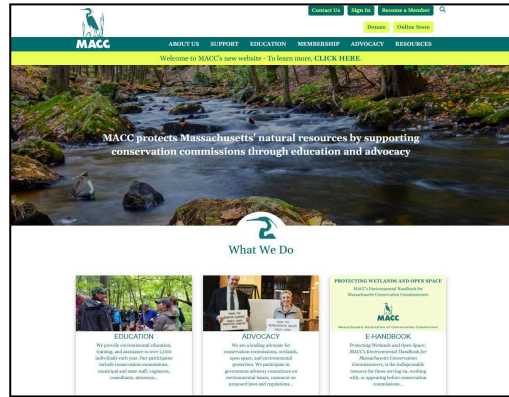
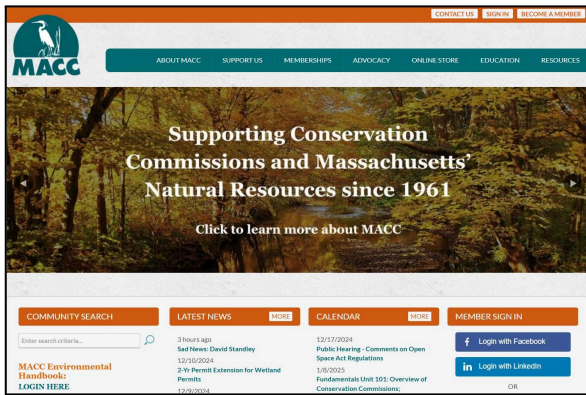


MACC 2025 Website Updates & User Guide



Overview

On January 31, 2025, the Massachusetts Association of Conservation Commissions (MACC) launched a newly redesigned website. The intention of redesigning our website was to improve the user experience and ensure all of our website content is up-to-date.

Our database, which maintains all of our member records, remains unchanged. We still have all records pertaining to memberships, event registrations, invoices, donations, and other exchanges made between users and MACC.

Some links to our web pages have remained the same, while others have changed. If you have any trouble finding a page you previously had the link to, please let us know. We'd be happy to direct you to the new link.

With any questions or comments regarding our new website, please contact MACC's Website, Database & Communications Coordinator, Paige, at paige@maccweb.org.

Homepage

Our new homepage now has a very different look. Scrolling through our homepage, you'll find our mission statement, quick links to our educational programming page, advocacy page, and E-Handbook login, and an area for members to sign in to our website. Keep scrolling, because further down you'll come across a summary of our work with a link to



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learn more, boxes highlighting our latest news articles, upcoming events, and resources, and finally, a new sponsor slideshow.

About Us

Our About Us landing page will provide you with all the information you need to learn more about who we are, our history, and the work we continue to do to protect Massachusetts' wetlands and open space. Scrolling through this page, you'll come across our mission statement, a link to get an overview of what we do, and a brief summary of our origins with a link to learn more about our history. Further down are our staff and directors' profiles, as well as the "nuts and bolts" of our organization - including our sponsors, financial breakdown, annual report, strategic plan, and DEI initiatives. Finally, this page highlights our various committees and subcommittees, and invites users to support our work or learn more about opportunities to work with us.

Who We Are

Our Who We Are page provides the same summary of our work as it did on our old site. Users can read through summaries of our work in education, advocacy, and resource provisioning, and learn more about our membership system.

Staff & Board of Directors

The Staff & Board of Directors page follows a nearly identical framework to the same page on our old website. Users can scroll through and see all MACC staff and Board members and click on their names to learn more about each individual.

Latest News

New to our website is a page for our Latest News feed. On this page, users can see brief snippets of all latest news articles listed chronologically. Important materials related to each article are also linked below each title.

Strategic Plan

As was on our old website, clicking on the Strategic Plan tab in our main menu brings users directly to MACC's 2022-2026 Strategic Plan.



Annual Report

Similarly to our Strategic Plan tab, clicking on the Annual Report tab brings users directly to our most recently published Annual Report.

DEI at MACC

The DEI at MACC page has the same layout as it did on our old website. Scrolling through, you will learn more about our commitment to fostering diversity, equity and inclusion in our organization, upcoming and previous DEI-related MACC events, and our DEI committee. At the bottom of this page is a growing list of DEI resources and contacts for conservation professionals.

Contact Us

This page follows the same framework as our old Contact Us page, providing users with our office phone, address, and general staff email address.

Work with Us

Our Work with Us page offers users all of the information you need to work at MACC, whether that be as a staff member, instructor, volunteer, or intern.

Support

Ways to Give

Our Ways to Give page is a new addition to MACC's website, highlighting all of the ways that individuals can offer monetary support to MACC. These include general donations, charitable gift annuities, memorial gifts, and legacy gifts.

Make a Donation

Clicking on the Make a Donation tab brings users to one of our secure payment portal pages where they can make a donation or pledge to any of MACC's funds.

Annual Sponsorship

Our Annual Sponsorship page has a brand new layout, highlighting our various sponsor levels, the companies that generously sponsor MACC, and links to become a sponsor of MACC.



Advertise with Us

This page follows the same layout as our previous advertisement page. Scroll through to see all of our advertising options, including advertising in our Conservation Quarterly magazines, eNewsletters, Annual Environmental Conference Program Book, and E-Handbook.

Education

Our Education Overview page highlights all of MACC's educational programs. The top of this page has quick links to our Fundamentals Program overview, our Calendar of Events, and our upcoming conferences. Further down, users can see a more detailed breakdown of our educational offerings. The bottom of this page also highlights our Orientation for New Conservation Commissioners.

Calendar of Events

Our Calendar of Events follows the same framework as the Calendar on our old website, but with our new brand styling. Note: event registration processes did not change. Continue to register for MACC events as you normally would!

Fundamentals Certificate Program

Our Fundamentals Certificate Program page provides an overview of the Certificate Program requirements and the Fundamentals courses we offer. To see which Fundamentals Courses are currently being offered, users must continue navigating to our Calendar of Events.

Annual Environmental Conference & Fall Conference

Aside from the stylistic changes applied to our entire site, no changes have been made to our Annual Environmental Conference and Fall Conference pages.

Lunch & Learns

On our new Lunch & Learns page, users will learn more about our monthly free webinar program. Links to see both previous and upcoming Lunch & Learns are available. Interested in presenting a Lunch & Learn webinar? All of the necessary information you need is located at the bottom of this page.



Young Professionals Committee

Our Young Professionals Committee Page has not undergone any changes from our previous website. To register for Young Professionals events, users should still navigate to our calendar of events.

New Commissioners Orientation

This page has not undergone any changes from our previous website. Our Orientation is also hosted on a platform that is separate from our website. This means that our website redesign has had no impact on the form and function of our Orientation. However, MACC is currently in the process of moving the Orientation to a new online platform and updating its content. Stay tuned for more information.

Membership

Membership Overview

Our Membership Overview page is a one-stop-shop for everything pertaining to MACC Memberships. The top of this page has quick links to our Member Sign-In, Become a Member, Member Benefits Overview, Membership Renewal, Member Profile Editing, and Member Support pages. Further down, users can learn more about our different membership options, including their rates and benefits, and read testimonials from our members.

Become a Member

Our new Become a Member Tab is now easily available to all users. Through this page, users can set up their own Individual, Non-Profit, Government Agency, or Corporate memberships. Organizations can also set up their own Sponsorships through this page.

To create individual profiles for those covered by these group membership, or to manage Conservation Commission memberships, users must still contact our Member Services Coordinator Suzanne at suzanne@maccweb.org.

Member Support

Those with any questions related to MACC memberships can easily locate and contact our Member Services Coordinator, Suzanne Sullivan, through our new Member Support page.



Advocacy

Our Advocacy pages have undergone minimal changes. While the style of the pages may have a different appearance, all comment letters and court cases are still listed chronologically. All links to comment letters and relevant documents are the same as they were prior to our website redesign.

At the Legislature

Our At the Legislature page is an archive of nearly all of MACC's legislative comment letters, as well as letters that MACC has signed, since 2011.

In the Courts

Our In the Courts page contains all examples of MACC's legal advocacy that has been taken to court since 2012.

Resources

Our resources tab has a new landing page which serves as a one-stop-shop for all resources provided by MACC. Information on our E-Handbook is located at the top of the page so users can quickly access their E-Handbook account through our site. The categories from our new Resource Library are listed next in the Public Resources section. MACC's Members-only resources are located at the bottom of the page. Members must be logged in to the website to access these resources. Options to log in or become a member are available directly below at the bottom of the page.

Resource Library

Our Resource Library got a major upgrade during our website redesign. Users will find new resource categories full of plenty of online tools to assist in wetlands and open space protection.

Much of the content in our new resource categories is from our old resource library. However, it's been reorganized into clearer categories, and all out-dated content has been updated. The first box, titled "Conservation Commissions & Wetlands Protection," has resources for anyone who wants to learn more about what conservation commissions are and general wetlands protection in



Massachusetts. The rest of the boxes contain categories geared more towards the work of commissioners and other conservation professionals.

New to our resource library is the Climate Smart Wetland Bylaw & Regulation Provisions Project. This project was developed in 2022 through a collaboration between the Nashua River Communities Resilient Lands Management Project and MACC's Climate Conversations Committee. The provisions, which were previously housed on a Wix website managed by BSC Group, are now available in our resource library.

Member Resources

Our new Member Resources page provides our members with quick access to their exclusive resources, such as an archive of MACC's Conservation Quarterly issues, our Conservation Connections forum, the MACC Helpline for conservation commissioners, and our Rent-an-Expert program. Want access to these resources? Scroll down to the bottom of the page to create a membership or login to your account.

E-Handbook

Our E-Handbook webpage underwent minimal changes during the website redesign. However, our E-Handbook did get a new cover, which is displayed throughout the new site.

Options to purchase a subscription, create an account, or login to your account are all easily accessible at the top of the page, followed by a description of the product. Instructions on how to access the Handbook, from purchasing a subscription to creating an account, are all listed on this page.

Our E-Handbook is hosted on a platform that is separate from our website. This means that our website redesign has had no impact on the form and function of our E-Handbook. However, MACC is currently in the process of moving the Handbook to a new online platform and updating its content. Stay tuned for more information.



Directory of Services

Our Directory of Services, which highlights organizations who specialize in various environmental services, has been updated. It is still accessible in a spreadsheet format.

Jobs Board

Our Jobs Board underwent minimal changes throughout the redesign process. A table containing conservation agent & municipal positions is displayed and regularly updated, as well as a table containing corporate, state and non-profit positions.

Online Store

Aside from the general stylistic changes applied to our entire site, our online store webpage has not undergone any changes. MACC's online store used to be accessed through a tab in our main menu. It can now be accessed through a button above our main menu. See the image below for reference.



Miscellaneous

MACC's E-Handbook & Orientation

Our E-Handbook and Orientation for New Conservation Commissioners are hosted on a platform that is separate from our website. This means that our website redesign had no impact on the form and function of our E-Handbook, nor our Orientation. However, we are in the process of moving the Handbook and Orientation to a new online platform and updating their content. Stay tuned for more information.

