

Safety Net Alliance of NKY Committee Reporting Form

Committee Name: **Website Committee**

Meeting Date: **4/12/16**

Hours dedicated to the work of the committee: **7**

This Committee's Goals Outcomes:

1. Support the mission of the Safety Net Alliance of Northern KY through existing technology and continuous technological improvements.
2. Facilitate communication and collaboration among Safety Net Alliance members, partners, and Committees.
3. Help build the SNA into a data-driven organization by regularly collecting and reporting relevant data from the Web portal to SNA Committees.

New Biz – New developments, ideas, or pieces of information brought up at today's meeting

- **Alerts fixed with Amazon SES:** Barbara, working with Damien of Anden Solutions, was able to get the Alerts system fixed using Amazon SES. We are effectively sending out blast emails via Amazon SES, at a .10 per 1000 emails. Or as Barbara sees it: 5 cents per alert! Barbara has been paying for this as a donation on her personal credit card. We need to take over the Amazon SES account as soon as possible. If we cannot, we will have to forgo the use of Alerts. Barbara will walk us through the process.
If anyone is having issues with receiving alerts: it is probably due to the system set up/limitations at their site, Please "whitelist" any emails coming from admin@nkysafetynet.org and nkysafetynet@gmail.com.
- **Website in holding pattern/reached max?** Subcommittee members feel we are a maintenance committee and as such are now in a holding pattern and have been for a while; we are feeling stagnant. The website is functional at this point, but to continue to be viable, useable, and serve our goals of increasing efficiencies among partner agencies, it will soon need an overhaul. This is estimated to be about \$20,000.00. Butler Foundation cannot commit to that amount at this time and we need to consider other options.
- **Interactive map on our own website:** As a way to increase efficiencies and drive more attention to the site, an interactive map, such as the one created by VA, was suggested. We would like to incorporate an interactive map into our SNA web portal, connecting agencies already listed and allowing for member agencies to update via the webportal, for example, Karen from Hosea House extends her hours of operation. She updates her information on the organization and/or services tab and the interactive map is also updated. Each member is responsible for continuing to update their information. We can remind members at the SNA general meetings and via alerts. We need to look at the technology and see how flexible it is, what is needed to host such a map and since the VA has one created, could we ask for rights and/or partnership with them to build on what they have already created? This interactive map, if robust enough, could then be offered to the recovery community as a resource to use to locate recovery services also. We could approach VA and ask if they are willing to give us use rights to the created map. We are asking EC approval to continue to move forward on this project.
- **Our next SNA VISTA needs to be tech savvy:** Jill only has a few more months with us, and she has done a nice job with the website. Per her recommendation and because of the issues with the Alerts, we recommend that when hiring the next VISTA, Brighton Center look for someone with a high level of technical ability to help us address the issues faced by the website.
- **Licensing agreement with Clermont County SNA and Butler Foundation:** When Clermont County came on board with their own SNA, they licensed the SNA portal from Butler Foundation. This was a handshake agreement for an annual fee of \$2500.00 and willing to share all upgrades they made to site. Barbara Schaefer was provided the contact at CCSNA, Lindsey Ein to follow up.
- **Funding source for website upgrades:** We got nothing, how about you?
- **Strategies to increase site visits:** site visits have been down, occurring in conjunction with **A)** the alerts malfunctioning, **B)** not offering website training after each general meeting, and **C)** not promoting the site as we were having such issues with the alerts. Some strategies to increase visits are: **1)** Jill has agreed to provide website training after the May general meeting and has already sent out an alert inviting members to RSVP for that training and will announce at April meeting. **2)** That email included an ask for submitting new content for

Safety Net Alliance of NKY Committee Reporting Form

the site. 3) Website general meeting reports will invite members to submit a 250-500 article and no more than two images if they want to be highlighted on the website. We will ask Jill to send out an alert stating same.

- Site statistics, as compared to last year, really low with respect to Visitors and Visits, but more alerts sent:

Unique Visitors		# Visits		Alerts sent	
March 2015	March 2016	March 2015	March 2016	March 2015	March 2016
2593	1608	5497	2608	41	38

In the Works – In-progress or pending items

- See above

Look at Us Go – Action items that were completed since this committee’s last meeting

Review Site Statistics: see above:

Alerts not being received is probably an end user issue. “Whitelist” emails from admin@nkysafetynet.org and nkysafetynet@gmail.com may solve the problem for most users.

Executive Decision – Ideas or suggestions to bring to Executive Committee

Funding for Amazon SES and process/source of funding for site upgrade?

Approval to contact VA for permission to use their interactive map and begin researching potential use of their interactive map.

Final Thoughts – Any committee concerns, questions, or things to remember