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Engage Members with an Interactive Mosaic Image

Paraphrasing Michael Scott from the American version of *The Office* , we're all looking for that "win-win-win" scenario. And while we're not promoting a poster of babies playing saxophones , we're looking for winning functionality for our client websites:

Win 1. Members are engaged,

Win 2. Something cool comes out of it, and

Win 3. It's easily implemented and no extra work for staff.

When the Microscopy Society of America was looking for a way to showcase its members' unique images, MSA staff came to us with an idea – a mosaic image. This mosaic allows members to submit their own unique photos online and showcase their work to the industry (Win 1); it provides an attractive and interactive feature for the web site (Win 2); and it is completely driven by member engagement creating no extra work for staff (Win 3).

Participants upload images that get blended into the emerging mosaic image. The mosaic page is an obvious winner for ad placement and sponsorship, as seen in this sample.

And there's even the possibility for a fourth win (which Michael Scott never saw coming) — get someone else to pay for it!
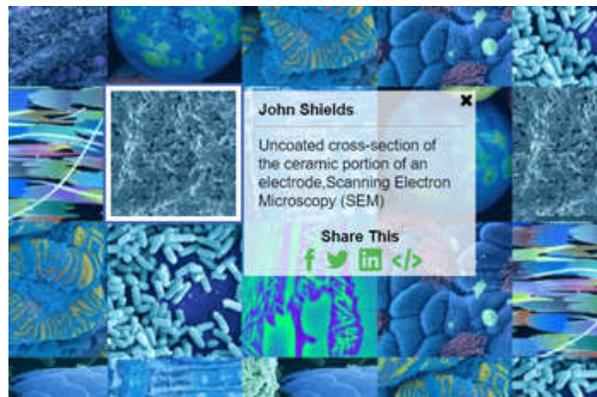
The mosaic can easily bring in non-dues revenue through sponsorship or ad placement. It is a high-value and high-visibility spot because site visitors stay on the page as they explore the mosaic and interact with the display.

How it works
To implement a mosaic on a client website, PODI adds the mosaic creation tool to the website's code. Access to the tool can even be integrated with an existing login process so only active members can participate.

The mosaic – which can be your logo, meeting image, or a specially created banner – is generated by special software that places member-uploaded images into the mosaic.

As visitors linger on the mosaic, the software randomly selects individual images, enlarges them, and presents them for closer examination. Visitors can also zoom in on individual images by simply clicking on the images they want to learn more about.

Click on any individual mosaic image to view an enlarged version and see details about the image and who submitted it.

The mosaic is a natural way to drive member engagement and excitement.

Contact your PODI Account Executive to take advantage of this four-way win for your organization.

Stop By and See Us at ASAE's 2019 Annual Meeting and Expo

Are you or members of your team attending the American Society of Association Executives (ASAE) Expo August 10-13 in Columbus, Ohio? Members of our PODI team will be there too! We always enjoy reconnecting with our clients and friends, so please stop by if you are attending.

This year we'll be celebrating Potomac Digitek's 25th anniversary by giving away two $50 gift cards. Be sure to stop by our booth to enter the drawings.

We'll be in Booth 1748!

Other News and Notes

American Porphyria Foundation 's PorphyriaFoundation.org website was a classic case of a terrific visual design that was difficult to update and maintain. APF turned to PODI for a solution. We moved the site to our CMS platform, keeping the basic design while recreating the home page with containers that are much more easily updated. This also helps achieve APF's longer-term goal of increasing its SEO rankings and Google search results.

Microscopy Today , a controlled-circulation trade magazine produced by the **Microsopy Society of America** , has opened its 2019 People's Choice Award. The gallery of 25 entries feature published and unpublished micrographs and a category for videos. Click here to see the gallery and submit your vote!

NARST , a worldwide organization of professionals committed to the improvement of science teaching and learning through research, has been running its abstract submission and review system through a PODI-developed tool for more than 10 years. Many different user roles (submitter, reviewer, strand coordinator, board member, and admin) are managed through the system, allowing one single login point for all functions of the system. The robust and capable system that manages more than 1,000 submissions anually is up and running once again, collecting proposals for NARST's 2020 Annual International Conference.

Thank you for the privilege of your time.

Paul Finkel

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