

Nonprofit

Overview

Profile

The Care Team Network is a nonprofit training and resource center that recruits, trains, supports, and links volunteer care teams, which serve people with health concerns and other special needs. CareTeam.org serves over 4,100 volunteers and care recipients.

Situation

With a staff of just three employees (only one is full-time), CTN needed a web solution that enabled nontechnical people to be able to easily create and update its web site. Since the staff travels often, they also wanted to be able to change the web site while on the road. An interactive web site was a priority since motivating volunteers is crucial to the Care Team Network's success.

Solution

The Care Team Network chose Estrada Web Technology from Gandalf Development, Inc. to create and manage its web site. The Care Team Network's Estrada installation runs on a Microsoft Windows NT server network operating system and uses the Microsoft SQL Server as the database engine to support the Students.uab.edu and rest of the UAB web site.

Benefits

Estrada's intuitive user interface made it simple for the Care Team Network's nontechnical staff to rapidly create, publish, and maintain their web content. Estrada's content management features facilitate the ongoing process of editing and refining content.

Because it is completely server based, staff members can update their web site from any location with Internet access—using a PC, Mac, television browser, or even an Internet-ready cell phone.

Estrada's forums feature enabled CareTeam.org to provide an online discussion board where volunteers can ask questions and share ideas. Care Team Network staff serve as moderators, facilitating conversations and ensuring that questions are answered.

CareTeam.org

The Care Team Network is a textbook case of an organization that has great ideas and a commitment to innovative communication, but which needed a solution that would make it easier for its small staff to launch and maintain a top-notch web site. Estrada Web Technology makes it possible for two nontechnical staff members to maintain approximately 400 web pages, update them almost daily, and host interactive discussion forums. Estrada's flexible content management features make it easy for Care Team Network to continually refine and improve its content to make CareTeam.org an even more effective training and motivational tool.

The Care Team Network immediately recognized that Estrada offered an efficient tool for nontechnical people to develop a web site quickly and maintain the site for the long-term. Located on the University of Alabama at Birmingham campus, where Estrada was initially developed, the Care Team Network was among the first to use Estrada.

They also liked that Estrada's completely server-based solution required no software to install or upgrade on their PCs and that the use of templates meant that by simply entering content, they could create web pages without having to learn HTML or a complicated software application.

"Stories are the Engine that Get People Moving"

No dry online brochures for CareTeam.org. The Care Team Network takes great pains to make sure that its web content is heavy on stories and pictures, and low on unnecessary filler text.

"Stories are the engine that get people moving," explained director Rev. Malcom Marler, D. Min.. "If you started out telling people the how-to aspects of being in a care team, it would be just another task. Stories motivate and inspire people."

Estrada's intuitive point-and-click user interface makes it easy for Marler and fellow Care Team Network staff member Kelly Ross-Davis to turn stories into web pages.

Then, Estrada's powerful database core allows the Care Team Network to re-use stories and photos throughout the site to illustrate different aspects of the program. If a change is made to a story or other piece of content in one part of the site, Estrada locates all other instances of the same content and automatically updates them. Talk about keeping your stories straight!

Continual Content Improvement

"Maintaining a web site is a constant evaluation and learning process," Marler observed. "We update the web site almost daily."

As the Care Team Network continually evaluates and improves its training presentations, they also edit and refine CareTeam.org. Estrada's wide range of powerful content management features facilitates the ongoing refining and editing process that leads to great web content, including:

- Estrada's intuitive user interface means that most Estrada authors can jump right into creating web pages after an hour's training.
- Authors can view their new web content or see changes that they have just made with just the click of a button, or back again to keeping adding or editing a page.
- Text formatting such as font size, bold, italics, and more can be done without using HTML codes.
- Estrada lets authors add images by selecting from a menu of available images (which can be added to at any time), and control the image's layout.
- The **undo** feature allows authors to review and restore previous versions of content even after changes have been made.

Marler added, "The brick system of organizing content into separate units helps remind us to write succinctly. It encourages clarity and a concise writing style that's essential to good web communication."

Cross-Continental Convenience





Since Care Team Network staff often travel to lead training sessions or motivational lectures across the country and even internationally, they especially appreciate being able to edit Careteam.org while on the road. Because Estrada is completely server based and requires no software to be installed on web contributors' PCs, staff members can update their web site from any location that has Internet access—using a PC, Mac, television browser, or even an Internet-ready cell phone.

Connecting People

The most recent addition to CareTeam.org transformed the web site from a one-way publication into an interactive conversation. Estrada's forums feature added an online discussion board to CareTeam.org where volunteers can ask questions and share ideas.

Care Team Network staff serve as moderators, facilitating conversations and ensuring that questions are answered. As the conversations change directions, new topics can be added.

Although there are several discussion board programs on the market, the advantage of using Estrada forums is that they remain integrated within the rest of the site, in this case, sharing the same template and main navigation tools. Also, the Care Team Network staff can manage the forums and web site from the same familiar Estrada interface.

THE CARE TEAM NETWORK		F · O · R · U · M	
		CTN HOME	SEARCH E-MAIL
Click on a topic below to read responses, ask questions, share experiences, request resources!			
Topic	Posts	Last Post	Moderator
 Beginning Share with us how you started a Care Team(s). How were members inspired to join a team? How did you get the word out? What kind of training did you have? What do you want to know about starting a Care Team?	9	6/14/2001 12:19:57 PM	CTN Web Team
 Connecting and Caring Share with others how you found a need for your Care Team to focus on. How is the team working together? What resources have been or would be helpful?	3	4/5/2001 3:22:30 PM	CTN Web Team
 Share what your Care Team has done for your Friend! How has your Team actually supported your Care Team Friend in Practical, Emotional, and Spiritual ways? Can you give an example or two?	1	5/1/2001 11:25:04 AM	CTN Web Team
 Leadership Training Conferences What would you like to know about a LTC? Would you share your experience if you attended one? Suggestions on improvement?	4	5/15/2001 5:01:13 PM	CTN Web Team

Care Team Forums add interactivity to the web site.

Conclusion

Estrada provides the right balance of sophisticated content management tools that make it easy for small nontechnical staff of two to quickly and easily create and update their web content. It's ideal for this hard-working organization that takes pride in continually refining its motivational, well-written web content. Plus, the Care Team Network enjoys being able to securely access and use Estrada from anywhere in the world that has Internet access.

For More Information

About Estrada Web Technology

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Estrada is a sophisticated Internet development and management system that offers cross-platform accessibility and high manageability. It is designed to work with large amounts of data—providing absolute control yet great flexibility for managing Web content. With its intuitive easy-to-learn interface, Estrada enables both novice and advanced computer users to easily and efficiently build and maintain Web sites. Because Estrada is an open development platform, clients can also tailor Estrada's functionality to meet their own individual needs.

About The Care Team Network

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The Care Team Network is a training and resource center that recruits, trains, supports, and links volunteer care teams, which serve people with health concerns and other special needs. CTN also works with various healthcare providers, congregations, businesses, and non-profit organizations to identify persons who need and want a care team. The CTN staff includes one full-time and two part-time staff members who serve over 4,100 volunteers and care recipients.



A training and resource center for care teams

CTN HOME SEARCH E-MAIL

Working together to share the care!

View this page in: English, Spanish, French, German, Italian, Norwegian, Portuguese



Click here to ask questions, share experiences, and discover resources!

Welcome

The Care Team Network is a training and resource center for the development of volunteer Care Teams for persons with health concerns and other special needs.



HOME
ABOUT CTN
CTN PARTNERS
SNAPSHOTS
STORIES
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BEGINNING
BUILDING
CONNECTING
CARING
RESOURCES
SUPPORTING
NETWORKING

CARE TEAM LEADERSHIP TRAINING CONFERENCE, AUGUST 11, 2001
BROCHURE IN PDF FORMAT OR MICROSOFT WORD FORMAT

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The team approach allows volunteers to do what they enjoy doing when they are able but in an organized manner with a built-in support system to share the care.

[Replay CTN Intro](#)

CareTeam.org's home page is inviting and easy to use. Thanks to Estrada, it is also easy to maintain and update.