



DENVER DATAMAN

Problems and Solutions — Web Training

Problem

The TARA Approach needed to be able to easily update their website and create a monthly eNewsletter without relying on volunteer or contracted support.

Solution

The first step to letting the TARA Approach accomplish this goal was to clean-up the organizations website (www.tara-approach.com) and make it easier to edit. A custom manual was then developed to train the office manager for the organization.

Training included:

- ◆ Basic HTML
- ◆ Uploading files to the web (FTP)
- ◆ Basic graphic editing
- ◆ Google Analytics
- ◆ Google AdWords
- ◆ Use of Constant Contact
- ◆ List Management using Constant Contact

The custom manual not only covered the specific skills needed by the organization but contained example code based from the TARA Approach website.

In order to help keep costs down, freeware and Open Source software were given to the TARA Approach rather than spending a great deal of money on expensive web development products.

Client: The TARA Approach

“The TARA Approach is taught in hospitals, universities, social service agencies, domestic violence shelters, at midwifery schools, and wherever there is a need and an organizational structure to support its delivery. The TARA Studio in Eldorado Springs, Colorado, has been home base since the program's inception in 1995. The TARA Approach is extending its home base to The Big Island of Hawaii during the summer of 2007.”



WWW.TARA-APPROACH.ORG

From the Client

“I want to thank Steven Kessler, the Denver Data Man, for his availability, generosity with information and services, and his commitment to serving nonprofits. He understands what it means to be a public service organization, and he has made it possible for my organization to function well. Steven has helped us learn how to save money and get current with technology.” Stephanie Mines, Ph.D., Program Director

“Steve Kessler is fabulous! I came to him with very limited computer knowledge and never thought I would be learning HTML and updating our website so quickly and easily. He is incredibly knowledgeable, very easy to work with, and made the process of learning computer skills fun and interesting. I would highly recommend his services to any organization that is in need of computer help!” - Sally Tognarelli, Office Manager