

NYQM Communications Committee

10/23/2019

present: Dave Britton, Bryan Oettel, Nadine Baldasare, Ann Kjellberg

The meeting begins with worship at 6:05 pm

Friends review and approve the agenda.

1. Nadine leads a discussion of the nycquakers.org website. There is a gap between the older and younger generations, that the website could be used to help. She has “no idea who it’s for.” The site gets lost as to its purpose. Eg: “This site is for Quakers, if you aren’t one, check these out...” What it looks like to be a Quaker and how to do it.

If people had that info and knew what questions to ask it would serve them well.

Ann suggest putting people on the site, not buildings. Nadine: how to go about getting involved.

Ann – how to proceed, do we need a web developer. Nadine – this is a secondary step, we need to define a direction first, i.e. define a target audience. Bryan-we’ve been trying to do this but we’re all over the place. Website doesn’t need to have outward facing plus inward facing – driving traffic to the monthly meetings. Brian – analytics show mostly QM Quakers coming to the site. SEO may not be great, but our audience seems to be people within the quarter. Nadine – that’s good news. Bring people here to get collective meeting info, one integrated calendar events – provide info to QM community. - If I’m looking to connect, get involved with something, this could be the central info place. Ann- the use of the website to provide QM-specific documents for each QM, every 3 months, quarterly, to post info ahead of the meeting. Hub for communications, archive (which documents?)

Reviewing the 6 points in the draft mission statement: Emily Provence has been digital strategist and YAF supporter, can we use her to get her advice? What type of functionality would she need to improve outreach?

Ann – what’s the next step? Ask questions of ourselves, understanding what’s difficult to find out about, how to be quaker in a digital age, how can quaker institutions create digital platforms for themselves

Bryan - where is the balance between older and younger needs? Nadine- user friendliness needs improvement. Good functionality requires more efficiency, can make access points easier to find. How to collect information on what users need? Do we have a sense of what people need to know? How to get generational information transferred – younger Friends can’t get info. What is the road map to how to navigate processes?

Brooklyn is hosting QM in January. Dave conveys message that Nancy Britton (clerk) asks if the committee can have a presentation then. Ann will bring this to Brooklyn Mtg. This could be organizing around e.g. to gather a group of friends – how to be a Quaker in the digital age – will M&C include this in the Jubilee QM?

2. Dave presents work to date on the open source “Elastic” software he is developing which we can use for managing the QM mailing list. The program includes the ability to maintain many independent mailing lists from the same underlying database, as would be needed for the Monthly Meetings and committees to have their own separate lists, drawing on the the consolidated master list that we (the

communications committee) would be maintaining. It will also allow Friends to create their own “elists” for sub-group or topic-specific uses, optionally with moderators reviewing messages before sending them out to the sublist. The program can send notices by email, by SMS (text messages) and by posting them on designated web pages, allowing it to be a vehicle for Friends to put (moderated) information directly onto the website. It uses a secure communications protocol so all communications are encrypted. Friends can see all of their own data that is maintained in the database, editing and deleting it as they choose, including opting out of receiving any messages as well as subscribing to “elist” topics or sublists they select. A version without styling or graphics is already running on the NYQM.org webserver at <https://nyqm.org/altout>. Dave requests that we instruct ICI to prepare a backup copy of the nycquakers.org website they control to be put on the nyqm.org server as a development environment for us and/or our web developer consultants to be able to work on the website independently of ICI without modifying or risking the functionality of the live public nycquakers.org site. Ann agrees to contact ICI to see what would be involved to do this.

In Friendship and stream of consciousness,  
Dave Britton, recorder