

Proposed LAANRC Website Action Plan

A. Concept Approval Phase

Goal: To seek and gain Board approval by November 19, 2020 for the implementation of a LAANRC website.

Steps:

1. Have the Communications and Publicity Team take the lead for preparing a recommendation to be presented to the Board.
2. Create an Input Team involving Roger Brook, Ken Rauscher, Steve Harsh, Ben Kudwa chair of the Membership Development Team, plus Bob Pangman, Martha Schwab and Maxine Ferris - all members of the current Communications and Publicity Team.
3. Approve Roger Brook as a member of the Communications and Publicity Team.
4. Forward the recommendation and rationale for implementation to the entire Board prior to the Nov.19 meeting to facilitate awareness and understanding prior to the meeting.
5. Present, discuss and act upon the recommendation and rationale for implementation at the November 19 meeting.

B. Website Launch Phase

Goal: To have an operating website for the Club.

Steps:

1. Have Roger Brook take the lead in creating the initial website format/design and initial contents utilizing input from the Input Team and Board.
2. Input Team develop the parameters for what should and should not be placed on the website by December 15.
3. Input Team create a list of key words which attract seekers in finding the website.
4. Input Team create an electronic name for the website.
5. Input Team develop strategies for approving website content and maintaining communications with Webmaster Roger Brook by December 15.
6. Have initial website fully created and operational by Jan. 1,

C. Website Refinement and Maintenance Phase

Goal: To maintain an attractive, up-to-date website which incorporates content that serves and helps achieve objectives of the Membership Development Team and any other Club Team objectives, as it increases Club visibility within our extended community and beyond.

Steps:

1. Have each Team in the Club evaluate and if appropriate, suggest ways that the website could be used to enhance their objectives no later than February 1, 2021.
2. Input Team create an awareness strategy to encourage and aid members in using the website by February 1.
3. Implement developed strategies, continue to keep website revised and current.