

MGCC Tech Team (Tech Committee) – 2024 Summary

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Scope

The scope of work for the Tech Committee is

- Master mailing list
- Constant Contact events and emails
- MGCC Website
- Facebook
- Instagram

The computer bags stored at the office and used by presenters are not in the tech team scope at this point. Kris Brown leads the work to maintain that equipment.

Team Makeup and Recruiting

The Tech Team is fully staffed but always on the cusp of not having enough time to be as responsive or proactive as we want to be.

The current Tech Team is the same as last year:

- Shoshana Wodzisz (co-chair)
- Anya Milgrom (co-chair)
- Lee Ann Sepsi
- Melissa Supler
- Gretchen Faro
- Melanie Biche

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, (or admin@cuyahogamg.org) 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 developed, sent, and monitored a total of 32 events in 2024 !!

- 14 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 – 5 separate emails
- Community Gardening Events
- Home and Garden Show – 5 emails
- Spring and Fall Plant Exchanges
- Annual meeting
- Members Only Campaign

Constant Contact is also used to develop and send News You Can Use. This is wholly done by Tammy Currier. Tammy published 16 News You Can Use articles in 2023!! Tammy also fields or forwards many questions she receives on articles in News You Can Use.

CONTACTS:

- We currently have 2,205 contacts in our database.
- We increased by over 230 contacts, and 190 of the contacts in our database we deleted manually.

EMAIL TRENDS:

- We sent out a total of 11,060 emails, of which 7,433 were opened – a 68% open rate. Last years open rate was 65% so our open rate has increased 3%.
- 93% of the emails opened were on a desktop computer.

- News You Can Use emails in 2024 had an open rate between 59% and 82%.

MGCC Website

A major accomplishment for 2024 was to create a new MGCC website based on WordPress. Using this platform the website is more “dummy proof” – easier to add content and maintain and those maintaining the site do not need individually purchased licenses. We still have all of the content that was on our old website.

As of January 25, we have 225 MG’s with an account on the website. 87 have logged into the Members Only area of the website.

Features of this new site that are new and noteworthy:

- Ability for the public to directly request a speaker and a topic
- Ability for the public to reach out to MGCC to ask gardening questions, join our mailing list, request information on how to become a master gardener, or anything else that is on their mind. We are receiving about one of these requests a week and it seems to be picking up.

Facebook and Instagram

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

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

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.

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.
- Security – this renews every 2 years at the current price of \$189.98
- We are contracted with Fairmount Web Design for 1 year to maintain our WordPress account and website security.

2025 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 Continue to add more content to the Members Only area
 - o Keep the home page updated, accurate, and interesting
 - 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.
 - o Take over the maintenance and security of the WordPress account and website
 - o Track number and type of requests we receive from the website. Instrument requests from website being sent directly to resources to assist – such as answering gardening questions.
3. Recruiting
 - o Recruit from the 2025 training class.
4. Social Media
 - o Collaborate with the newly formed Publicity committee to increase our presence on social media – Facebook, Instagram, and YouTube.