

Communications Committee Report
June 18, 2016 BRLA Board Meeting

Submitted by Lyse Prendergast

After a frustrating few years, it's been a pleasure to work with the new website. We are able to add new content quite easily, and tailor it to our needs. The e-commerce function is working extremely well; a few people have experienced difficulty processing their renewal but all turned out to be a matter of unfamiliarity with the system and I was able to walk them through successfully.

My main focus in the past few months has been designing the Members' Section, which is a password protected page on the website that has links to a variety of resources. These include, so far, a Board Updates & Reports section, a Forum where people can raise and/or comment on issues of concern to them, and a Lost & Found section. My intent is to include as much information and content in this area as possible, in order to provide our members with value for the fees they pay us, such as access to information and the ability to communicate amongst ourselves.

A summary of some of the feedback available:

1. **Emails** - We have 308 recipients on our list. This list includes all 2015-16 members plus any new 2016-17 members; beginning July 15th, the plan is to include only members who have renewed for the 2016-17 season.

Date & Subject	% who opened the email	% who clicked a further link	webpages accessed by clicking a link
June 7 - "Members' Update on OMB Hearing"	71%	22%	92% - Members Section
June 3 - "Spring Clean-Up on Cow Island"	59%	6%	50% Recent News / 30% Invasive Species
May 27 - "Members' Update on Houseboats"	75%	35%	89% Members' Section
May 19 - "Happy Long Weekend"	66%	28%	69% FOCA Update / 20% Invasive Species Research Paper

e.g June 7th email - 308 people received the email; 71% opened the email; 22% of that 71% clicked a link in the email; 92% of those who clicked a link went to the Members' Section page

2. Website - We have access to an almost unlimited amount of information about who views our website, including how they view (e.g. smartphone vs computer) and which pages they access. Below is a sample for this month to date:

Stats for June 1-15 - 2,407 total page views

Web Page Viewed	% of total page views
Members' Section	33.39%
About Us	29.52%
Recent News	7.77%
Board Updates & Reports	5.12%
Join or Renew	5.05%
Membership	4.84%
Lanark County Fire Ban Update	4.24%
Calendar	4.08%
Newsletter	3.43%
Canada Day Fireworks	2.45%

e.g *There were 2,407 looks or “views” at our website; of that number, 33.39% of the views were at the Members’ Section page*

If anyone would like specifics about a particular page or another month, please let me know and I can easily provide the information.