



# Chapter Website Benefits

## Features and Functionality

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*Presented by: Stephen Wagner*

*Vice President and Founder, KWSM: a digital marketing agency*

# Overview

- About KWSM
- Why an Active and Updated Website is Important
- Features/Benefits of ICC-Provided Website
- New Features/Benefits
- Questions



**Who is KWSM?**

# Who is KWSM?

- We create and execute integrated digital marketing strategies that generate leads and sales
- Founded in 2010



# Who is KWSM?

- 4 Offices:
- Orange County, CA
- San Diego, CA
- Las Vegas, NV
- Atlanta, GA



# Who is KWSM?

- 40 Full-time Employees
- Have worked with over 1,000 businesses/organizations



# ICC + KWSM

- Launched first version of chapter websites in 2019
- Goal is to provide a benefit to the chapters to update their websites
- Launched new version of chapter websites in May 2024!

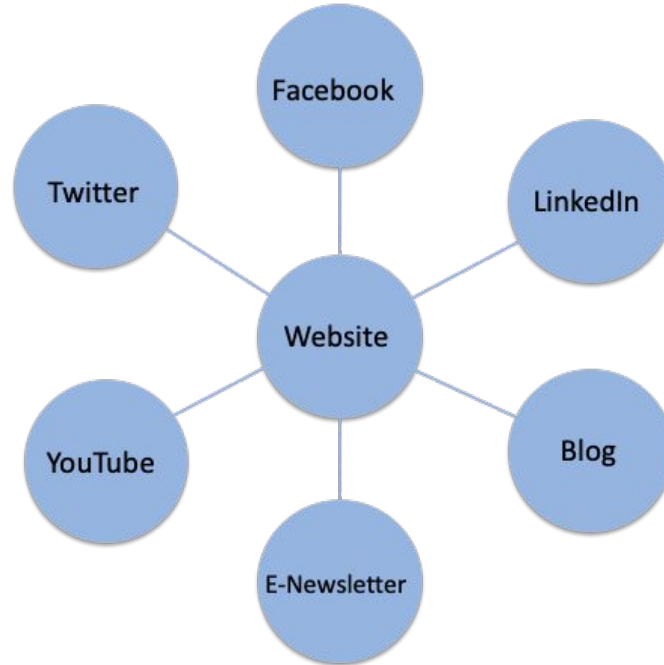




# Why an Active Website is Important



# Your Website is the Hub



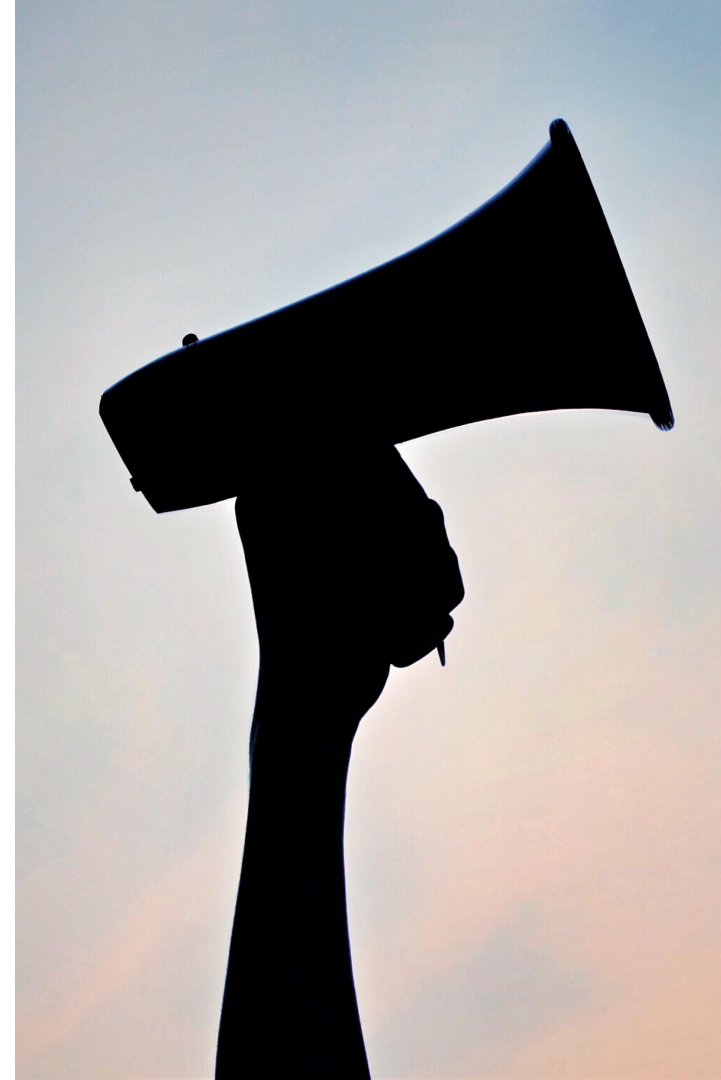
# What Will it Do?

- Keep people informed
  - Events
  - Meetings
  - Recaps



# What Will it Do?

- Keep members engaged
  - New information
  - Resources



# What Will it Do?

- Attract new members
  - Process applications
  - Process payments



# What Will it Do?

- Make your life easier



The background features a faint, stylized illustration of a person from the chest up, wearing a blue and white patterned shirt. The person's hands are raised, holding a gift box wrapped in blue and white patterned paper with a red ribbon. The overall scene is set against a dark blue background with a subtle grid pattern.

# Features/Benefits of ICC-Provided Websites

# You Get a Website

- Built on Wordpress
- KWSM does the heavy lifting
- Direct access/login information
- Modern design and functionality
- KWSM support after site launches
- Launched in approximately 2 weeks



# Example Website

**ORANGE EMPIRE CHAPTER**

[About Us](#) - [Committees](#) - [Events](#) - [Jobs](#) - [Resources](#) - [Contact Us](#)

## Welcome to the ICC Orange Empire Chapter

The International Code Council is a nonprofit association that provides a wide range of building safety solutions.

### About ICC Orange Empire Chapter

Welcome to an association of over 225 members primarily representing local government Building Officials and those involved in building design, construction, testing and research. A growing organization with representation from various regions throughout the county, our members hold diverse backgrounds and occupations such as Building Inspectors, Architects, Engineers, Plan Examiners, Insurance Underwriters, and Fire Prevention officers, just to name a few.

[Learn More](#)

**Our Mission**

Our mission is to educate, train and promote the building through our educational program. Our association answers the growing need for some type of forum in which building officials from all areas of the county can discuss and resolve common problems.

### Upcoming Events

<b>Apr 10</b>	April 10, 2024 11:30 am - 1:30 pm <b>2024 ICC OEC Code Committee</b>
	<a href="#">Learn More &amp; Register</a>
<b>Apr 18</b>	April 18, 2024 5:00 pm - 7:00 pm <b>April Monthly Chapter Meeting</b>
	<a href="#">Learn More</a>

[See All Events](#)

**{KWSM}**



# Example Website

## Officers & Board Members

The International Code Council is a nonprofit association that provides a wide range of building safety solutions.

### Officers

**Richard Supan** - CSG Consultants, Inc.  
President

**Mariam Madjessi** - City of Tustin  
Vice President

**Kent Tsen** - CAA, Inc.  
Secretary

**Jesse Cardoza** - City of Irvine  
Treasurer

**David Dent** - City of Garden Grove  
Past President



### Jobs Openings

See open positions with the region, chapter, and around the country.

[See Openings](#)



### Resources

See open positions with the region, chapter, and around the country.

[View Resources](#)

## Interested in Joining Our Chapter?

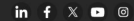
[Contact Us](#)

### ICC Family of Solutions



92 Corporate Park Suite C85  
Irvine, CA 92606

[iccoec@gmail.com](mailto:iccoec@gmail.com)



[Building Safety Journal](#)



# Features

- Event Listings
- Online Applications
- Payment Processing
- Job Listings
- Board of Directors
- Resources



# Process

- ❑ Complete Form: [kwsmdigital.com/icc](https://kwsmdigital.com/icc)
- ❑ KWSM Will Reach Out
- ❑ Gather/Submit Information
- ❑ KWSM Confirms Information
- ❑ KWSM Builds Website (2 weeks)
- ❑ Review and Provide Edits
- ❑ KWSM Finalizes Website
- ❑ Website is Launched!



The background is a dark blue gradient with a faint, semi-transparent illustration of a desk setup. It includes a laptop at the top, a keyboard and mouse in the middle, and a gift box wrapped in blue and white patterned paper with a red ribbon at the bottom right. A small potted plant is visible behind the gift box.

# New Features/Benefits

# Priorities

- Updated Design
- More Flexibility
- Upcoming Events
- Ability to Pay for Events
- Photo Gallery/Event Recaps
- Job Postings



# Updated Design



[About Us](#) - [Committees](#) [Events](#) [Jobs](#) [Resources](#) - [Contact Us](#)

## Welcome to the Sample ICC Chapter

The International Code Council is a nonprofit association that provides a wide range of building safety solutions

### About Sample ICC Chapter

The International Code Council is a nonprofit association that provides a wide range of building safety solutions including product evaluation, accreditation, certification, codification and training. It develops model codes and standards used worldwide to construct safe, sustainable, affordable and resilient structures.

[Learn More](#)

To provide the highest quality codes, standards, products and services for all concerned with the safety and performance of the built environment.

Our Mission





# Updated Design

**ORANGE EMPIRE CHAPTER**

About Us - Committees - Events - Jobs - Resources - Contact Us

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[Learn More](#)

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### Our Mission

### Upcoming Events

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<b>Apr 18</b>	April 18, 2024 5:00 pm - 7:00 pm April Monthly Chapter Meeting

[Learn More & Register](#)

[Learn More](#)

[See All Events](#)

{KWSM}

# More Flexibility



## John Hamilton

CSG Consultants, Inc.  
President

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# More Flexibility



## Public Relations & Membership Committee

### Purpose Statement

The mission of the Public Relations and Membership committee is to raise the profile and professionalism of the chapter through marketing, enhanced membership, and increased participation for the mutual benefit of the chapter and the people we served.

#### Some Membership Committee Tasks include:

- Updating membership application & posts.
- Sending out renewal notice.
- Working on expanding membership.
- Updating membership roster and email list.
- Sending out invoice for renewals.
- Removing non-renewals

#### Committee Chair

Catie Armstrong (City of Tustin)

#### Committee Co-Chair

Nicole Bovey (City of Laguna Beach)

#### Board Liaison

Mariam Madjlessi (City of Tustin)

# Events

## About Sample ICC Chapter

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[Learn More](#)

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Our Mission

## Upcoming Events

May  
10

May 10, 2024  
11:30 am - 1:30 pm  
2024 ICC OEC Code Committee

[Learn More & Register](#)

May  
23

May 23, 2024  
5:00 pm - 7:00 pm  
March Monthly Chapter Meeting

[Learn More](#)

# Events

## Upcoming Events Feature

May  
10

May 10, 2024  
11:30 am - 1:30 pm  
2024 ICC OEC Code Committee

[Learn More & Register](#)

« All Events

## 2024 ICC OEC Code Committee

May 10, 2024 at 11:30 am - 1:30 pm

Speaker: Paul Armstrong

Topic: July 1st Intervening Code  
Cycle Amendments

Cost \$25

[Register for event](#)

[Add to calendar](#)

DETAILS:

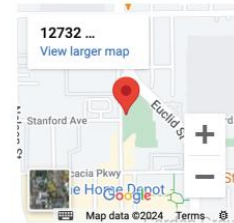
Date:  
May 10

Time: 11:30pm - 1:30pm

VENUE:

Garden Grove Courtyard  
Center

12732 Main St  
Garden Grove, CA 92840



# Event Recaps

## Photo Gallery

### Photo Gallery



# Job Postings

## Open Positions Within the Chapter



### Civil Engineer (Building & Safety Section)

County of Orange

Santa Ana, CA



### Building Permit Technician/Senior Building Permit Technician

City of Tustin

Tustin, CA



### Combination Building Inspector II

City of Santa Monica

Santa Monica, CA



### Combination Building Inspector III

City of Santa Monica

Santa Monica, CA



# How to Get Started





# First Step

- Complete form at [kwsmdigital.com/icc](https://kwsmdigital.com/icc)
- Scan QR Code



The background features a dark blue gradient with a faint illustration of two hands holding a gift box. The gift box is wrapped in blue and white chevron paper with a red ribbon. The hands are rendered in a lighter blue color. At the top, there is a faint, semi-transparent illustration of a whiteboard with some illegible text and a red eraser.

# Questions?

[stephen@kwsmdigital.com](mailto:stephen@kwsmdigital.com)