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TITLE: OFPA Website C0-Chairs & Website Committee SOP

- **Two Directors will chair the Website Committee because the QA and maintenance of the OFPA website is too much work for one person.**
- **All additions, changes, and removal of information on the OFPA website MUST be reviewed and approved by one of the co-chairs of the website committee.**
- **Any information from the OFPA website can be used on other media platforms like newsletter, Facebook, LinkedIn, etc. because this information has already been vetted by one of the co-chairs.**

1.0 OBJECTIVE:

The OFPA website is a key facing to the goals of the Ontario Food Protection Association.

The website itself should be more than a means to register for events but as such should be maintained professionally as the OFPA's first impression to potential new members, and the website should have content that engages and attracts future members.

The purpose of this SOP is to ensure that the OFPA website is maintained and checked for consistency and accuracy (Website QA). Of equal importance is to ensure that the website content is refreshed often so that it does not become stale, and to capitalize on the features of the website to attract new OFPA members. The SOP will define the training needs for the Website Committee and other OFPA Directors.

2.0 SCOPE:

This SOP applies to all aspects of the OFPA website, website design, and website content including event management, training of OFPA directors, Website Chair, and the Website Committee.

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3.0 RESPONSIBILITY:

Website Chairperson has the overarching responsibility for the OFPA website. The Website Committee members have significant responsibility to co-ordinate the objectives of this SOP. Lastly all OFPA directors may be assigned QA tasks to check the website for accuracy as determined by the Website Committee.

4.0 PROCEDURE

The following are the areas that require focus from the OFPA Website Chair and Committee:

4.1 Website Software Training

The new website being launched in the Spring of 2020 has the advantage that anyone trained on the website design software is able to make changes, updates and corrections to the website as needed. This is a cost avoidance advantage to the OFPA.

The Website Chair and Committee ensure that the appropriate number of Directors (several to all) receive training to keep the website current, consistent, and all of the information correct. There are a variety of ways this could be done, one of which is to identify and train super users to maintain the website and/or to train everyone interested on the website committee up to all of the OFPA Board members.

The Website Chair has the ultimate goal to ensure that each year, the OFPA Board is appropriately trained.

4.2 Role of Executive Assistant (EA)

The role of EA in the Website Committee will be:

- to ensure that EA is trained on the new website.
- to help the Chair by reviewing the website every 2 weeks (or more frequently if needed) for any outdated, missing, or erroneous information.
- to help the Chair by making changes on the website as instructed by Chair.
- to inform the Chair of any changes that need to be done on the website or of any changes that the EA needs to make.

4.3 Website Content Accuracy (QA)

This formal website review will be in addition to the EA review mentioned above.

The website review will rotate through all of the OFPA directors who will be assigned to conduct the review on a monthly or every 2 months basis.

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The Website Chair or EA will issue the Website review schedule in January of each year. It is the responsibility of the Website Reviewer to complete and document the Website Review on time.

The OFPA directors assigned to review the website will use the OFPA Website Review Template (OFPA Form # which will accompany this SOP) to document the website review for accuracy, content etc.

The website reviewer will issue the completed website Review template in a timely manner to the members of the Website Committee, including the Website Chair and OFPA Executive.

Special Notes:

It is imperative that when new events are posted that the information is accurate and that mistakes are corrected promptly. The Chair of the Website Committee needs to approve any additions or changes to Website.

The quarterly newsletters need to be posted on the website.

The Sponsorship level information, benefits of membership, scholarships, and the Membership Directory need to be regularly reviewed.

4.4 Refreshment of Content

There needs to be a concerted effort to refresh the OFPA website.

One or more of the Website Committee members should be charged with refreshing, seeking out and curating new content for our website. This is a real commitment. Possibly this could be scheduled to occur 3 times a year in order to keep the OFPA website fresh. Whenever a new content is posted, there should be a social media blast to announce the new content being posted and invite to go to our OFPA website.

This can be done partly by asking for input from our partners like NSF, CFRIS, and our training partners like GFSR etc. . . .

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Recently Food Safety Grads offered to provide a mentoring blog we might be able to post or link to their website that would add content to our website.

Also, there are a variety of white papers available on the web that can be posted on our website such as from the GFSI audit certification bodies like BRC and SQF etc.

Some food industry suppliers (labs, chemical vendors etc.) may have white papers or Tech Talks that could be posted on our website.

Key regulatory links could be posted to our website.

Lastly some or all of the board members likely could supply certain papers that they found to be noteworthy and of current interest to the OFPA membership. Each board member could contribute 3 to 5 articles or papers that they have come across for posting on the website. There may be opportunities with approval from different food trade magazines to post - articles or links to their online magazine content.

4.5 Leveraging of Website to Enhance Membership

Ensuring that our website is kept fresh with new content will help leverage our website hopefully to attract new members.

Secondly there may be some previous and future innovative marketing/sales ideas that could be contemplated and executed to attract more members to join the OFPA.

Some ideas:

- Discounts on membership
- Free membership if renewing a certain number of memberships
- Promoting the Benefits of membership
- Special swag item or membership discount if a member attends all events – Spring-Golf-Social Networking-Fall Event etc.

From time to time the IAFP website and other IAFP affiliate sites (Alberta, BC, Florida etc.) should be reviewed to see what other similar organizations are doing, and to undertake similar ideas if beneficial to our OFPA website especially if these ideas can be capitalized on as a means to refresh and attract more potential OFPA members to our organization.

4.6 Review of OFPA Website Chair and Website Committee SOP

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At least once per year the Website Chair and/or Website Committee will review this SOP and update it to reflect their activities to make sure that it encompasses the roles of both. As well, over time these roles will likely evolve with the IOT technology.

5.0 DOCUMENTATION CONTROL

ISSUE DATE	REVISED DATE	STATUS
February 11, 2020		Draft
	February 25, 2020	Comments by SMC
	April 11, 2020	Draft sent to Board for comments

