

ATS enhances member engagement with recent updates

BY LISA KERN

A redesign of the [ATS website](#) was recently completed, and new updates to [Engage ATS](#) have been added to further support member engagement.

One of the Association's strategic priorities is to engage the membership in its broad diversity to ensure that member schools can (1) leverage and use ATS data and other resources, (2) benefit from peer support and education, and (3) embrace and find strength in the Association's diversity as a community of learning. The recent updates further contribute to that priority in all three areas.

ATS WEBSITE REDESIGN

Vibrant colors and large banner photos on almost every page are two of the biggest differences members will now notice on the Association's website. More images, less text, and easier navigation were three of the goals the planning team (consisting of several ATS staff



members) had in mind when working with a new web developer and its design team.

Main menu items with “mega menu” listings (rather than individual dropdown choices) and links to Engage ATS, Canvas, and the Association's social media networks can now be found on the top of the homepage. In addition, large colorful icons leading to “microsites” for three areas of the Association—membership, accreditation, and resources—current [Colloquy Online](#) articles, and upcoming events are also housed on the homepage.

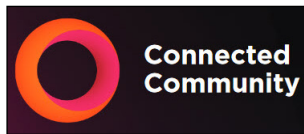
The [webpage](#) listing all the ATS member institutions—the page on the ATS website that consistently receives the most hits—now allows users to toggle between a “list view” or a “map view” of the schools. Another added feature on that page is the ability to select particular degrees, denominations, and distance education offerings within a certain radius when searching the member schools.



ENGAGE ATS

Mobile app

Members can now access Engage ATS—the Association’s online member community for networking and sharing resources—through a mobile app called Connected



Community. The app is built for engagement on the go—allowing users to continue discussions, share resources,

send direct messages, and receive notifications from anywhere on any mobile device. It is available for both [iOS](#) and [Android](#) devices, and can be downloaded for free.

Once the app is downloaded, registered Engage ATS users should enter the domain name—engage.ats.edu—and then select “Next.” Users will then be ready to start exploring and using the app upon entering the same username and password they use to access the Engage ATS site.

Job Postings community

In addition to the mobile app, an individual community to post available job opportunities was recently launched on Engage ATS. Registered users are free to join the new community to post job openings at their institutions that they typically would have posted in the ATS Open Forum community.

Members can announce job openings with a discussion post, attach detailed position descriptions to their posts (that are automatically saved in the Job Postings community’s library), respond to a post with questions, or simply view the listings others have posted. Similar to all the other Engage ATS communities, members can choose to receive real-time, daily, or weekly notification emails when new items in the community have been posted.

Having a targeted community solely devoted to job postings will provide an efficient way for users to reach a wide audience across the ATS membership and will make offerings more easily searchable, with similar posts all located in one place on the site. In less than one month since launching, 98 members have joined the Job Postings community and 31 discussion posts have already been added.



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