

FOUNDATION

Major Makeover

New website design offers convenience, expanded content

SUPPORTING THE UNIVERSITY OF LOUISIANA at Lafayette is easier than ever. The UL Lafayette Foundation's upgraded web site enables donors to make contributions securely via the Internet. But that's just one of its features.



Users can obtain information about the Foundation's programs, events and leadership. There are also links to other university web sites.

Julie Falgout, executive director of the Foundation, said the web site was developed with two groups in mind – the public and members of the Foundation's board of trustees.

"We wanted a flexible, sophisticated web site that would enable us to easily

keep information current. We also wanted it to be a useful tool for our trustees, whose commitment of time and expertise is invaluable to us," she said.

The Foundation staff first determined what elements were needed to make the web site a comprehensive resource. It then hired a Lafayette firm to create a design that would be visually appealing and user friendly.

To make a contribution to the Foundation, for example, a user clicks the "Donate" button. After setting up an account, he or she can indicate how the contribution is to be used.

"It allows an individual to donate to a particular college or program or to the university in general," Falgout said. The donor gets an automatic e-mail confirmation receipt and can request additional information online.

The site relies on PCI DSS, which stands for Payment Card Industry Data Security Standard. It ensures that the Foundation is following established procedures that prevent credit card fraud and make online financial transactions secure.

Foundation trustees can securely obtain information related to their duties. "It will also allow them to communicate with each other," Falgout said.

The web site redesign dovetails with a new accounting system the Foundation recently implemented. "It has totally integrated our entire endowment portfolio. It has actually made many of our business processes much more efficient," Falgout said.

The system can analyze data in "real time." So, members of Foundation committees can obtain up-to-the-minute information that can help them make sound financial decisions. "In today's world, it's even more important for us to have the capability to do that," Falgout said. ■

 www.ullafayettefoundation.org