



Chapter Website Benefits

Features and Functionality

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

The background is a dark blue gradient. In the center, there is a faint, semi-transparent image of two hands holding a gift box. The gift box is wrapped in blue and white zig-zag patterned paper with a red ribbon. The hands are wearing blue sleeves. At the top of the image, there is a faint, semi-transparent image of a white document or certificate with some illegible text and a red seal.

Who is KWSSM?

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

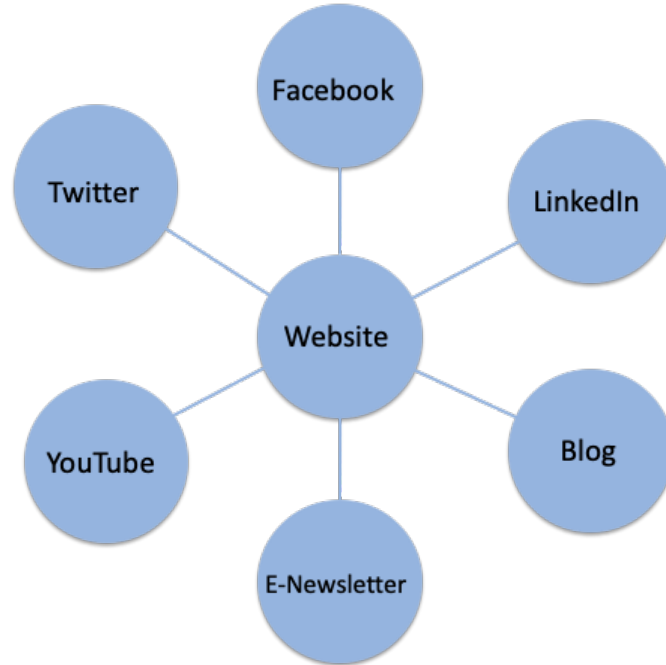
- Launched first version of chapter websites in 2019
- Goal is to provide a benefit to the chapters to update their websites
- Launching new version of chapter websites April 2024 (right now!)





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 dark blue gradient with a faint illustration of several hands of different skin tones reaching up to hold a globe. The globe is positioned in the upper right quadrant. The overall aesthetic is professional and collaborative.

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.

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.

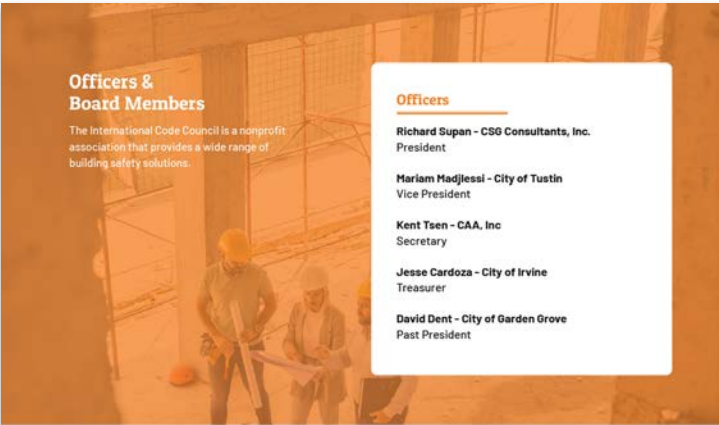
[Learn More](#)

Upcoming Events

Apr 10	April 10, 2024 11:30 am - 1:30 pm 2024 ICC OEC Code Committee	Learn More & Register
Apr 18	April 18, 2024 5:00 pm - 7:00 pm April Monthly Chapter Meeting	Learn More

[See All Events](#)

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
icccec@gmail.com

[in](#) [f](#) [x](#) [v](#) [@](#)

ICC INTERNATIONAL CODE COUNCIL
ES IBC SOLUTION SERVICE
IAS INTERNATIONAL ASSOCIATION OF SCHEDULERS
GENERAL CODE
ICC IBC & CODES ASSOCIATES
Alliance Resilience
NITA

[Building Safety Journal](#)

Powered by ICC Chapter Program © 2024. Built by KWSM: a digital marketing agency



Features

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



Process

- Complete Form: 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!

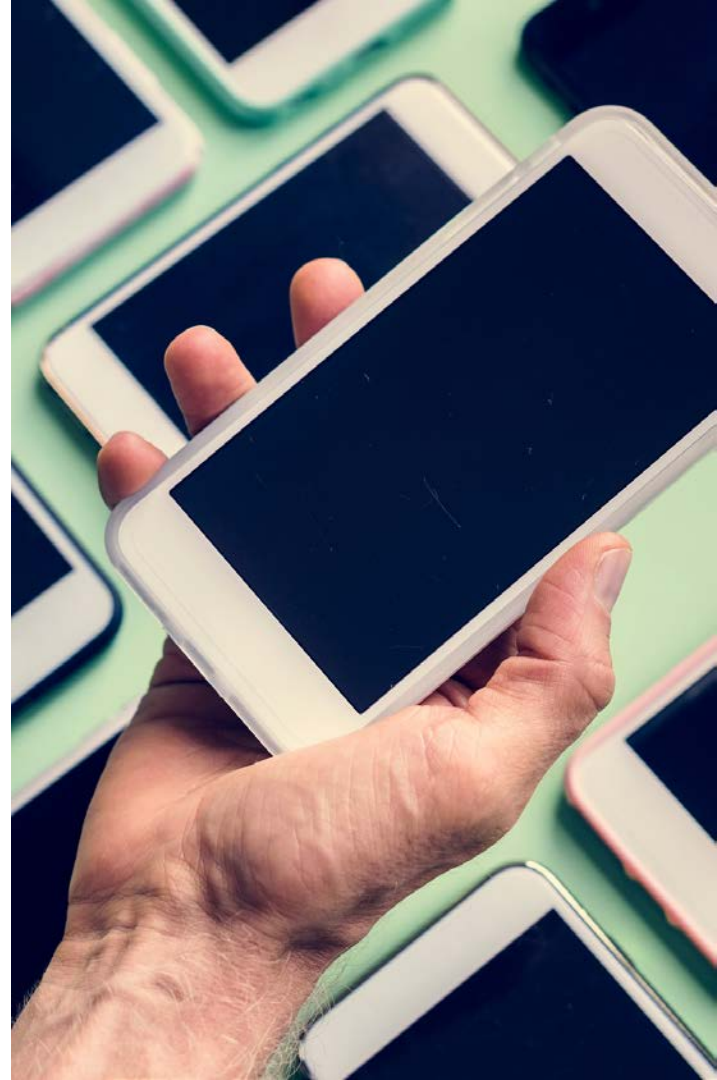


The background of the slide is a dark blue color. In the center, there is a faint, semi-transparent image of two hands holding a gift box. The gift box is wrapped in paper with a blue and white zigzag pattern and has a red ribbon around it. The hands are positioned as if presenting the gift. The text 'New Features/Benefits' is overlaid on this background in a large, white, sans-serif font.

New Features/Benefits

Priorities

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



Updated Design

The screenshot displays the website for a sample ICC Chapter. At the top left is the ICC logo, which consists of a green square with a white grid pattern and the text "ICC INTERNATIONAL CODE COUNCIL®". To the right of the logo is a navigation menu with the following items: "About Us", "Committees", "Events", "Jobs", "Resources", and "Contact Us". The main content area features a large background image of a building under construction with scaffolding. A dark green curved overlay on the left side of the image contains the text "Welcome to the Sample ICC Chapter" in white, followed by a sub-headline "The International Code Council is a nonprofit association that provides a wide range of building safety solutions". Below this, there is a section titled "About Sample ICC Chapter" with a paragraph of text: "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." At the bottom of this section is a dark green button with the text "Learn More". To the right of this section is a dark green box with the text "To provide the highest quality codes, standards, products and services for all concerned with the safety and performance of the built environment." Below this box, the words "Our Mission" are faintly visible in a light green color.

ICC INTERNATIONAL CODE COUNCIL®

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

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[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

Apr 10	April 10, 2024 11:30 am - 1:30 pm 2024 ICC OEC Code Committee
Apr 18	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

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

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

The background of the slide is a dark blue, semi-transparent overlay of a photograph. The photograph shows two hands, one from the left and one from the right, holding a gift box. The gift box is wrapped in paper with a blue and white zigzag pattern and has a red ribbon around its middle. A white gift tag is attached to the top of the box. The hands are wearing blue sleeves. The overall scene is set against a light-colored wall, possibly a whiteboard or a wall with a framed picture, which is also visible in the background.

First Step

- Complete form at kwsmdigital.com/icc
- Scan QR Code





Questions?

tell your story

 [Facebook.com/KWSMTeam](https://www.facebook.com/KWSMTeam)

 [@KWSMTeam](https://www.instagram.com/KWSMTeam)

 [@KWSMTeam](https://www.x.com/KWSMTeam)

 [LinkedIn.com/company/KWSMTeam](https://www.linkedin.com/company/KWSMTeam)

 [YouTube.com/KWSMTeam](https://www.youtube.com/KWSMTeam)

 949-436-5173

 info@kwsmdigital.com

