

## User Need 1

# Information About CAUT, Their Advocacy Activities and Becoming a Member

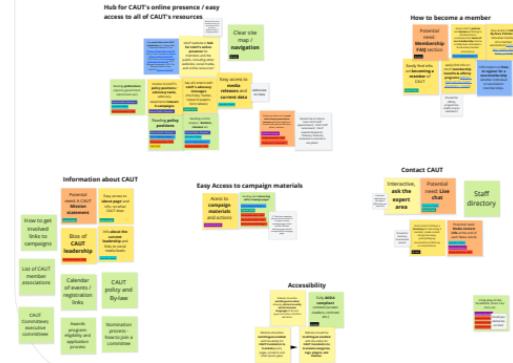
- Easy access to information on benefits of CAUT membership and how to sign up.
- Have quick access to information on CAUT's advocacy efforts.
- Give users opportunity to engage in advocacy efforts.

## Personas in this Group

- Faculty Association
- General Public
- Member / Stakeholder
- Partner / Affiliate
- Committee
- Media
- Politician / Bureaucrat

## NEEDS

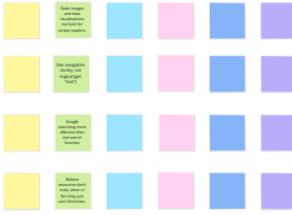
How do users interact with features/content that meets this goal? What do they need when they interact with features/content that meet this goal?



## CHALLENGES

What challenges or pain points do they face when trying to achieve this goal?

How do they feel? What things might they say (quote)? What are they thinking?



## ADMIN GOALS

How can these features/ content be improved from an admin management perspective? What are your goals for this user need?



What Content/Features meet these needs? (Include and indicate current or future content/features)

Existing Content/Features      Future Content/Features



## User Need 2

Acquire and Share  
the Latest  
Information Through  
Events and other  
Knowledge  
Resources

1. Be seen as an excellent source of knowledge and information resource.
  2. Facilitate the discovery and use of knowledge resources.
  3. Motivate users to sign up to the newsletter and events.

### Personas in this Group

- Faculty Association
  - General Public
  - Member / Stakeholder
  - Committee
  - Media
  - CAUT Staff
  - Defence Fund

## NEEDS

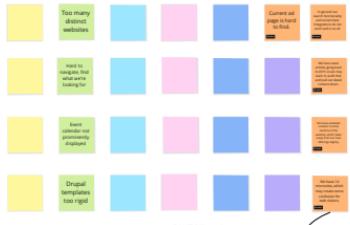
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## CHALLENGES

What challenges or pain points do they face when trying to achieve this goal?

How do they feel? What things might they say (quote)? What are they thinking?



Website	Comments
conserv.ca	Council website
defundsfu.ca	CAUT Defense Fund
stories.ca	Not sure if this is used or not
crowdfundcausa.ca	Harry Cross Foundation
rb-localize.ca	This is used for Nationalization of Ryerson's buildings. It is a page between Nationalizer pages. Nationalizer has no other pages built in.
nscaut.ca	NUCAUT
stewartred.ca	Stewart Red Fellowship. This is primarily managed by Margaret's group
Academicwork.ca	
journal.ca	
Nationalizer websites	
<a href="http://www.Chouldnector.ca">www.Chouldnector.ca</a>	(Federal election)
<a href="http://www.Chouldnector.ca/acad">www.Chouldnector.ca/acad</a>	(contract academic staff)
<a href="http://www.Chouldnector.ca/leg">www.Chouldnector.ca/leg</a>	
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## ADMIN GOALS

How can these features/ content be improved from an admin management perspective? What are your goals for this user need?

### User Need 3

## Networking for Building Relationships and Career Advancement

1. Foster a sense of community amongst CAUT web users.
2. Help users discover others in a similar professional space through easy access to an association directory and ability to contact other associations.
3. Ability to find jobs and fill positions.

### Personas in this Group

- Faculty Association
- Job Recruiter / Seeker
- Member / Stakeholder
- Partner / Affiliate

### NEEDS

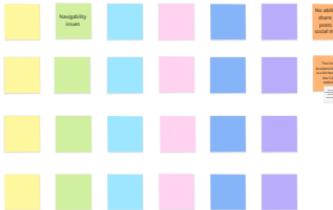
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### CHALLENGES

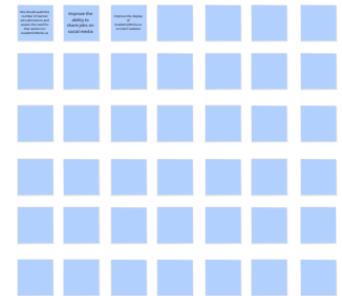
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### ADMIN GOALS

How can these features/ content be improved from an admin management perspective? What are your goals for this user need?



What Content/Features meet these needs? (Include and indicate current or future content/features)

#### Existing Content/Features

Post a job/req in forum

Academic link in forum

#### Future Content/Features

Use chat for candidates

FAQ for job seekers

Email alerts for job seekers

Find people

Find shared job post alert

Find member associations

Find member interests

Interactive job search

Job search integration

## User Need 4

## Membership Experience

1. Facilitate self-serve functions for members and logged in non-members.
  2. Simplify onboarding and renewal processes for users and admins.

### Personas in this Group

- Member / Stakeholder
  - Faculty Association
  - CAUT Staff
  - Job Recruiter / Seeker
  - Defence Fund
  - Partner Affiliate

