Website for the 21st Century

The Design and Technology Association has launched a brand new website, to go alongside the introduction of new membership products.

Our new site is at the forefront of design and technology fitting well with the ethos of the Association. We have commissioned a team of professionals to research and develop the site to ensure that it is easy to use to allow you to get to the things you need as a member, on any device you like . tablet, PC or mobile.

Links to separate D&T websites (whilst our new site progresses further)

We have completed a great deal of work during the summer holiday and will be quickly and progressively, making further amendments over the coming weeks and months. Most of our existing websites and information has been amalgamated into this new site, but there are a few that will need to be accessed independently for now.

See below for our external websites still available:

- Health and Safety - Closed User Group (CUG)
- Digital D&T website
- Design Mark (quality standards framework)
- CAD/CAM Curriculum website
- ECT curriculum framework website
- D&T Association Research website

The NEW Website

The site will be fully responsive and is built to work effectively on any device (PC, laptop, tablet, smart phone). This is increasingly important as current industry statistics show that close to 50% of online visits are from mobile devices and this figure will only grow.

%It is vital to engage with our members in a way that they want to engage with us and this is increasingly by mobile and tablet. We can find no evidence of any other similar membership organisation achieving this. We are sure you will agree that the site not only looks impressive but also functions really well.+**Richard Green CEO** - Design and Technology Association

We think the new site looks very impressive and functions really well, a credit to the team at the D&T Association, überlabs and IndigoBlue.

Alongside the new website the Association is launching a new membership CRM called sTarget. This membership system will enable the Association to set up and administer membership, events, and training and deliver resources for downloading or purchase from the online shop. The most exciting feature of the new CRM is the way it will be integrated with the new website, to provide the capability to personalise the membership offering, allowing you to see and access those things that are important to you. It will be easy to join, renew membership, self-serve online (change your contact details and preferences), search for content, materials and training, and access and or purchase resources. Integration with social media will be inbuilt and blogs, video and other great features will follow soon after launch.

With increased understanding of our membership by effective collection of data (through applications for membership, profiling of interests, events booking, shop purchases etc), in depth analysis can be conducted to establish the type of content or event that would present the greatest chance of adding value to the members. This will in turn be used to fund Association objectives and special projects to further support the subject.

From the new term in September, the Association is also launching new membership products including [secondary departmental](#) and [primary school](#) memberships. We are excited to deliver what we believe is a great feature for our members: the availability of online paperless monthly direct debit, both spreading annual costs into affordable monthly payments and making the D&T Association easier to deal with.

The future is certainly bright for the Association as its corporate and charitable targets are now well supported by modern efficient technology platforms. There is still plenty to do and a great deal of further opportunity available as the programme moves into its second stage with greater digital personalisation to CRM. Early objectives will continue to support the membership product relaunch. This is the first step to improve the technology that supports the delivery of our joint efforts to support and develop D&T together. The technology is delivered by überlabs and IndigoBlue, and the membership system via Centrepoint. We would love to hear from you to learn what you think and listen to any ideas you have.