WebTeam Members

• David Fanning
• Alan Meyer
• Mike Smith
• Kirk Sticken
• Karl Riters – Chair

• Shadow member – Scott Ackerman
Strategic Objectives of WebTeam

• Provide information technology resources to assist PWV Mission to
  – Recruit, train, and field citizen volunteers to serve as wilderness rangers and hosts
  – Educate the public

• Provide publicity on PWV contribution to society to
  – Attract new volunteers
  – Attract donations for funding PWV activities

• Provide resources for information sharing to help manage PWV activities
Scope of WebTeam

• PWV Website
• Social Media
  – Facebook
  – Meetup
  – Twitter
• Email
  – Broadcast Emails
  – Distribution Lists
  – Contact Us – lists on PWV Website
  – Individual Emails (pilot e.g. John.J.Doe@pwv.org)

• Note: Scope does not include USFS Volunteer Website
Process for Requesting WebTeam Services

• Email request to WebTeam@PWV.Org
• A WebTeam member will respond to your request and with copy to the other WebTeam members
• Note: Do not send requests to individual WebTeam members
• For problems with process, contact WebTeam Chair
PWV Website – Historic Perspective

• 2005-2009 PWV member John Paul Lumpp
• 2010-2014 PWV member Scott Ackerman
• 2015 WebTeam
PWV Website 2014 Activity - Pages Viewed

740,000 Pages Viewed = 2,000/Day Avg.
PWV Website 2014 Activity - Sessions

- Number - 62,000 = 170/Day Avg.
- Avg. Duration - 3.5 Minutes
- Avg. Pages Viewed - 12
- Number of Users in 2014 - 39,000
  - 24,000; 62.5% New Visitors
  - 15,000; 37.5% Returning Visitors
PWV Website Expectations from PWV Leadership & Members

- New content
- Updates to existing content
- New requirements
- Corrections to existing content
Social Media - Facebook

- Past 21 weeks statistics (thru 2/15/15)
  - 440 Avg. People Reached/week*
  - 140 Avg. People Engaged/week
  - 375 Total Likes 2/15/15

*Excludes Paid Reach
Social Media - Facebook

• Objective: Several fresh posts each week
• Articles posted by WebTeam and select participants (talented writers & photographers)
• PWV members encouraged to submit articles & photos to WebTeam for posting
• Posting practices
  – Initials of who posted shown at end of each post
  – Email addresses not posted (spam risk)
  – Last names in articles not posted without person’s permission
  – Photo submitter’s responsibility to have permission of those pictured
Social Media - Meetup

- A website where PWV events open to public are posted
- A website providing PWV publicity and aiding in recruiting
- PWV members encouraged to use Meetup for event sign-up, but have alternative to respond to Broadcast Email event announcements
Social Media - Meetup

- 2014 – YTD 2015 Statistics
  - 206 people registered
    - 25% PWV members
    - 75% Non-PWV
    - 20% in 2015
  - 403 people signed up for 32 events
    - 168 Affiliation Gatherings (9 events)
    - 114 Supplemental Training Classes (5 events)
      - 41 Winter Safety & Survival Awareness
      - 41 Ultralight Backpacking (2 classes)
      - 27 Bear Safety
      - 5 Backpacking 101
    - 121 All other events (18 events)
Social Media - Twitter

• Currently very limited use
  – A tweet is sent of every new PWV Facebook post
  – Currently there are 40 followers including
    • Coloradoan
    • Canyon Lakes Ranger District
    • A few PWV members
  – PWV Twitter account: @poudrePWV
Emails – Broadcast Email

• Submitted to WebTeam by PWV members
• A WebTeam member replies with copy to the rest of the Team
• Responder reviews request for compliance with PWV Broadcast Email Policy
• Responder prepares Broadcast Email draft & sends test message to requestor to proofread and approve
• Broadcast Email NOT sent until approval is received
Emails – Broadcast Email

PWV
To: Karl Riters
Reply-To: Jean Routon
PWV Open House - 1/22 & 2/17

Jean, this is a test email sent only to you and me to proofread. It will NOT be sent until I receive notification of your approval or changes requested by you.
Karl

Poudre Wilderness Volunteers
Caring for Northern Colorado Wilderness

Our annual Open House dates are set for January 22, 2015 6-7:30 PM and February 17, 2015 6-7:30 PM. Please get the word out to your friends and acquaintances and encourage them to attend. Both events will be held at the U S Forest Service offices at 2150 Centre Ave., Bldg. F, Ft. Collins 80526. If you have any questions please contact either Jennifer Watson (Joan.J.Doe@pwv.org) or Jean Routon (Joan.J.Doe@pwv.org)

Unsubscribe
Email – Broadcast Email Lists

• 2014 USFS Registered Members (309) – 2014 midyear snapshot
• 2015 New Recruits/New Members (TBD) – currently empty
• PWV Universal [past, present, donors, etc.] (675)
• 2014 National Conference Attendees (1,119) – List used only with Board approval
Emails – Distribution Lists

- Purpose: Provide accurate email distribution lists for commonly used PWV management categories
  - Board@PWV.org
  - Advisory-Board@PWV.org
  - WebTeam@PWV.org
- Vital that WebTeam be notified of changes
Emails – from PWV Website
Emails – from PWV Website
Emails – from PWV Website

• “Contact Us” (> to whom emails are sent)
  – Becoming a Member > Recruiting Chairs, Surveys & Questionnaires Chair, PWV Chair
  – General Information > PWV Chair
  – Donations > Fund Development Chair, Endowment Fund Chairs, Finance Chair, Treasurer, Bookkeeper, J Hanley
    • Same people also receive On-Line Donations & On-Line Endowment Gifts forms
  – Kids in Nature > KIN Chair
  – Board of Directors
  – PWV Website > WebTeam
  – Member Downloads > WebTeam

• Vital that WebTeam be notified of changes
  – Recipients should test by sending email from Website
Email – Individual Emails (Pilot Program)

• Format: John.J.Doe@pwv.org
• To promote the “PWV” brand
  – Lends to putting on PWV individual business cards
  – Can readily write on back of PWV generic business cards
  – Business Card example:

  ![Business Card Example]

• Pilot program
  – Limited requests are accepted from Board members
  – Make request to WebTeam
WebTeam Priorities

• Maintain operation of PWV Website & social media
• Address PWV management IT requirements
• Keep information up-to-date; especially Home Page
• Work toward seamless integration of PWV Website with USFS Volunteer Website
  – Upgrade Joomla from Version 2.5 to 3.x (keep in sync with USFS Volunteers Website)
  – Move PWV Website from Scott’s server to Hostmonster (same provider used by USFS)
  – With Joomla V3.x, enable same required functionality as current PWV Website
• Modernize/redesign website with additional funding from Board and through Grants
Motion for Approval of WebTeam Committee Write-up

• Motion for Board to approve write-up of WebTeam Committee update for PWV Organization Handbook. Title of new write-up is “PWV WebTeam” dated 2/19/2015 replacing write-up titled “PWV Website” dated October 2011.

• The “PWV WebTeam” write-up is part of Information Sharing 2/16/2015