

MGCC Tech Team – 2023 Summary

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Constant Contact Activities

Each activity requires multiple emails to be developed, sent for review, and sent, monitoring and responding to emails sent to mgcc.event@yahoo.com, development of reports to provide to committee leads. There is also ongoing mailing list management – updating active MG's, removing invalid email addresses, etc.

The Tech Team orchestrated a total of 19 events in 2023!!

- 9 continuing education events – each of which required registration, some required payments, and each required many CC emails to be developed and sent.
- Plants in the Park – 10 separate emails just for this event
- Community Gardening Events
- MGCC Re-Org Meeting
- Advisory Committee Nominations
- Home and Garden Show
- AC Nominations
- Spring and Fall Plant Exchanges
- Annual meeting
- Fall Seminar 2023

Constant Contact is also used to develop and send News You Can Use. This is wholly done by Tammy Currier. Tammy published 18 News You Can Use articles in 2023!! **<insert applause here!>**. Tammy also fields or forwards many questions she receives on articles in News You Can Use.

CONTACTS:

- We currently have 2,218 contacts in our database. This is up a net of 131 in the past 12 months.
- We had 33 contacts who unsubscribed. We deleted 41 contacts because their email addresses were no longer valid.

EMAIL TRENDS:

- Our open rate for emails is 65% which is expected because our contacts have opted-in to our emails and so are presumably interested in our content.
- We sent a total of 12,607 emails, of which 8,174 were opened. For emails that had links, we had 1,088 clicks on those links – 61% from desktop computers and 39% from mobile devices.

MGCC Website

The current MGCC website, cuyahogamg.org is maintained by Greg Cada and hosted on GoDaddy and developed using Dreamweaver software.

In 2023 we began activities to develop a new MGCC website to provide improved usability and maintainability. The new website will also be hosted on GoDaddy but developed using WordPress. cuyahogamg.org will be switched over to this new website. The information from the current website will remain on the GoDaddy server – we will not lose anything. We expect the new website to be launched in February 2024. This new website will be maintained by the Tech Team.

2023 New Website Development Activities

- Began a new site ourselves using WordPress web development software. We abandoned this effort to pursue a 3rd party to create a framework and basic content that we will expand upon in the future.
- Defined and documented 3rd party quote parameters and site map
- Discussed and received quotes from 4 firms.
- Chose Fairmount Web Design to develop our new site for a fee of \$2300.
- Documented basic content for new site include a Members Only section.

- We are currently reviewing and tweaking the new site with the expectation to launch it in February 2024.
- A demo of the new site will be given at the 2023 Annual Meeting on January 13th.

Facebook and Instagram

Tammy Currier wholly maintains our presence on Facebook. She edits and posts information received from MG's and re-posts articles from other sites.

MGCC has an Instagram account, but we are not active on it currently.

Team Makeup and Recruiting

The Tech Team is still understaffed and cannot be as responsive or proactive as we want to be. With more work in 2024 to maintain and enhance the new website we are concerned our responsiveness will suffer.

The current Tech Team is:

- Shoshana Wodzisz
- Anya Milgrom
- Lee Ann Sepsi
- Melissa Supler
- Gretchen Faro (new in 2024)

All 2023 activities were completed by 4 people. We mentored 2 new people during this work. 1 long term team member went inactive and 1 new person decided to leave the team in mid-2023. We are picking up a new team member in 2024 so our team has 5 people.

2024 Budget

Constant Contact

- CC charges by the # of contacts. We are currently in the 1,501 to 2,500 contact list tier and receive a 30% discount for being a non-profit organization that prepays a year in advance. Our monthly bill for CC is \$36.40 for a yearly total of \$436.80.

Current/New Website

- Domain name – the cuyahogamg.org domain and hosting was last done in 2019 for 5 years for \$495.19 – roughly \$100/year.
- Temporary domain name – we paid \$9.99 for our temporary domain newcuyahogamg.org while it is being developed.
- Security – this renews every 2 years at the current price of \$189.98

2024 Tech Team Plans

1. Constant Contact
 - o Meet with committee chairs to review and reinforce the information the Constant Contact team needs to develop events/emails in a timely manner.
2. Website
 - o Review all content on current website cuyahogamg.org to assess its accuracy and if it should be move to the new site (or re-developed and added to the site at a future date). This review will begin on January 16th with the AC chair. Appropriate information will be moved to the new site over time in 2024.
 - o Archive historical information from the current site in storage outside of the website to save storage and maintenance time. This information will be made easy to access should the organization need it. F
3. Recruiting
 - o Review the list of interested MG's from the 2022 training class and reach out to see if there is still interest in joining the team. Recruit from the 2024 training class.

Activities we would have liked to complete in 2024 but will probably not be able to accomplish:

- Reviewing and re-inventorying the equipment in our computer "bags" – we have some very old equipment and projectors that need to be replaced for various reasons.
- Becoming more active on Instagram