

American Academy of Pediatrics

Idaho Chapter AAP Winter Business Meeting

February 18th, 2016

Bardenay

6:30pm

610 W Grove Street

Boise, Idaho 83702

RSVP to Sherry Iverson by Feb. 15th

iversons@slhs.org

Guests are welcome to attend!

The Idaho Chapter Website is Now Optimized for Mobile Devices

Ever since Apple released the iPhone in 2007, mobile devices—both smart phones and tablets—have exploded in popularity. Each year, more and more people use them to access the Internet, and many industry experts predict they will account for the majority of web traffic before the end of the decade. The Idaho Chapter currently receives approximately 15% of its traffic from mobile devices.

The Idaho Chapter's website has always been easily accessible by any device, but recently we've made a few changes to make the experience even better. The Idaho Chapter's website is now optimized for mobile devices as well as desktops and laptops. It has been recoded using HTML5, the latest web standard supported by all major browsers released in the last few years, and Responsive Design, a technology that allows a website to actually reformat itself based on the screen size of the device.

In the past, some sites have had separate websites for each device. The disadvantages of this are 1) they require more time and money to maintain multiple sites, 2) often mobile sites lack much of the information of the main site, and 3) they are often device specific meaning when new devices hit the market, new sites may need to be created. But with Responsive Design, every device sees the same website but in a format that is designed especially for it. That means only one site to maintain, every user has access to ALL of the information, and the site is flexible enough to fit new devices, screen sizes, and resolutions as they are introduced. Along with the new code, the site has also received an updated look that is both fresh while still feeling familiar to long time visitors to the site.

If you haven't visited the website lately, we encourage you to go to <http://www.IdahoAAP.org> and check out the revised design.



"The kids sent me" White Coat day at the capitol was a huge success. Thanks to those who attended. Kathy Stevens, Tom Patterson, Scott Snyder, Angie Beauchaine and Lisa Barker. Also attended but not pictured Mark Uranga.