content, and enhanced community connections. Below is a quick overview of some of the new features you'll find on AACCN_{et}.

Cutting-Edge Technology. The new site provides members with the most up-to-date technology. This progressive system clearly organizes all of the AACCN_{et} content into a database for a higher level of integration and content connectivity than was experienced with the previous website. Instead of static web pages, this new website improves each user's experience, provides for greater interactivity, and positions AACCI for enhanced capabilities in future initiatives.

Online Home for Cereal Science. The repurposed homepage offers several new features. You'll want to frequently check the electronic, scrolling newsfeed, which gathers news from sources worldwide. The homepage also includes a list of AACCI announcements providing information about upcoming deadlines, events, and current association news.

The main section of the new homepage is dedicated to science, from the graphic elements that highlight major new initiatives such as webcasts and meeting content to the "Featured Science" section that focuses on recently published content in

Cereal Chemistry, *Cereal Foods World*, and *CFW Plexus*. In addition, you can keep up on the “Most-Viewed Research” in your field with the monthly listing of the top five articles viewed in *Cereal Chemistry*. Keeping the focus on science is what this new site is all about.

The homepage is also the connection point to the cereal science community. In the “Community Highlights” section monthly news about AACCI member activities will be featured. Direct links to the association’s social media presence, including our LinkedIn, Facebook, and Twitter pages, are also provided.

Member Advantage. The new website is integrated with our member database. Once logged in members can access unique content. Member-only access currently includes access to the membership directory and contact information for all committee listings, the capability to post to discussion boards in the Scientific Initiatives area, and access to the AACCI News Capsules. Membership and a subscription are required for access to *CFW Plexus* (which includes *Cereal Foods World* online), *Cereal Chemistry*, and the *Online AACCI Approved Methods*. Purchases within the AACCI Store utilize the same login to facilitate secure purchases and automatically apply member discounts.



Comprehensive Search Functionality. Accessing information with minimal effort was a key criteria for the site development. With the design of the new AACCI, you can find an article, a book, or annual meeting information, even query a specific topic, or find content within a PDF file through the search feature. You can also refine your search by clicking on the specific section of the site you want included in your search.

Moving Forward

Now that the new design is in place, watch for additional features in the coming year, such as collaboration tools, opportunities for more threaded discussion areas, and the ability to upload, share, and retrieve content, fostering continued collaboration and communication among members.

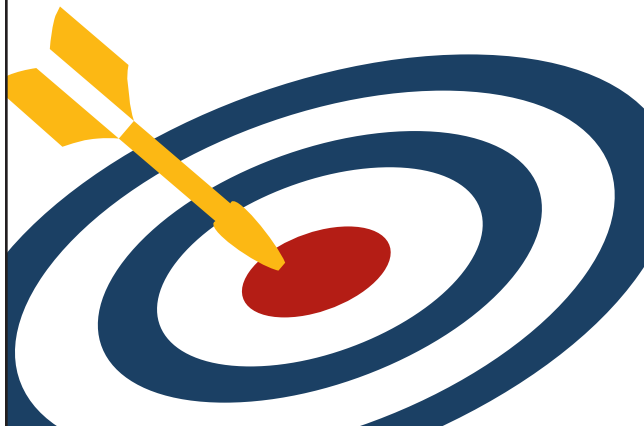
We want to make sure the new site is a true reflection of the needs and interests of our members. Please continue to forward us your comments, ideas, and content for the site. Member involvement in the process was critical to the success of this effort, and it will be essential to its continued growth and emphasis on a “fresh and focused” site for years to come.



AACCI is innovating to bring you more science, tools, and resources. The new AACCI website is one of several innovations for 2012.

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- Create job alerts.
- Do it all in less time than it takes to search through job postings on mass job boards.

Employers

- Easily post your jobs.
- Search the resumé bank to access highly-qualified, relevant candidates.
- Receive 20% off any job posting option as an AACCI Intl. member. Enter coupon code “AACCI Member2011” to apply discount.

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