

USGBCNF Communications Committee



NORTH FLORIDA

MINUTES

NOVEMBER 22, 2011 9:00 AM

TLC JACKSONVILLE OFFICES

MEETING CALLED BY	Emily Crews, Chair
TYPE OF MEETING	Meeting to discuss Wild Apricot
FACILITATOR	Emily Crews
NOTE TAKER	Emily Crews
TIMEKEEPER	Emily Crews
ATTENDEES AT THIS MEETING	Emily Crews, Tom Gentry (phone), Sarah Boren (phone), Lee Cooke (SF Chapter), Colleen Mackin (FGC Chapter)

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Discussed Wild Apricot as a possible solution to issues we're having with Memberclicks. There were several pros and a few cons. Tom still isn't convinced it will be any better for our chapter's needs. See attached notes from our conference call. New email template. Tom suggested putting content into the blog on the website and including the first couple of lines, then read more. Could be a combination of content and read more. Emily thinks there are pros and cons to this idea but needs help creating a template that would work better to show upcoming events, news, community events, special member benefits, business opportunities, etc. Would need to be formatted in html through DreamWeaver or another similar software. Will ask Nihal if she can help. 	
STATUS OF METRICS OF SUCCESS FOR WEBSITE GOAL	<p>Google Analytics Oct 21– Nov 20 data: 318 visits; 1,437 visits; 4.52 Pages per visit; Avg. Time on Site: 4.11; 48.43% New Visits.</p> <p>The number of visits decreased by 50 (16%) and page views increased by 138 (9.6%). The pages per visit last month increased by one page. Avg. time on site increased by 26 seconds (10% and new visits decreased slightly from 57.34% to 48.43%.</p> <p>Memberclicks November data: Total recipients: between 1100 and 1180; opens: between 159-225 weekly; bounces: 57-76; unsubscribes: 11. Sent out 4 weekly emails through Memberclicks; 1 Technical Event; 3 MSL Reminders; 2 Gala rescheduled.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

Regular Monthly Administrative/Housekeeping Items

NEEDS/EXPECTATIONS FROM OTHER COMMITTEES, TEAMS, ED, SC, &/OR BOARD	<p>All: Keep your committee's webpage up to date. Create flyers for events and forward to Emily and Nihal for review and edit. Send info for weekly announcements/blog/Twitter, including photos from events. Need commitment from Board, Steering Committee and other members to post on social media sites. Nihal: Work with Emily on new email template. Sarah: Need report on event and whether any additional expenses were incurred besides the \$50 exhibit fee. Sarah: Environmental Expo by Citi – send list of attendees who stopped by booth to Citi. Facilitators at Events: Need to say "follow us on Twitter or like us on Facebook."</p>
ACCOMPLISHMENTS WITHIN LAST TWO MONTHS ALONG WITH UPDATE ON DASHBOARD METRICS FOR COMMITTEE	<p>Continued sending weekly announcements. Silent PowerPoint for luncheon. Continued Green Tip of the Week campaign Posted events to LinkedIn, Facebook and other media outlets. Posted content to Blog. Created registration, calendar events and web posting for all events. Updated website with current events.</p>
COMMITTEE BUDGET UPDATE (REQUIRED)	<p>Total revenues this month: 0 Total expenses this month: \$0</p>

Wild Apricot Discussion

- Administrator by page
- Microsoft word-like
- Very intuitive
- Integrated – calendar, accounting (collects money)
- Easy to train volunteers
- Not expensive – pay for year up front; \$200/month
- Good support
- Database – very easy to send a letter to individual “buckets”; automatic letters re: membership renewal
 - Members and friends
 - Members – national members, students, EP’s, chapter members
 - Everything works off of email and password
 - Registered for event captures that registration in member’s profile account
 - Friend
 - You can create as many subcategories as you want
- Stores every email you have ever created
- Holds all your history on your calendar
- Exports into csv or excel file
- Like
 - Like their membership directory better – nicer formatting
 - Like their calendar
 - Like Board page
- Questions
 - Click throughs/open rates
 - Blog
 - Online community

Memberclicks

- Not very user friendly
- Questions
 - Database – easy to keep up with different types of members
 - Fundraising needs

Content Management

Contact Management

Activities Management

Donor Management

Member Management and Directory

Online Communities

Calendar & Events

Management

Document Management

Sub-Sites Management

Site Search

Polling & Surveys

Email Newsletter

Articles Management

Application Management

Data Reports

Traffic Reports

Online Store

Accounts & Transactions