

Communications Annual Report - September 1, 2018
Glen Ackley

Communication continues to be critical to the success of our club.

With the basic framework of the new website successfully deployed and phase 1 complete we began the process of researching and adding new functions (phase 2) to the website in an overall effort to consolidate as many of our digital functions into a single platform as possible. In 2017/2018 it was decided that a "Store" should be the first program added with a replacement membership program to follow.

During the process of researching eCommerce apps for a site Store it was learned that the House Committee was considering replacing the aging POS system behind the bar as well. Efforts were combined to investigate whether or not a single program/app could be deployed to satisfy both purposes and Square was determined to be the best potential solution. The existing Square account for the PYC was repurposed and integrated with the website via the WooCommerce app to create a Store on the website which can integrate seamlessly with Square's POS systems if we choose to employ them (buy items from the bar) and with the accounting program used by the Club's accountant.

With that project complete research has begun to find a program/app to replace the Club Express membership program. The goal is to have this portion of phase 2 complete before the next membership renewal period begins.

eMails (Lifters and Headers) continue to be the primary source of mass communication for the Club with approximately 540 subscribers. In early 2018 an attempt was made to reduce the number of eMails and shift the emphasis of news distribution to the home page of the website. The effort was not well received by the membership and the eMails continue to be sent in the same frequency as previous years. Knowing that this process is unlikely to change any time soon a replacement to the existing eMail program which will integrate with the website is being researched in order to reduce effort and cost.

Facebook, Twitter and Statwack remain as important sources of communication for individual fleets and as additional avenue of communication to the eMail blasts. Facebook (1100+ Likes) and Twitter are extensively used during events such as regattas to post news, videos and results in real time.

We look forward to evolving our use of technology to increase our communications and engagement within the club.