1. Please provide for us a brief description of the project. Be sure to include any relevant background information that we should know.

The Hawaii School Counselor’s Association (HSCA) is a chapter of the national American School Counselor Association (ASCA). We represent public and private school counselors in grades K-12, postsecondary, as well as counselor educators in the university setting. We currently have 142 members. Our insignia is the green monsterra leaf.

Our vision is:
The Hawaii School Counselor Association is the foundation that expands the image and influence of professional school counselors through advocacy, leadership, collaboration and systemic change. HSCA empowers, supports, and encourages professional school counselors with the knowledge skills, linkages, and resources to promote student success in the school, home, community, and the world.

HSCA’s mission is:
The mission of HSCA is to be a proactive voice for school counselors and to promote professionalism and ethical practices.

HSCA is looking for a website that reaches out to the public, professional and laypeople alike, providing information and links to other sources.

Our executive roster for the 2007-08 school year includes:
Past president: Maile Kapuniai
President: Silvia Koch
President Elect: Rosanne Oda-Ching
Secretary: Jenny Dyer
Correspondence: Stephanie Yamashita
Treasurer: Randall Fong

2. Do you already have a web site? Or is there a web page or site that already exists where users can read about your organization online? If so, what is the URL? How do you feel about this existing site-page? What would you like to do if you had your own site?

We do have a website: www.hawaiischoolcounselor.com

Although our current site is good, we would like to have a website that grabs the attention of the viewer and provides graphics, pictures, links, etc. regarding our organization.
3. How big do you anticipate the site being? How many pages do you think that it should have? How would you categorize and title those pages?

We are looking at perhaps 4 pages or so: home page, about us page, resource page with services and links to other organizations, and a contact us page.

4. What is your primary objective for this site: What is the main purpose for having this site?

Our main purpose for having a web page is to communicate to those who are and are not members of our association. We want to provide a way for counselors and others to find out more information about HSCA on line.

5. Who is your target audience?

- Age: School counselors from age 25 till retirement
- Gender: male and female
- Income: all levels of income
- Education: college educated
- Occupation: no preference
- Computer experience: minimal computer experience
- Spending habits: N.A.
- Special interests: N.A.
- Geographic location: Hawaii and the USA

6. Who are your competitors? Do they have any websites? If so, briefly tell us what you like and dislike about their sites?

HSCA really doesn’t have competitors per se. There are school counseling associations in all the 50 states and most of them have websites. You might want to look at some of these:

www.nyssca.org
www.nisca.org
www.wa-schoolcounselor.org
www.nhschoolcounselor.org

7. In addition to the text that will be on the web site, what additional assets, or digital files, do the designers need from you in order to build your site?

You would need photos of our board, articles, mission and vision statements, monsterra insignia, and various other items that we will provide.

8. What else is important to you that you think that we should know?