

Creating A LAANRC Website

11/03/20

Background

When the newly formed Communications and Publicity Team was created a few years ago, the idea of using a website to expand Club visibility in the community and beyond was discussed. Circumstances at the time led to choosing to use Facebook to accomplish the same goal. John Dunn, a member at the time, became the Facebook coordinator. Before John left for a new job in Georgia in 2018, he shared that Facebook wasn't turning out to be an effective venue for the Club. It got very few hits. It was concluded then that we didn't have anyone else to pick up his role so the Facebook site would be terminated. Nothing since was done to implement electronic communications beyond our use of e-mail.

Recently, Roger Brook one of our new members, contacted Ken Rauscher to see if the Club was interested in implementing a website. He has significant experience creating websites and has volunteered to become the webmaster for the Club. He has a website domain and could include our club along with others he is involved with. As a contribution to the Club, he would do it at no cost. Since electronic communications have become a dominant method for much communication today, timing appears to be perfect for considering this strategy.

Pro's and Con's

Pro's

1. Membership maintenance and growth are enhanced by keeping the Club visible in the community. Newspapers no longer serve as the main communication tool for many people and have been replaced for many with electronic communication techniques. A website would fill a void the Club has at the present time.
2. Roger's expertise and willingness to serve as webmaster resolves major problems faced in the past in establishing and maintaining a Club website.
3. A website would provide our Membership and other teams with another tool to reach our members and the community.
4. As time evolves, increased dependence on electronic communications can be expected to emerge, driven by people who desire to use these venues. Getting in the game could serve us well not only now but in the future.
5. A website also serves an archival purpose. Both Facebook and email order messages primarily by date. Information on a website can be organized by purpose, such a board meeting minutes or Zoom meeting videos. A website does not replace other communication methods, but rather augments them.
6. Others??

Con's

1. ?????

Possible Recommendation To Board

Given the advantages evident for creating and implementing a LAANRC website at this time, it is recommended that a website be created and maintained, that Roger Brook be approved as Communications/Publicity Team member and webmaster, that an Input Team be developed and that the attached Plan of Action be implemented to achieve these outcomes.