

COMMUNICATION TASK FORCE RECOMMENDATIONS

June 7, 2012

Communication Survey Results

Based on the results of 881 communication surveys, the top five preferred methods of association members receiving communications from the BCA are:

1. The Village Mill delivered
2. Email
3. Flyers delivered
4. BCA website
5. The Village Mill online

Publications Revenue

Based on information presented to the task force by a professional media consultant, income from ads sales for The Village Mill will decrease substantially from 85 to 95% once the BCA fully makes the transition to electronic media. Ad sales revenue from The Village Mill in 2011 was \$109,327, the highest it has been in the past six years. Revenue from the telephone directory in 2011 was \$48,000.

Other associations use the following methods of communication

Paper newsletter
Email alerts
Online newsletter
Community website
Quarterly publication

Communication Task Force Goal

Determine how the BCA will best communicate with association members over the next five years. Task force recommendations would occur over the next four to five years.

Within the First Year

- Update the website weekly to include current information, more photos of the trails, golf course, tennis facility, reservoir, etc., and begin to market Brandermill by prominently advertising events on the website homepage.
- Upgrade the website to allow for professional videos with audio, resident surveys, and online bill payment. Post a link for yearly assessment information, methods of payment and due dates on the home page – all password protected.
- Remove most BCA news stories from the home page and create a “news” page. Post teasers for most important news.
- Create and maintain a Facebook page and continue presence on Twitter.
- Access to the NRC and Crime Prevention Committee websites will be available only through the BCA website, driving more traffic to the homepage, which will help future online ad sales.

- To increase awareness of the BCA website, put announcements in the regular assessment billing or a special mailing. Provide incentives to entice residents to sign up for blast email, such as drawings for gift cards as was done to encourage returning the communications survey, which was very successful.
- Improve the blast email format so that it is more professional looking – use a bolder font, color, letterhead, etc. Continue steady use of blast email system with announcements of local events, activities, meetings, etc. Continue to send alert messages as urgent issues arise.
- Advertise activities, meetings and special events on the website, and discontinue flyers delivered to the mailbox paper chutes.
- Begin selling ads for the BCA website. Continue to promote free online classified advertising for residents, which will drive more traffic to the website.
- During the transition period, bundle advertising in The Village Mill, the telephone directory and on the website to entice advertisers to buy multiple ads.
- Reduce The Village Mill staff by one position.

Within the Second and Third Years

The Village Mill staff has already sold ads for The Village Mill and the telephone directory for the next 12 to 18 months. If our contractual obligations are not met, the BCA would have to refund a portion of the revenue, which would reduce our income.

- Reduce the size of The Village Mill to a tabloid size newspaper or an 8.5 x 11 newsletter.
- Eliminate school news to free up space. All schools have their own methods of communicating their news and events.
- Develop portals for access to the website on mobile devices, smart phones, iPads, etc.
- The telephone directory will be available online under password-protected access. Upon request, the BCA will print paper copies.

Within the Fourth and Fifth Years

- The Village Mill will be available online with limited numbers of hard copies.

Methods to Control Costs/Revenue Enhancements

- Eliminate all flyers.
- Reduce The Village Mill staff.
- Increase the percentage of advertising from 50% to 60-70% per page, which will limit the number of pages and decrease printing costs.
- During the transition phases from a broadsheet newspaper to tabloid size or newsletter, printing costs are expected to decrease.
- Printing and delivery will be eliminated when the BCA makes the transition to an e-newsletter.
- Sell Realtors ad space on the website to advertise Brandermill homes for sale.