

## Portal Committee Agenda

**Tuesday, 21 October, 4-4:45 pm Central Africa time**

Please plan on 45 minutes for this meeting. Visit [www.elisanetwork.com](http://www.elisanetwork.com) for more information about ELISA.

Zoom link: <https://icpdprograms-org.zoom.us/j/86081013263?pwd=a507D1fgcw239vF3sbW28snarBrTWp.1>

Meeting ID: 860 8101 3263 Passcode: 549544

Document Archives: [icpdprograms.org/committees](http://icpdprograms.org/committees) (scroll down to ELISA section)

- Welcome & introductions - Denzel, Lydiah, Ruvimbo and Shamah and have joined the ELISA team
- Focus Topic -
  - o **Mapping feature - it is fully launched; overview of how it works; strategy for getting membership to update their locations**
  - o **Analytics - how detailed are the analytics for the public and member sides of the portal?; what areas of the portal are users gravitating towards and can that be amplified; are there additional needs from analytics; are the analytics able to provide insights into portal stickiness and organic growth?**
- Updates, past action items, and recent developments
  - o **EBS sponsorship model - The 2026 training will be March 19-22 in Hwange, Zimbabwe (near Victoria Falls); which committee members are available to Coach?; \$6,000 per scholar/coach pair and sponsors can select sectors and/or countries for their scholar; sponsorship presentation is here: [elisanetwork.com/sponsor](http://elisanetwork.com/sponsor)**
  - o **Web traffic report**
  - o **Portal enhancements - update from IT work retreat**
    - **ELISA Business Scholars Personalised Coaching Plan**, mentor guidelines
    - **Contact management system**
    - **Project pages - added photos to project pages and improved visual appeal; marketplace feature enables entrepreneurs to showcase products or services; viewer count, likes and followers are included in the directory listing; enhance the functionality of adding team members; crowd funding for project pages (with feedback system); allow Project page owners to see who has viewed their project; searching and filtering of the pages**
    - Events - make shareable
    - Phone app
    - Resources feature - posted resources should be curated by staff or the membership?; Will posted resources be visible only to the membership or to the public?; posting of resources and opportunities (including miscellaneous posts by category such as funding opportunities, services, goods, etc.), while being mindful of curation and security
    - Members - Onboarding process; members to see who has viewed their profile; rewards system; prospective members - enrollment process streamlined
  - o Objectives for the ELISA portal - membership of the portal survey results; need for the public and member side of the portal objectives?; update goals to reflect stickiness and organic growth? The objectives are currently:
    - enhancement of member engagement within the portal so that the average time members spend on the portal increases by **20% per year and the frequency of their visits increases by 20% per year**; what are the past and future milestones?



## Portal Committee Agenda

- networking amongst entrepreneurs and ELISA members
- seek and engage entrepreneurs
- **Next Confab on 30 October, 4-5 pm Central Africa Time; our speaker will be Cecilia Sewera, Founder, G&C Chemicals, Zimbabwe; she will speak about pitch decks; register here:**  
<https://icpdprograms-org.zoom.us/meeting/register/lfff-rRqRbGEcrp3mD4XbQ>
- Other/Next steps and future action items
  - Data about the entrepreneurs on the EBN (who they are and what they need?)
  - Confabs - all videos posted and promoted on social media pages

Future meeting Dates (all meetings at 4 pm Central Africa Time):

- **2026 meeting dates will be set in December**

