

Fleetwood Pennsylvania Rotary Club Technology Plan

The world of communications has changed radically in just a few years. We have so many different ways to get our message out and talk to each other - Facebook, twitter, e-mail, LinkedIn, e-newsletters, cell phones, tablets, webinars... the list seems endless.

Please note that the Board of Directors of Rotary International is looking at Long Term Communications Strategy. Below are from *Minutes of the September 2011 RI Board of Directors Meeting*, pages 55-56.:

134. Long-Term Communications Strategy

Statement: The Communications Committee discussed the next steps for creating a communications plan to Board decision 246, May 2011. The committee believed that www.rotary.org should be the central hub of the communications strategy, with a “one Rotary” focus and consistent messaging across all communications. With many facets of the strategy under review, the committee recommended that a preliminary framework for the strategy could be available for Board review only at its May 2012 meeting, with a final comprehensive plan presented at the November 2012 Board meeting.

DECISION: The Board requests

1. the general secretary to develop a report on a) the findings of the communications audit, b) the results of the website evaluation, c) discovery from the branding initiative, and d) the social media plans presently under development, for review by the Communications Committee at its next meeting;
2. approves a 2011–12 budget variance of US\$20,000 for the Communications Committee to meet in February 2012;
3. defers its request for a final report on the long-term communications strategy from January 2012 to November 2012 and amends accordingly its decision 246, point 3, May 2011.

Technology Vision:

The Fleetwood Pennsylvania Rotary Club’s vision for technology is to insure that the overall quality of service that Rotary provides to the community is not limited necessarily by basic technical limitations. Fleetwood PA Rotary Club sees technology playing a supportive and empowering role in our efforts. We believe that technology should serve us in the following ways.

It will...

- Serve to create and foster community.
- Increase efficiency, accessibility, accuracy, and timeliness of information.
- Enable members to communicate and collaborate easily.
- Provide easy access to Rotary activity information, procedures, and other resources.
- Allow publications to be available electronically.
- Promote Rotary activities and events through the website which will serve as a hub for members and visitors to access.

To accomplish and maintain this vision, Fleetwood Pennsylvania Rotary will have access to resources to keep them current, and they will have access to the training resources needed to utilize technology effectively.

Web site

Current Status: Fleetwood PA Rotary is currently using the Clubrunner Hosting application for its website. This is a very comprehensive program, though costly. The structure is very limiting to design, pretty much the only thing in the Club's control is the content. The members are currently not using the capabilities of this program.

- **Billing and Dues**
- **Directory**
- **Event Registration**
- **E-Newsletter**
- **Speaker List**
- **Committee**
- **Club Documentation, etc.**

Recommendation: Look at other less costly alternatives for web hosting. Looking for a simple website that the members will use and thus encourage the community to use as well.

Rationale:

Through a Web site, we can convey our message, describe our mission, and potentially offer our services to anyone who has access to the Internet, 24 hours a day. Even a small organization can create a simple Web site that provides basic information about the organization and its services, contact information, and links to other sites of interest. First step is getting our own membership to visit and use the website. Bottom line, why pay for things that are not being used?

A very basic Web site (think of it as an online brochure) may include the following:

- Our organization's mission statement
- Current news about our organization
- The services offered and how to access them
- Information about members
- Significant organizational achievements
- Information about volunteering
- Information about donating to the organization
- Links to related services and resources

Special Considerations:

Calendar of Events and Speakers; Credit card usage (see below), Members only section

Social Networking (Facebook, LinkedIn, YouTube)

Current Status: Fleetwood PA Rotary is currently has a Facebook Page, Fleetwood Rotary Car Show Page and a LinkedIn Group Page. Though there are very few members are currently part of those groups.

Recommendation: Provide training/instruction on usage of social networks. Encourage participation by members.

Rationale:

Through a social networking provides basic information about the organization and its services, contact information, and links to other sites of interest. Location where members can post informal pictures, thoughts, and discussions.

Email

Current Status: Fleetwood PA Rotary is currently using Email as the main means of communication for:

- **Billing and Dues**
- **E-Newsletter (Meeting Minutes)**

Recommendation: Continue to use Email as a means of communication, but to include other means, such as posting meeting minutes to Facebook and/or the web page.

Rationale:

Through Email, we can communicate with our membership, however, it is not a means to communicate with the Fleetwood/Blandon/Oley Valley communities.

Special Considerations:

Look for alternative means to get our presence felt in our communities.

Online Credit Card (Merchant Services) usage

Current Status: Fleetwood PA Rotary was using SagePayments which was online working with the Clubrunner Hosting application for our website. This was a very costly program, though a good idea.

Recommendation: Look at other less costly alternatives for merchant services. Consider using an on-site terminal, such as a wireless terminal that can be brought to meetings and events, allowing members to use their credit cards for dues, tickets, donations at meeting and at events. If someone wants to pay on line, setup a simple order form that can be faxed or emailed to someone to enter thru the terminal (whether wireless or virtual).

Rationale:

By allowing usage of credit card, we look like an up to date, professional organization. Less and less people are using paper checks.

Special Considerations:

Costs including the online costs are higher than an on-site card swipe.

Presentation Hardware/Software

Current Status: Fleetwood PA Rotary currently has a screen, but the projector being used belongs to a member. Laptops and software being used are either a member's or the speaker's.

Recommendation: Where it would be a nice to have a projector, laptop, speakers, microphone, lavalier (portable mic) owned by the club, purchasing them all at once is rather costly. Consider budgeting and prioritizing purchase for them in the future.

Rationale:

Improve the communications at meeting as well looking like a current professional organization.

Special Considerations:

Costs and technological requirements, storage, maintenance. Prioritization should be based availability of the hardware at the meeting locations. For example if our meeting location has microphone available for use, then purchase a projector and speakers first.