

THE SGAA'S NEW WEB SITES

The Association Takes a Multifaceted Approach to Its Online Presence

by Richard Gross

The Stained Glass Association of America went online with its first website in early 1996, at the very beginning of what was to become the Internet equivalent of a land rush. Groups everywhere were staking out their online claims and beginning to explore and develop what was then still a very new medium.

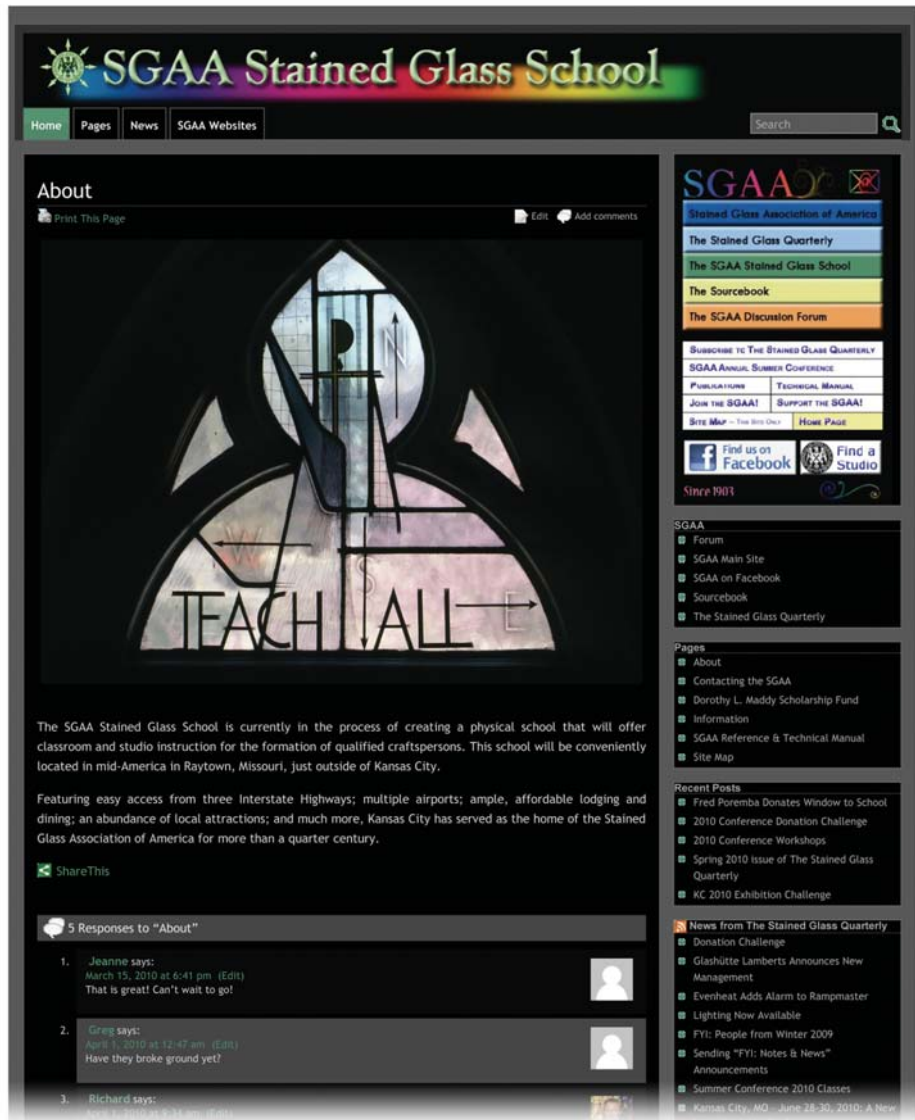
The early SGAA website underwent several small revisions as the quickly expanding technology developed. Originally, www.stainedglass.org was a site primarily for *The Stained Glass Quarterly*; it presented sample feature articles taken from the magazine and provided contact information that people could use to subscribe.

As the immense potential and value of the Internet became more and more apparent, www.stainedglass.org was expanded to help the Association take advantage of this still-new medium. The first major revision in the website came when the SGAA's philosophy for its online presence evolved from a presentation of static pages to a more fully-developed site that represented the entire organization: magazine, membership, and school.

The SGAA's second-generation website presented a unified theme for all pages; this simplified navigation and made for a more professional appearance across the website.

The next major revision was not the result of a philosophy change but rather an evolution in website technology. New technologies were being developed, and the Association's website was redesigned from the ground up to take advantage of these innovations. It was at this time that Flash was first added to the website as a navigation component.

It was also at this time that *Sourcebook* was given its own site, www.SGAAOnline.com. Though it had been online and downloadable for some



*Screenshots from the three primary SGAA Websites: Above is the front page of the SGAA Stained Glass School main site; opposite page, top, is the front page from www.stainedglass.org, the original SGAA website; and opposite page, bottom, is the front page from *The Stained Glass Quarterly's* new website. These three websites, though separate, share a common theme and are extensively interlinked. This makes navigation simpler for site visitors and allows the Stained Glass Association of America to take a multifaceted approach to serving the stained, decorative, and architectural art glass community online. In addition to these three main sites, the Association also maintains several other sites, including the *Sourcebook* site (www.SGAAOnline.com) and the SGAA Discussion Forum, both of which are linked from all three main sites. This interlinking is enhanced by a custom navigation interface that is common to all three sites. In addition to links to each of the Association's main pages and its Facebook presence, this navigation interface (seen at the top right of each main site) contains links to the most popular pages on the Association's sites.*

Stained Glass Association of America

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About

The Stained Glass Association of America is a professional trade association whose membership consists of the finest architectural stained and decorative art glass artists and studios in the United States and around the world. The SGAA actively works for the betterment of the craft of stained glass and architectural art glass through various programs that are designed to benefit the members of the SGAA and the clients whom we serve.

You are invited to explore membership in the Stained Glass Association of America by clicking this link. You can find out more about our Annual Summer Conference by clicking here.

The Stained Glass Association of America is the parent organization of The Stained Glass School. You can find out more about the Stained Glass School and its scholarship programs by clicking this link.

The SGAA publishes *The Stained Glass Quarterly*, the *Sourcebook*, and our members-only newsletter the *Kaleidoscope*, as well as various books and pamphlets. To find out more about our publishing, please visit the following links:

- [The Stained Glass Quarterly](#)
- [The Sourcebook](#)
- [Other SGAA Publications](#)

You will find information in this website, at our *Sourcebook* website (www.sgaaonline.com), and on all of the Association websites about the Stained Glass Association of America and its programs. If you have questions about the SGAA or about architectural stained glass that are not answered on this website, you are welcome to contact the SGAA Headquarters at 800.438-9581, 816.737-2090 or headquarters@sgaaonline.com and we will be happy to assist you.

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time before it was moved to the new site, the new site allowed it to be fully developed; all *Sourcebook* content was made available online for free in several formats. Whether the user wanted to read the online Flash edition of the *Sourcebook*, download individual pages as PDF files, or view articles on their individual web pages, the new website accommodated their needs.

The newest website evolution comes once again with a complete shift in philosophy. No longer is the SGAA's online presence a collection of static html pages; instead, the organization's online presence is based around the concept of *content*. Instead of a collection of html pages, the SGAA's website consists of online databases that house content. When a user accesses that content, he does so through one of the Association's portals.

The *Stained Glass Quarterly* (stainedglassquarterly.com), the Stained Glass Association of America (www.stainedglass.org) and the SGAA Stained Glass School (stainedglass.school.org) each have an individual portal through which the user can find online content. The new approach is dynamic and multifaceted; it is database driven and makes full use of PHP technologies.

Though it is very complex in its nature, the visitor does not see this complexity. Instead, the visitor encounters a very usable interface with dynamic search capability, site maps, and multiple paths to find the desired content.

The Stained Glass Association of America's websites are designed to provide the user a positive experience and make finding the right information quick and easy, whether they are looking for one of our member studios, a history of stained glass, information on the next Annual Summer Conference, a place to subscribe to this magazine online in a safe and secure environment, or something else. The Association's websites are there to serve.

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- The Sourcebook
- The SGAA Discussion Forum

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