



Call Notes for the Portal Committee

Web meeting held: Tuesday, March 9, 2021

10 AM Eastern/ 7:00 AM Pacific / 5:00 PM CAT (Central Africa Time)

The following Committee members were in attendance:

- Ruva Chindara, ICPD
- Scott May, ICPD
- Thelma Munhequete, AFSD Country Manager
- Dr. Blessed Okole, CSIR
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD

Welcoming remarks & introductions: BOLD ITEMS WILL BE COVERED DURING THE CALL. For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief, contact Elisabeth Valerio at evalerio@icpdprograms.org.

Scott May welcomed the council members to the ELISA Development Committee meeting and oriented (through screen-sharing) the committee members to the web-based resources that had been added since the ELISA Advisory Council's last meeting. Scott asked the committee members to go to the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott informed the committee members that they could locate the meeting agendas, past meeting notes and supporting documents for the meeting on the ELISA Portal Committee Tab. Scott reviewed the proposed [agenda outline](#) for the committee meeting and the [committee objectives](#). Scott then invited everyone on the call to introduce themselves and reviewed the agenda for today's meeting.

ELISA Development committee

Updates, Past Action Items and Recent Developments

Focus topics:

CONFABS speaker suggestions

Elisabeth mentioned that a series of CONFAB events will be schedule. CONFABS are virtual events showcased on the ELISA Portal and are a benefit to ELISA members. Each CONFAB will feature an accomplished entrepreneur (Luminary) who kicks of the meeting by speaking for about 15 to 20 minutes on a topic that aligns with the ELISA Bootstrap Briefs. After the speaker presentation, attendees are assigned to random breakouts for further discussion and networking.

Elisabeth appealed to the community to identify and engage CONFAB speakers. She asked Ruva if she has anyone lined up to speak during the first CONFAB and if the committee had any suggestions. The speaker has to be an entrepreneur who is Africa-focused. Ruva responded saying, CONFAB speaker requests are being sent out but at the moment there is no one lined up and she appealed to the committee to help identify speakers.

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Dr. Blessed Okole volunteered to be a CONFAB Speaker. The ICPD team thanked him for helping to kick start this new feature. Scott asked Thelma if she would want to be a CONFAB speaker and she agreed.

CONFAB Themes, date and time

Scott asked Elisabeth about the time structure of the CONFAB meetings. Elisabeth responded saying, CONFAB meetings will be 45 minutes long with the first 20 minutes dedicated to the speaker, including a question-and-answer session (questions from the attendees to the speaker). The group will then break off into random groups to continue the conversation and network for 25 minutes.

Scott suggested that the CONFABS themes should relate to the Portal's weekly Bootstrap Brief topics. Elisabeth responded asking for the Portal committee's input. She added that the idea had been to have each CONFAB topic tie back to the learning content on the Portal (Bootstrap Briefs).

Elisabeth and Scott oriented the committee through where to find Bootstrap Briefs on the Portal. The Bootstrap Briefs are arranged by the newest on top so there is fresh content every week. They're also categorized into different themes.

Dr. Okole added that the Bootstrap Brief topics are very diverse and will allow a speaker to find a certain topic they can speak about as the topics cover everything and are relevant to almost every entrepreneur. Scott suggested linking videos of the CONFAB speakers to related Bootstrap Briefs. When a portal member goes to access a Bootstrap Brief, they can also watch the related videos.

The CONFAB schedule will be developed in April. CONFABS will be held at 4pm CAT (Central Africa Time).

Project pages and making the ELISA Portal more dynamic

Elisabeth oriented the committee members through the ELISA Portal.

Scott asked if the CONFAB schedule should be listed on the ELISA portal, visible to the public. To attend participants would have to register as Portal members. Elisabeth responded saying, the idea is to focus and showcase the CONFAB speakers on the Homepage of the portal and also on social media. Social media will be a way to increase visibility for the program and grow membership.

Project-pages are a way for people to engage on the Portal and they are listed in a directory set up on the Projects tab. Elisabeth suggested showcasing Project pages on the Homepage to create fresh content and put them in a Netflix style search engine so that people can see the work entrepreneurs are doing across the continent.

Luminaries will be also showcased on the Homepage in a directory format. These are stories/interviews with exemplarary entrepreneurs from across Africa that are doing amazing work in the continent.

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Elisabeth was waiting on consulting with the Portal committee before conveying the new ideas to the IT team. The committee agreed that it was a good suggestion. Scott suggested that the content be categorized under **Connect**, **Discover** and **Grow**. Elisabeth added that **Connect** will be our **CONFABS**, **Discover** will be **Project-pages** and **Grow** will be the **Luminaries** and **Bootstrap Brief content**. The ICPD Team then decided not to actually group them since the content is separated through sectors, countries and themes. Scott suggested adding the Profiles of members on the Homepage and Elisabeth added that ELISA will become a directory of Entrepreneurs where if a person is looking for a certain entrepreneur, they search the online directory and find them with biographies written about them and other information. Scott mentioned that before the directory is made profiles that stand out like most active profiles will be could be displayed.

There is a new feature for blogging on the website, more way to creating fresh and interesting content that can be added on the Homepage.

Dr. Blessed Okole asked if the website has any way to track traffic. Elisabeth responded, the analytics to track was added recently tracking where site visitors are coming from, the pages they are opening etc. The analytics tool was also added for the Project pages, it shows the number of views for each Project page.

Other/Next Steps and Future Action Items

The next focus topic will be ways to keep the website robust and use cases. The ICPD Team will share information on the analytics tool and provide updates on social media. Scott reminded everyone that the next ELISA Portal Committee meeting will be Tuesday, May 11, 2021.

Please plan on 45-minutes for this call. Visit <https://elisanetwork.com/> for more information about ELISA.

Upcoming ELISA Portal Committee meetings:

Tuesday, May 11, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Tuesday, July 13, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Tuesday, August 31, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Tuesday, November 2, 2021, 10:00 AM Eastern | 7:00 AM Pacific