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The Texas Society of Certified Public Accountants (TXCPA) uses the Sitefinity platform to manage its website design and content, and American Eagle as our server management provider and website host. The Society's website has been managed in this way since October 2016, and 15 TXCPA chapters are also currently hosted by TXCPA. TXCPA offers website design and hosting to chapters to:

- Increase operating efficiencies, reduce redundancies and reduce costs
- Improve the member experience and retention
- Fully leverage the investments we are making in technology

TXCPA-hosted websites offer several advantages to chapters.

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### **SINGLE SIGN ON (SSO)**

Members expect a simple and user-friendly experience when interfacing with the Society. Single sign on eliminates confusion for the member and the need to have two separate log ins to access online content and make purchases.

### **CONSISTENT MEMBER EXPERIENCE**

Online processes and interfaces will be the same and familiar to members who utilize the chapter and TXCPA websites, all leading to a better member experience. All TXCPA-hosted websites utilize responsive design making them easily accessible from any size device.

### **COMPREHENSIVE CPE TRANSCRIPT *(for chapters utilizing NetForum)***

Chapters who manage their CPE registrations in the NetForum database will also have the benefit of a comprehensive CPE transcript for members that includes programs taken from both TXCPA and their local chapter.

### **SMOOTH TRANSITION**

TXCPA staff will provide a content map for transitioning the chapter's existing content to the new template and assist with any new or updated copy, as needed. A personalized timeline for launch will be provided to you when you request a hosted website. Training is also available for chapters who wish to make updates directly to their websites rather than submit updates through TXCPA's online ticketing system.

### **COST SAVINGS**

All direct costs associated with the set up and maintenance of your chapter's website, as well as the Sitefinity and American Eagle fees will be covered by TXCPA. The only costs that may be assumed by the chapter would be those associated with purchasing a different URL for the chapter site, changes to the standard chapter template design or programming requests. Any potential costs would be discussed prior to moving existing web content.

### **SYSTEM SUPPORT**

TXCPA staff is available as a resource to assist with questions. A simple online ticketing system is available for submitting updates for your chapter's website. Submitted changes are typically made within one business day.

**READY TO DISCUSS OPTIONS FOR YOUR CHAPTER?**

**CONTACT MELINDA BENTLEY AT [MBENTLEY@TSCPA.NET](mailto:MBENTLEY@TSCPA.NET) OR 800-428-0272, EXT. 279**