

WEBSITE DESIGN AND CONTENT MANAGEMENT FOR THE NONPROFIT ORGANIZATIONS

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ABSTRACT

This purpose of this paper is to discuss the utilization of web design and web communication for non-profit organizations. Non-profit organizations in this paper primarily refer to as academic organizations and non-profit professional organizations. This paper examines several different websites.

I. INTRODUCTION

The Internet has become an integrated part of our daily life, and many profit-oriented or non-profit organizations develop their own websites. A website has become an organization's icon of quality. For a profit-oriented organization, the cost of developing and maintaining a website is only a small portion of the business expenses. A profit-oriented organization, therefore, will try new ways to improve its website to attract customers. However, for a non-profit organization, the cost of developing and maintaining a website takes up a significant portion of its budget, and hence it will not allocate extra money for improving its website. The web design and maintenance are normally assigned to a member who knows computer programming and performs voluntary service for the organizations. Many advanced features of a website, such as online payment, may not exist for a non-profit organization's website. The purpose of this paper is to discuss the website design and features for non-profit organizations. There are different types of non-profit organizations: charitable, academic, and non-profit professional organizations. Non-profit organizations in this paper primarily refer to as the academic organizations and non-profit professional organizations. This paper is to study the following research questions:

- 1) What are the functions that are provided by a non-profit organization?
- 2) What is the relationship between the size and the features of the organizations?

This paper analyzes different websites and discusses the results of the study.

II. LITERATURE REVIEW

There are many papers discussing the impact of web design on an e-business. Hsieh and Hung (2006) discussed the effects of website background colors and price levels on the online shopping. A limited number of papers discuss the Web design for non-profit organizations. Kent et. al. (2003) examines the relationship between website design and organizational responsiveness to stakeholders. Vowles (2005) conducted a survey about Do-it-yourself IT for non-profit organizations and small businesses. In her study, among 41 non-profit organizations, two did not have websites. 39% indicated that a volunteer will design the website. 36% indicated that a volunteer will maintain the website. However, she did not mention the detail features provided by the website of non-profit organizations.

III. SERVICE PROVIDED BY NON-PROFIT ORGANIZATION

The first research question is: What are functions and services that are currently provided by the website of non-profit organizations. By roughly examine a typical website, the services or functions provides by a website are:

- 1) Organization missions and organization structure
- 2) Annual meeting information
- 3) Job Placement Service
- 4) Membership information which includes registration forms
- 5) Newsletters
- 6) Payment function.

Job placement service is an important feature for an academic organization. For example, Decision Science Institute is one of the popular and organizations for providing job placement for faculty positions for business schools. Today, many academic discipline areas have their own organizations. For example, Decision Sciences Institute (DSI), an academic organization, provides a placement service for Operations Management, Supply Chain Management, Decision Sciences, and Management Information Systems. DSI also provides the on-line job placement service on its website.

Payment function is another advanced feature. Most website had the features of a static website but only a few website are dynamic website. Many websites do not provide payment functions because the payment function uses server-side programming. The examples for server-side programming languages are ASP.Net and PHP/MySQL. In addition, the organization must consider authentication of the credit card number. Many organizations use a service provided by a commercial company. For example, International Information Management Association (IIMA) uses PayPal. However, the fee may be relative high for a small non-profit organization.

IV. Research Methodology and Results

This study serves as an exploratory study for a further study about websites for non-profit organizations. We have examined about 30 websites for nonprofit organizations. Table 1 shows the major features of the website for non-profit organizations. As you can see in Table 1, a

regional non-profit organization tends to use the link to transfer payment functions to the associated websites.

Organization	Reginal (Non-National)	Website Features*					
		1	2	3	4	5	6
Academy of International Business, Southwest	Y	Y	Y	L	L	N	L
Academy of Management	N	Y	Y	Y	Y	N	Y
Allied Academy	N	Y	Y	Y	Y	Y	Y
American Accounting Association, Southwest	N	Y	Y	L	L	N	L
APICS	N	Y	Y	Y	Y	Y	Y
APICS Detroit chapter	Y	Y	Y	Y	Y	Y	N
Association for Business Communication, Southwest	Y	L	L	L	L	L	L
Association for Business Information Systems	N	Y	Y	N	Y	N	N
Association for Computing Machinery (ACM)	N	Y	Y	Y	Y	N	Y
Association for Information Systems	N	Y	Y	Y	Y	N	Y
Association of Chinese Management Educators (ACME)	N	Y	Y	N	Y	Y	N
Association of Collegiate Marketing Educators	N	Y	Y	N	Y	N	N
Decision Sciences Institute	N	Y	Y	Y	Y	Y	Y
International Association of Computer Information Systems	N	Y	Y	N	Y	N	N
ICISA	N	Y	Y				
International Information Management Association (IIMA)	N	Y	Y	Y	Y	N	L
Industrial Distribution Educators Association	N	Y					
Organizational Systems Research Association	N	Y	Y	Y	Y	Y	N
Production and Operations Management Society	N	Y	Y	Y	Y	Y	Y
Southeast Decision Science Institute	Y	Y	Y	N	Y	N	N
Southwest Academy of Management	Y	Y	N	Y	Y	Y	N
Southwest Case Research Association	Y	Y	L	L	L	N	L
Southwest Decision Sciences Institute (SWDSI)	Y	Y	Y	L	L	Y	L
Southwestern Finance Association	Y	Y	N	Y	Y		
Southwestern Society of Economists	Y	Y	L	L	L		L
The Federation of Business Disciplines	N	Y	Y	Y	Y	N	Y
The Institute for Operations Research and Management Sciences (INFORMS)	N	Y	Y		Y		
The International Academy for Information	N	Y	Y		Y		

Management (IAIM)							
The International Federation for Information Processing (IFIP)	N	Y	Y		Y		
The Society for Information Management (SIM)	N	Y	Y				
Western Decision Sciences Institute	Y	Y	Y	L	Y	N	N

* Notes:

- 1) The organization mission and organization structure
 - 2) Meeting information
 - 3) Job Placement Service
 - 4) Membership information which includes registration forms
 - 5) Newsletters
 - 6) Payment function
- Y: Yes
L: Link to others
N: No

Table 1. Major Website Features for Non-Profit Organizations

V. FUTURE RESEARCH

The purpose of this paper is to discuss the utilization of web design and web communication for non-profit organizations. Future research includes:

- 1) How does a non-profit organization support its website? Does the organization have its own server or use the service provided by application server provider (ASP)? What is the cost of the ASP service?
- 2) Some websites are in the “under construction” condition all the time. What are the various criteria for a good website?

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