We've been hearing from AACCI members about the new AACCnet, and the results to-date are impressive. The completely reimagined, rebuilt, and forward-thinking AACCnet is receiving exciting feedback. A sampling of comments include “Excellent new site…,” “AACCnet is awesome!” “Great organization and navigation,” “Easy to use and full of information,” and “The modern design and new tools are great.”

We've also been monitoring the online statistics, and recent tabulations show an astounding 15,000 unique visitors from 155 different countries in just the first two weeks. It is remarkable to see this level of response—it is a real affirmation that after a thoughtful process of review and redesign by both members and staff, migration and development of thousands of pages, and just six months from design to launch, AACCnet once again is positioned to be a top benefit of AACCI membership through its fresh and focused approach.

Thoughtful Member-Driven Process

The redesign of AACCnet is just one of several tactics that were outlined in the publications strategy approved by the AACCI Board in June 2011. After careful consideration it was determined that significant functionality and structural adjustments were needed to make AACCnet a compelling and content-rich environment for the continued growth of the association. To achieve its long-term goals, staff recommended that the AACCI Board approve the implementation of an integrated content management system for AACCnet that more effectively creates, categorizes, presents, and manages its online content and transactions.

The goals of the project were based on a desire to provide cereal grain scientists an online community where they can effectively share, learn, and interact in ways that lead to new knowledge, rapid response to emerging issues and opportunities, and strong support for the goals of AACCI. The dynamic new platform

- Reinforces AACCnet as the online home for scientists working in the grain-based food industry
- Creates an aggregated location for cereal grain science knowledge online
- Fosters community within the grain science profession
- Strengthens the value of membership
- Facilitates and increases secure purchases of AACCI products and services
- Supports multimedia integration of content
- Intuitiveness of AACCnet (ease of use) improved, navigation simplified
- Consistent and clean design with robust functionality incorporated
- Comprehensive search feature integrated
- User self-service enhanced
- Home page content focused on science
- Member-only content areas with seamless integration of site functions (e.g., journal content access, meeting registration, store purchases, member directory, collaboration spaces, etc.)

Not Just Another Redesign

With these goals set, it quickly became clear that this effort was more than just another redesign. As a result, AACCnet has been entirely rebuilt and reconfigured. Launched on April 2, 2012, the new AACCnet marks one of the most significant technological undertakings initiated by AACCI. New and advanced features include full-site search capabilities, newsfeeds, science features, easy navigation, member-only content, regularly updated home page content, and enhanced community connections. Below is a quick overview of some of the new features you'll find on AACCnet.

Cutting-Edge Technology. The new site provides members with the most up-to-date technology. This progressive system clearly organizes all of the AACCnet content into a database for a higher level of integration and content connectivity than was experienced with the previous website. Instead of static web pages, this new website improves each user's experience, provides for greater interactivity, and positions AACCI for enhanced capabilities in future initiatives.

Online Home for Cereal Science. The repurposed homepage offers several new features. You'll want to frequently check the electronic, scrolling newsfeed, which gathers news from sources worldwide. The homepage also includes a list of AACCI announcements providing information about upcoming deadlines, events, and current association news.

The main section of the new homepage is dedicated to science, from the graphic elements that highlight major new initiatives such as webcasts and meeting content to the “Featured Science” section that focuses on recently published content in
Cereal Chemistry, Cereal Foods World, and CFW Plexus. In addition, you can keep up on the “Most-Viewed Research” in your field with the monthly listing of the top five articles viewed in Cereal Chemistry. Keeping the focus on science is what this new site is all about.

The homepage is also the connection point to the cereal science community. In the “Community Highlights” section monthly news about AACC member activities will be featured. Direct links to the association’s social media presence, including our LinkedIn, Facebook, and Twitter pages, are also provided.

**Member Advantage.** The new website is integrated with our member database. Once logged in members can access unique content. Member-only access currently includes access to the membership directory and contact information for all committee listings, the capability to post to discussion boards in the Scientific Initiatives area, and access to the AACC News Capsules. Membership and a subscription are required for access to CFW Plexus (which includes Cereal Foods World online), Cereal Chemistry, and the Online AACC Approved Methods. Purchases within the AACC Store utilize the same login to facilitate secure purchases and automatically apply member discounts.

**Comprehensive Search Functionality.** Accessing information with minimal effort was a key criteria for the site development. With the design of the new AACCnet, you can find an article, a book, or annual meeting information, even query a specific topic, or find content within a PDF file through the search feature. You can also refine your search by clicking on the specific section of the site you want included in your search.

**Moving Forward**

Now that the new design is in place, watch for additional features in the coming year, such as collaboration tools, opportunities for more threaded discussion areas, and the ability to upload, share, and retrieve content, fostering continued collaboration and communication among members.

We want to make sure the new site is a true reflection of the needs and interests of our members. Please continue to forward us your comments, ideas, and content for the site. Member involvement in the process was critical to the success of this effort, and it will be essential to its continued growth and emphasis on a “fresh and focused” site for years to come.

**AACCnet Job Center**

Tired of searching through hundreds of job postings to find your next opportunity? Reviewing too many resumés that don’t meet your basic criteria for candidates?

**Your search is about to become a whole lot easier…**

The new AACCnet Job Center is the only targeted tool available for bringing job seekers and employers in the grain-based food industry and cereal science fields together.

**Job Seekers**

- Find targeted opportunities in the grain-based food industry and cereal science fields.
- Post your resumé anonymously.
- Create job alerts.
- Do it all in less time than it takes to search through job postings on mass job boards.

**Employers**

- Easily post your jobs.
- Search the resumé bank to access highly-qualified, relevant candidates.
- Receive 20% off any job posting option as an AACC Intl. member. Enter coupon code “AACCIMember2011” to apply discount.

Check out this simple, targeted and relevant tool first-hand at www.aaccnet.org/jobcenter and start your search today!

**www.aaccnet.org/jobcenter**