

# NALC launches new website

## Ease of use and mobile-friendliness among new features

In early October, NALC completed the first site-wide overhaul of nalc.org in more than a decade, and the early feedback has been overwhelmingly positive.

“We know we’ve been serving our longtime advocates well, with in-depth news and workplace resources, including the *JCAM* and *MRS*,” NALC President Fredric Rolando said. “But for new letter carriers and members of the public, who are struggling to understand our fight to save the Postal Service, our old website could be a maze where visitors had a difficult time finding what they were looking for. So we set out to try to make some improvements.”

NALC wanted to make the new nalc.org easy to navigate and to help the various audiences who come to the union’s site quickly find what they are looking for.

The new front page is designed to give users access to just about anything they might be seeking. It is big, bright and user-friendly. No longer is it burdened by too many items on the page; instead, it uses moving graphics to draw people in to find out more. Whether it’s more about NALC’s fight to save Saturday delivery service, more about the members’ community service activities, more about the ways NALC is working to improve the rights and benefits of letter carriers, or just more about NALC—whatever the campaign, NALC can highlight it big and bold.

But many members want specific information, too, and the designers didn’t want to make them click through too many pages to try to find it. On the three mid-page tabs, users can get the latest headlines—updated frequently with the latest news about NALC, as well

as news and updates about the entire postal world. From here, members can easily jump to the latest editions of *The Postal Record* and the *NALC Bulletin*, read Rolando’s President’s Message or find out the latest cost-of-living adjustments projections.

Members seeking NALC’s online resources for steward’s issues don’t even have to leave the home page. Under the Workplace Resources tab, they can

go directly to the National Agreement, *Joint Contract Administration Manual*, *Materials Reference System Index*, the latest paychart, the Dispute Resolution Process, Family and Medical Leave Act forms, information on uniforms, the *M-41*, the *M-39*, information about an injury on the job and so much more.

There’s also a tab for brand-new letter carriers, under New Member Tools. From right here, they can find

The new website has been designed to adapt to any screen size, allowing members to access all of the content from almost any location on their smartphone or tablet.

out about their rights and benefits and learn about how NALC can help them.

If politics and the legislative efforts to preserve the Postal Service interest the user, joining the fight is easy and prominent, too. From a large and simple e-Activist Network sign-up to the simple “take action” links, there’s a lot that can be done from this front page.

As NALC was redesigning the site, the union’s leaders wanted to reorganize the site in ways that made intuitive sense, rather than simply doing things the way they’ve always been done. So, the new menu bar is laid out in ways that make more sense for what NALC does as a union.

First is About NALC, where new members and citizens at large can find out about the union, realize how letter carriers are the backbone of the Postal Service and read and research NALC’s history, including the entire newly updated *Carriers in a Common Cause*.

Next is News & Research, where there are even more headlines, links to NALC and letter carriers who are in the news, or information to help reporters get the real story of the Postal Service’s financial situation. Our Facebook and Twitter feeds are here, letting NALC tap into the millions of users of social media who might rarely read a newspaper or turn on the news.

“We need all the allies we can get, and NALC is committed to leaving no stone unturned to find them,” President Rolando said.

Then comes the Government Affairs section, which is now more user-friendly. From easier ways to contact the NALC legislative staff to fact sheets about actual issues (and not just bill numbers that are hard to remember), NALC members and allies

will find that becoming part of the legislative solution never has been easier.

Next up is Workplace Issues. Whatever a letter carrier’s job-related issue is, this is the place for it. Injured on the job? Resources are available here. Dealing with overtime? That’s here, too. NALC has spent a lot of time working on this section and has plans to build it out even further.

Then we have Union Administration. NALC exists to serve the members, and the better they understand how NALC is structured, the easier it will be for them to get the help they need. From here, members can find the *NALC Constitution*, tools to locate a branch and what the branch can do for them, their NALC region and who their national officers are. Additionally, members can find many services and guides from National Headquarters here, including information on the Leadership Academy, how to conduct a branch election and guides for branch finances.

Next we have Community Service, where NALC can let members and the public know about all the ways letter carriers give back to the communities they serve, including our annual national food drive, letter carrier heroes, delivering the cure for the Muscular Dystrophy Association, Carrier Alert and the Postal Employees’ Relief Fund. This section is loaded with tools, graphics and guides to help NALC branches conduct successful community service drives.

Finally is the Member Benefits section. There are many benefits that come with NALC membership. From the Mutual Benefit Association to resources for new CCAs, applications for Nalcrest and information on the



National Auxiliary, there’s sure to be something here for every member.

As you can see, we’ve working hard to create a brand-new, simplified experience for members and people interested in the NALC and letter carrier issues.

NALC also committed to making website navigation a simple process for mobile use straight from the start of the redesign process, allowing users on smartphones and tablets to easily take advantage of the new site.

“We know a lot of you want these resources wherever you are and whenever you need them,” President Rolando said. “That’s why we’ve designed it to adapt to the size of your screen, so no matter what device you’re working on, this website will work for you.”

NALC is still working on a number of features for the new site, so members should keep an eye out for constant improvements.

The entire site is available for viewing at [nalc.org](http://nalc.org). **PR**