

CASE Website

www.casemo.org

2 Primary Goals

- 1) Train and assist CASE members across the state
- 2) Educate non-members

Website Features

- Goal #1

Member toolkit

Strategic communication resources

Research at a glance

- Do's and Don'ts

- Factoids

Campus alliances links

Ask the expert form

Website Features

Goal #2

Upcoming/past events

CASE in the News

Smoking cessation resources

Smoking ordinances in USA

Factoids

Community campaigns

Website Usage Stats

- September 2007
 - 3,865 total visits (129 visits/day)
 - 9,960 total pages viewed (332 views/day)
 - 18,917 total hits
 - 4:37 minutes average time
 - most viewed were “campus,” “what’s new,” “facts”

Looking Ahead

- Promote more “self-service”
- Increase interactivity even more
- Help C-C’s develop individual websites connected into one big online community
- Continue to grow “general public” sections of the website
- Hire full-time tech person