Title: Status of the NYS IPM Program Website, **http://www.nysipm.cornell.edu** for 2010

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Project Collaborators: Cheryl TenEyck, NYS IPM Program, and Spider ITX Website Designers

Abstract: The project to enhance the website was successfully completed. The new website has a visually appealing interface with graphics that support the navigation. Six functional features that were already in place were successfully transferred, and six new ones were installed.

Summary: This year, in collaboration with Spider ITX, our website hosting firm, the 2-year project of re-designing the website was finished and the new website was launched in October.

The year began with the challenge of bringing new Spider ITX personnel up to speed with this project, since their project leader was changed twice. We made good progress after Nancy Neumann was brought on board.

Spider ITX, Cheryl Teneyck, and I collaborated to create and install the functional features of the website. Some features were already present on the website, and just had to be brought into a template for a new look. Others were installed to give visitors new options. The features are:

1. A slideshow of photos on home page (new)
2. An RSS news feed (new)
3. A Calendar of IPM events (new)
4. A drop-down Quick Links menu that provides a shortcut to favorite locations (new)
5. A favicon for every page that helps identify our site (new)
6. A form that calculates values of pesticides (new)
7. General Search function
8. Breadcrumb trail (maps one's location on each page)
9. Search functions that query an Access database of publications
10. Interactive feature (php-based) that helps visitors diagnose woody plant pests
11. Forms that collect data from visitors who download Trac software from the website
12. A form that allows staff to report absences

Since there were no funds to pay for an automated content mover, Liz Thomas and I moved the content of thousands of website pages to the new templates one by one. To make sure that the launch date would not be postponed too long, I decided to let the new website go live when all content that was no older than 5 years was migrated.

As the launch date approached, a few problems came up. First, Spider ITX discontinued their online website analysis program. I have since installed Google Analytics, which has many nice features, but will not be recording pdf downloads until I install some code at every instance of a pdf link. I will address this problem this winter.

Second, I found that our plan to have IPM staff author their own web pages was threatened. While testing the software program that would facilitate this (Adobe Contribute), I discovered that it was altering my templates. After many inquiries to Spider ITX, Adobe Technical Support,

and the online Adobe Contribute Forum, I was finally given the solution that was easy to implement. So we are back on track with this plan.

The third hurdle was discovering that the way I had positioned my copy of the new website on my computer was incompatible with transferring it to a Spider ITX server. I spent an additional week fixing that, but finally everything was in place and the launch went very smoothly.

Since that date, I've been adding some finishing touches, such as:

1. Creating a CSS rollover for the What's Bugging You image link, to make it more eye-catching.
2. Replacing, on the homepage, the section *Did You Know?* with *Fight Bed Bugs!* which includes links to all our bed bug resources.
3. After researching Repeating Regions in DreamWeaver I updated the Events Calendar.

In addition, here are the highlights from the list of new postings to the website in 2010:

1. Posted Spinach, Grapes, Blueberry, Strawberry, Potato & Dairy Organic Guides
2. Posted the winter issue of the Ornamentals newsletter
3. Reformatted and posted Table 2 of the EIQ
4. Posted the 2010 versions of Trac Software
5. Posted the Fir Broom Rust fact sheet
6. Posted the Cherry Leaf Spot fact sheet
7. Made a Late Blight Resource page for Abby
8. Posted the Project Reports for 2009, added them to the database and tagged them with keywords
9. Posted the Spanish version of the Mosquito Brochure
10. With Juliet Carroll's input, made a new Fruit IPM homepage and Fruit Publications and Resources page