

## **IEEE Power & Energy Society to Launch New Web Site in the Second Quarter of 2009**

**By Edina Bajrektarevic and Henry Louie**

The electric power industry is in a transitional phase due to many changes presently occurring in technology, economics and demographics. At the same time, the electric power industry, primarily in North America, is facing a shortage of electrical power engineers – critical to supporting the modernization of the power grid and implementation of new emerging energy technologies.

To position our society for the challenges of tomorrow, in 2008 the PES Governing Board recommended the formation of a Web Site Development Committee to revitalize the underutilized PES web site and to modernize the overall web presence of the society. Chaired by Dr. Henry Louie, the committee indentified three major areas for improvements:

- the PES web site;
- committee and chapter web sites;
- e-commerce functionality.

Through consensus of the committee membership and approval of the PES Governing Board, a design document outlining a plan for a new PES web presence was created. After a competitive bidding process, the committee commissioned D2 Creative, a New Jersey-based multimedia communication firm, to implement the plan.

### **Web Site Redesign**

The redesign of the PES web site was steered by the tenets that new site should:

- be a true resource for PES members through intuitive navigation elements, content location and expanded services;
- attract new members by communicating the mission of our society with a modern and attractive layout;
- reinforce the PES brand through a consistent web presence.

The new web site will be launched toward the beginning of the second quarter of 2009. The content management system (CMS) for the new web site will be Joomla!®, an open-source CMS that gives PES staff and volunteers the flexibility to ensure our web site meets the needs of our society in the years to come.

### **Committee and Chapter Websites**

In order to support webmasters for PES committees and chapters, professionally designed, flexible Joomla!®-based templates have been created. The adoption of these templates is entirely voluntary, but their use is encouraged in order to provide a consistent PES web presence

throughout all aspects of the society. Webmasters, look for forthcoming information on how to use these templates in your web site.

### **E-Commerce Functionality**

Recognizing that the PES has products to offer members and non-members alike, but not the appropriate infrastructure to facilitate the transactions, new e-commerce functionality will be developed. This will enable the PES to sell specialized publications and business case documents/studies to member and non-member visitors to [www.ieee.org/pes](http://www.ieee.org/pes). The proposed solution will need to make all documents available for download and be capable of processing credit card transactions. The E-Commerce project will be led by PES Executive Director, Pat Ryan and PES Website Committee will serve as sounding board.

The enhancements that you can expect to the PES web presence is owed to the hard work of not only the Web Site Committee members, but to the PES staff, volunteers and members that dedicated their time and effort to this project.

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Henry Louie is an Assistant Professor in the Department of Electrical and Computer Engineering at Seattle University. He is the chair of the IEEE PES Web Site Development Committee. He received the BSEE degree from Kettering University in 2002, the MS degree from the University of Illinois at Urbana-Champaign and the Ph.D. degree from the University of Washington in Seattle. His research interests include renewable energy and power system analysis.