



Navy League of the United States

The Challenge

Keymind was contracted by the Navy League of the United States to develop an online community that would facilitate communication between the Navy League and its members and reduce the administrative workload. Navy League's communication with members was limited. Monthly reports required hundreds of printed pages generated in an inefficient process. Keymind's task was twofold: first, to develop an online communications capability that would allow community members to engage in collaborative tasks and second, to develop an integrated membership reporting tool that would minimize work and reduce or eliminate redundancy of data.

Our Strategy

The online community needed up-to-date, custom Web-based reports, a calendar of events, a membership directory, a leadership directory, a council directory, the ability to update member profiles, and a tool for online community administrators to manage user accounts, modify content in real time, and provide access to the listserv for e-mail blasts. Member access to the online community was predefined and required registration for access. Once logged on, users received up-to-date information, including national Navy League news and announcements of upcoming national and council events.

Navy League was using a legacy system for membership management that was client-server based and that had limited ability to provide users with information. Keymind needed to integrate the online community with that database system, and integrate application tools as well. Keymind developed a user-management function that allowed tracking and reporting and changing content on the site in real time.

The Impact

By launching the online community, Navy League improved overall communication among its members and streamlined the communication flow between Navy League and its members. The Web site enables data sharing on membership information for department heads and provides up-to-date news and events for members.

See More

<http://members.navyleague.org>