

Electronic Communications Committee Report
June 2014
International Rally, Gillette Wyoming

Since our last report to the IBT in January, 2014, the ECC has

- Continued to assist unit and region webmasters in improving their pages.
- Created 10+ new websites, many of them in cooperation with Region 6 webmaster Ronnie Erb, who now has a website for every unit in Region 6!
- Encouraged units and regions to launch Facebook Pages as a means to advertise events, not just report on current or past events.
- Reorganized wbcci.org into a more logical format for members.
- Installed a plug-in for wbcci.org that improves access from mobile devices.
- Worked with four Region Webmasters (Regions 3,5,6,and 12) to publish a full year of WBCCI activities on the club's webpage, wbcci.org. This will enable members to plan further in advance if they want to join rallies and caravans across the country
- Published several more issues of News and Views, which have been well received by members. News and Views is sent to 4483 WBCCI members with email addresses, but we continue to have many members say they are not receiving it. There is a 7% bounce-back on our list of members' emails. We encourage all members to keep email address(es) current so important information can be delivered via email."
- Planned several seminars for the International Rally (webmasters' seminar, Smart Apps for Smart Travelers)
- Created an online registration form for the 2016 International Rally.
- Wbcci.org now contains archived copies of the Blue Beret back to 2009.

In the future we hope to work with the Central Office to transfer much of the data processing from a paper to online format. Members will always have an option of how they interact with WBCCI, but in an increasingly digital world we feel we can use technology to offer our

members and staff many more resources, which will save both time and money for the club. We are anticipating the impending implementation of the club's new Filemaker database and the resources it could potentially deliver to our members.

We are also looking forward to helping even more units and regions with their technology needs "down the road."

Respectfully submitted,
The Electronic Communications Committee
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