

Tech Team Sync - May 6, 2025

Monday, May 5, 2025
10:03 AM

- **Welcome to new members - Amber, Mallory**

- **FYI on Activities Completed**
 - Website - Members Only area redesign - Gretchen
 - Collaboration with Publicity Committee on Social Media - Anya
 - Trying to post more on Instagram
 - Facebook posts and replicated on Instagram
 - Working to get efforts coordinated
 - Templates for material are being created
 - HOC - combine Constant Contact and Website and Resources (Equipment)
 - Took on responsibility for hardware equipment
 - YouTube Channel - Anya
 - Do not know who will be in charge of YouTube channel posting and management
 - It is accessible on our website - Members Only

- **Immediate Work**
 - Update on equipment bags
 - Create treasurer email address on GoDaddy - Shoshana
 - Postpone until a need is identified
 - State conference presentation - Anya - Not a tech team item,
 - Video of different MG's why they became MG's - Melanie did this, interviewed Jeffrey, Lois
 - Videos sent to Tammy, and maybe onto Pam and Jen for state website - February of 2023
 - Anya to raise to AC at next meeting if there was follow-up on this
 - How to support video needs for Fall Seminar
 - Livestream and recording is desired
 - Shosh reached out to Summit County for consultation

- **Website Development**
 - **Public Facing Content** - Proposed process - see below
 - **Educational Content** - see below
 - **Members Only** - how to get people to log in. Raffle incentive?
 - Basic training supplemental materials project (Vicki McSherry) - Anya
 - Content being gathered

- **Ongoing - Review if needed**

Review of CC email/event process - Google Sheet Updates
Sign up for events upcoming - interns need partnering
Website maintenance - responsibilities & process
 Tracking visitors - SiteKit plug in
 Public Process & Maintenance - Anya
 Members Only Process & Maintenance - Gretchen
Mgcc.event yahoo mailbox maintenance - schedule & process
 Blurb answers for common questions
Tracking of mgcc.event questions/requests
Constant Contact Processes for Tracking & Maintenance - Shoshana

Public website update proposed process - NEEDS REVIEW AND INPUT

- Hold on creating any new pages for time being
- Create a directory/inventory of existing pages (Anya)
- For any new pages being created
 - discuss whether it should be public or members only,
 - determine which website section it should go under, (can be done via email, who needs to be on the email);
 - whether it needs menu updates,
 - whether other pages need to link to it (can have a draft created at this point).
 - What else?
- Once page goes live, update the directory of existing pages.
- Proofreaders needed (great for those still working)
- Consider if we should archive information over time and what that might be
 - There may be topics that are timeless, and that which is not

**** Action Item - Need an inventory of Members Only** portion of the website and a similar process as above for that work - Gretchen

**** Action Item - what do we want to do with the Resources --> Plain Dealer articles/cleveland.com articles <-- this page specifically**

**** Action Item - review thoughts above and identify any gaps/additional things that need to be done**

Website Educational Content Steps - Goal is to have first item on the website by the Fall Seminar date.

Phase 1 – monthly article/post tied to time of season, called out in the slider, called out on Facebook/social media

 May be able to reuse content from previous articles, link continuing education videos, etc

 Kim Hawkins is available to review content (she reviews Facebook posts and News You Can Use)

 Anya will advertise in NYCU after PIP

Phase 2 – any other ideas for educational content? Specific website sections – Natives/Vegetables/Etc?

Info card information is being added to the public portion of the website by Gretchen.

What is the ask?

- People to get involved
- People to write content, perhaps repurposing materials we already have
- Identify list of topics to get Phase 1 going
- Use Facebook posts as an example of what is expected - length, topics, etc. and explain that others will fact check and edit the work
- Research topics for others to write

Thoughts?

- Maybe this is a sub team of promotions/publicity/marketing?
- Have an editor for all posts
- Topics from HOTR - not the deer ones, the others
- Use Info card topics, or would that be duplicated
- Short snippets of content - videos, such as what Melanie did interviewing people out in the garden - there are a couple of interns interested in this
 - Perhaps pick a committee a month, interview, video, pictures, writeup something for MG's but also the public
 - Need photo/video guidance for videos and photos
 - Need questions you want answered

- **REMINDER: Quarterly committee meetings - 6 PM, Tuesdays**
 - Tuesday May 6
 - Tuesday August 5
 - <maybe something closer to Fall Seminar if needed>
 - November 4

Tech soup - Microsoft for non-profits.