

Communications Committee Report

Date: April 19, 2022

Time: 11:00am-12:00pm

Members & Guests Present: Grant Bishop (WV); Cindy Fulton (WY); Brian Kennedy (AZ); Kim Nemeth (Proctor & Gamble); Marie Horner (Arrow Exterminators); Michael Page (ASPCRO)

Topics:

1. Website Review
2. SOP Development
3. Video Snippets/Homeowner Page
4. Search Functionality – Development
5. Alternate Webmaster

Committee Goals: Improve organizational structure; addition of special topic webpages; developing a search function into the website; and continued maintenance.

Website Review:

Suggestions for improvements were mentioned. Key among them were timeliness of information on the website. Aesthetics appear to be satisfactory although changing images posted on the About Us page should be updated periodically. Use of images taken during ASPCRO meetings is also an important consideration. With few exceptions, the website still allows users to locate documents within 3-clicks (stated goal of the website's design).

SOP Development:

Work toward developing a manual delineating the duties and responsibilities of the Executive Secretary position continues. The goal is to provide future ExecSecs with a manual of how-to responsibilities given the position's critical importance in communicating information to the membership and industry partners as well as website and document management. A list of current and planned SOP's is below.

SOPs:

- 001 – SOP Template
- 002 – File Naming Convention
- 003 – Filing Articles of Incorporation
- 004 – Official Communications Members/Industry
- 005 – Login Procedures
- 006 – ASPCRO Files
- 007 – Authorize.net Actions & Updates
- Website Editing (planned)
- Website Page Creation (planned)
- Official Calendar of Events (planned)
- Document Management/Strategy (planned)

- OneDrive/iDrive Account Access (planned)
- ASPCRO Sponsorships (planned)

Video Snippets/Homeowner Page:

This topic arose out of committee meetings that preceded the Communications Committee meeting. The idea is to post short informational video that explain specific issues related to structural pest control and other non-agricultural related topics. These informational snippets can be hosted on the Hot Topics page or may be placed into a Homeowner page, yet to be created.

Search Functionality:

The desire to build a search functionality into the ASPCRO website remains an important goal. Building a search function would require: 1) building a spreadsheet that works in the background of the search function; and 2) organizing current file information into a spreadsheet with URL locations. To do so will require a complex reorganizing of historical website documents.

Specifically, information contained in our Documents Library has been organized by decade. A common practice of compiling information during ASPCRO meetings and creating a .pdf file for members and industry partners during earlier decades is representative of technological limitations. These meeting packets would be provided to interested individuals at a cost. There is a plethora of information from past meetings that would need to be separated out into appropriate topic/issue categories and reorganized into .pdf files and reposted on the website. This represents a massive investment in time given the volume of documentation currently on the website.

The best possible strategy for reorganizing website information into topics/issues would be to start with current years that have conformed to a file naming convention and go forward. Historic information could be teased out and organized into topic/issue .pdf files as time permitted.

Alternate webmaster:

The committee has identified the need for a backup/alternate webmaster, familiar with website management or willing to learn, how to assist with developing and strategically designing website pages. Brian Kennedy (AZ) “agreed” to serve as an alternate webmaster.