



ICI VIEWPOINTS

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Top 3 New Features of the Redesigned ICI.org

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By visiting ICI.org to read this blog post, you can probably tell there are some big changes to our website! For the past few months, our team has been hard at work developing a redesigned website with an improved user journey. Our new site offers a more visual and engaging experience with a modern, streamlined design and easy-to-use features.

Take a look at our favorite new features of the redesigned ICI website:

1. Personalized dashboards for members and subscribers

The biggest upgrade for the new ICI.org is our member dashboard. This personalized hub, dubbed “My ICI,” provides direct access to committee pages, meetings, and resources, as well as memos, white papers, and more tools to keep up with the latest information ICI offers. For subscribers to our white papers, memos, and research, you will also be able to access all the resources that are available through your subscription.

If there’s a page or resource you love, bookmark it to your main dashboard! Our new site allows users to save pages right to their personalized hub for easier access. You can also view all your bookmarks and sort through them by using our search filters, including by topic and publication date.

2. Showcasing ICI’s policy priorities

ICI's mission is to strengthen the foundation of the asset management industry for the ultimate benefit of the long-term individual investor. But to achieve this mission, we need policies and regulations in place that help regulated funds better serve investors.

The new ICI.org details our key issues and advocacy priorities, providing policymakers with a clear understanding of where ICI stands on the policies that affect the asset management industry. From the GROWTH Act to President Trump's Executive Order expanding access to private markets, you can dive into the details and resources on each of ICI's policy perspectives.

3. Enhanced search and resource hubs

With an 85-year history advocating for individual investors and the asset management industry, ICI has *a lot* of resources. Our old site made it quite difficult to actually find what you needed. But no longer! The new ICI.org's search functionality helps you find the resources you want, when you need them.

And if you're searching for something more specific, visit one of our resource hubs for a topic-specific deep dive into our comment letters, research, thought leadership pieces, and more.

While the redesigned website launched in early October, it will continue to evolve to be an even stronger resource for the asset management industry and policymakers. We will continue to make improvements and implement new, modern features that further streamline the website, so be on the lookout for more updates along the way!

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