



WEBSITE AND DATABASE PROJECT UPDATE

2020 MID-WINTER IBT – JANUARY 2020, LAS VEGAS, NV

ERIC MCHENRY, LORI PLUMMER, MARC NIJDAM

THREE CRITICAL COMPONENTS

Phase 1

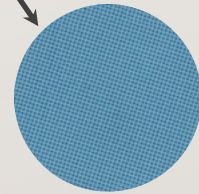
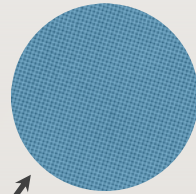
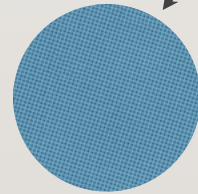


Public-facing website

Phase 2



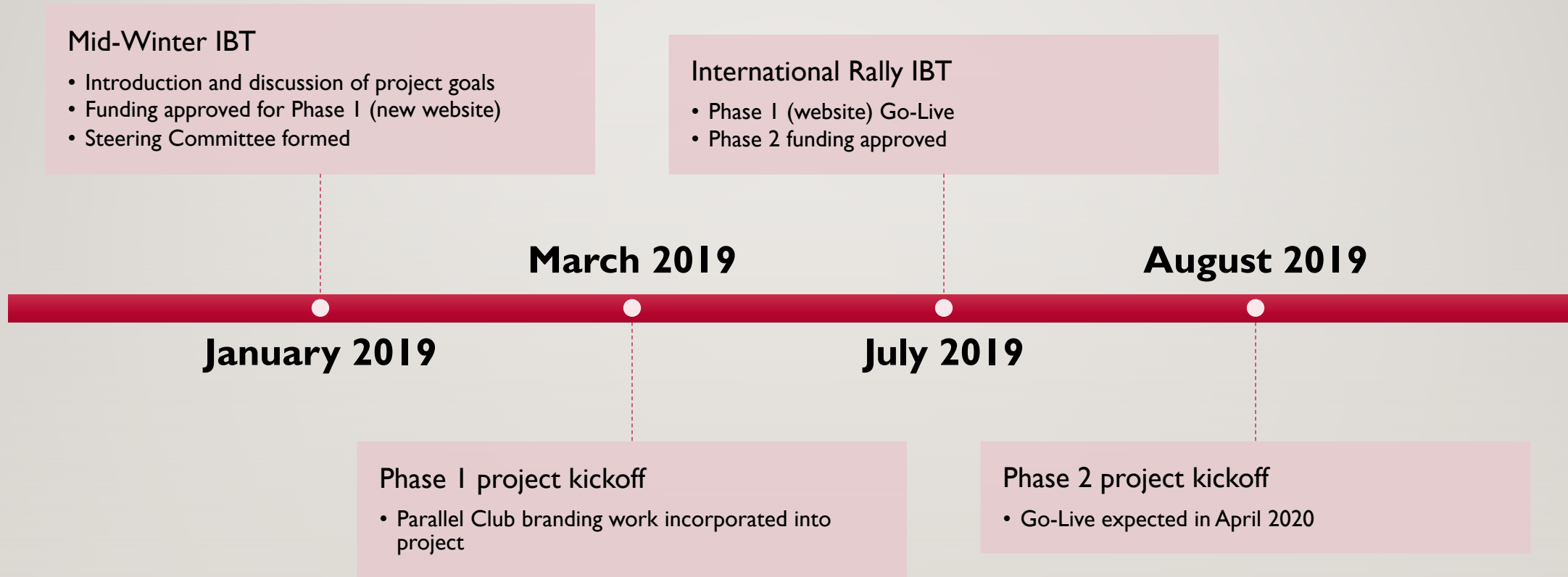
Membership
Management Database
Solution



Self Service Portal for
Regions, Clubs, Intraclubs &
Members

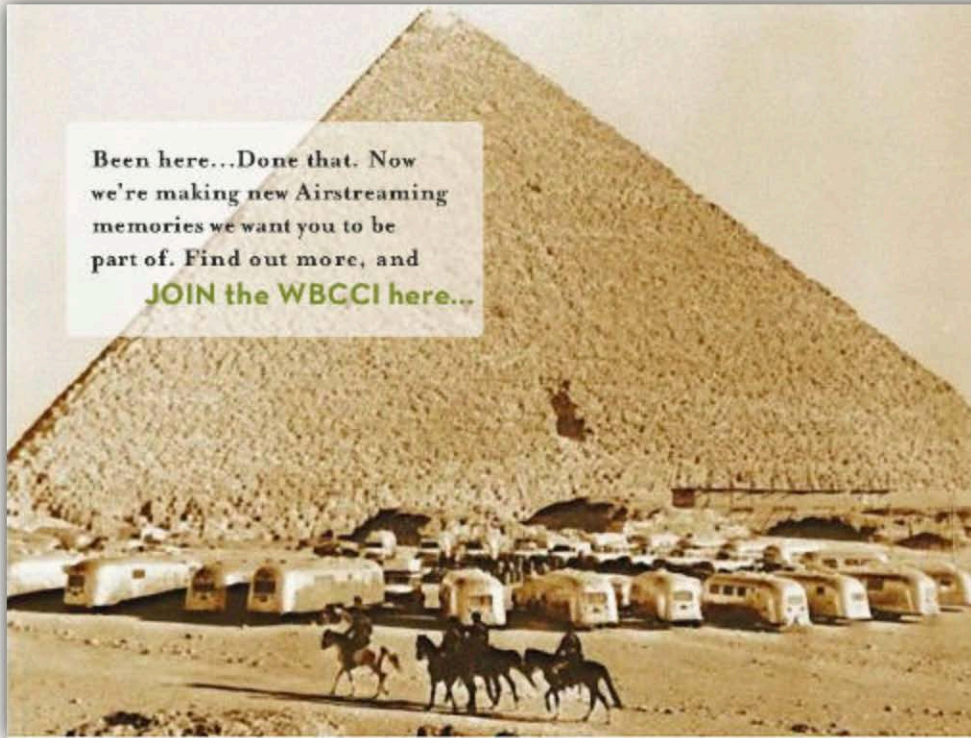


PROJECT TIMELINE



WHAT WE NEEDED FROM OUR WEBSITE

- Improved user experience with a new, modern design.
- A responsive design layout that allows use across smartphone, tablet and desktops.
- ADA (disability) compliance and support for visual impairments.
- Consolidated event calendar for all WBAC events, including easy self-service updates by Regions and Clubs.
- Modern, easy to implement brand-consistent templates for Region and Clubs sites.



Region Map

Regions & Units

Unit Locations Map

Region 1

Region 2

Region 3

Region 4

Region 5

Region 6

Region 7

Region 8

Region 9

Region 10

Region 11

Region 12

Europe

Members At Large

Palmetto State Airstream Club,
South Carolina Coastal

Join Online Today

Renew Online Today



[Future Members](#) ▾

[Current Members](#) ▾

[About](#) ▾

[Events](#) ▾

[Explore](#) ▾

[Search](#)

[Join Now](#) →

AIRSTREAM CLUB BENEFITS

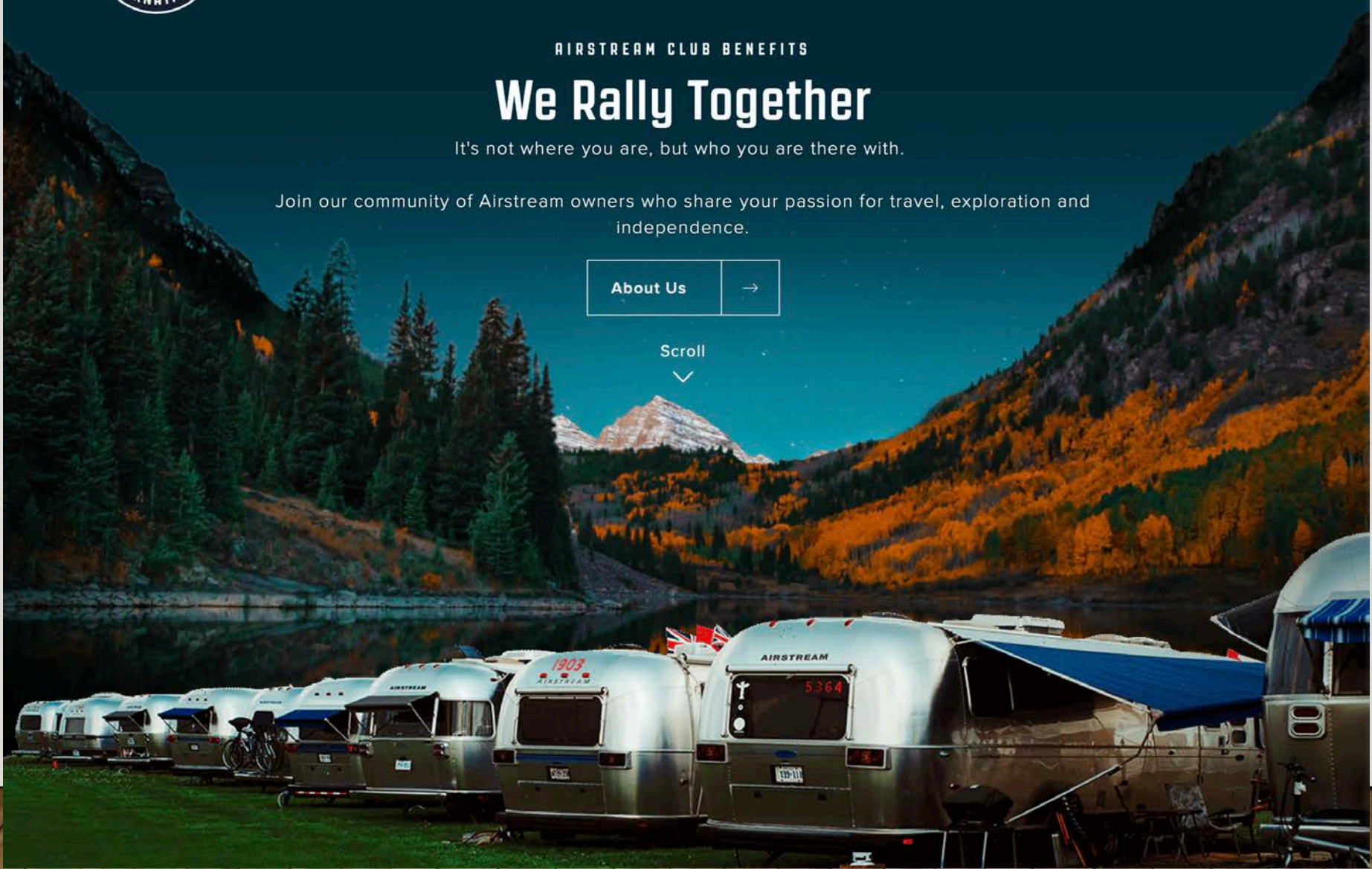
We Rally Together

It's not where you are, but who you are there with.

Join our community of Airstream owners who share your passion for travel, exploration and independence.

[About Us](#) →

Scroll
▾



WHAT WE NEED FROM OUR DATABASE

- WBAC presents unique twist to typical not-for-profit organizations.
- Ability to auto-renew membership, including affiliate & intra-club, on-line
- Real-time visibility for membership ambassadors at International, Region and Club level
- Enable the ability to allow multiple BRN associations, individual membership profiles, centralized tracking of Affiliate and IntraClub memberships, etc.

WHAT WE NEED FROM OUR MEMBER PORTAL

- Members
 - Self-service profile updates
- Regions, Clubs and Intra-clubs
 - Event (calendar) input and updates
- Access to member-only benefits
 - Courtesy parking
 - Discounts
 - Blue Beret, News&Views, etc

PROJECT: THREE PHASES

Phase One will deliver a fully functional public-facing website, replacing the current wbcci.org website at an expected one-time cost of between \$100,000 to \$150,000. In addition to replacing the main wbcci.org site, Phase one will also deliver the capability to begin migrating Region, Unit and Intra-Club websites to the new website platform. Approximate Go-Live for the Phase One wbcci.org site is expected to be six to nine months after a vendor agreement has been signed. Migration of Region, Unit and Intra-Club sites is expected to occur over a one year timeframe after the main wbcci.org site Go-Live.

Phase Two will deliver a fully functional membership management, plus region/unit/member self-service portal, replacing the current Filemaker database at an expected one-time cost of \$200,000, plus annual support and maintenance costs, traditionally equal to 10% of the initial systems cost. Determination of final scope, functionality, cost and schedule for Phase Two will occur over the next few months, culminating in a follow-up report and motion for Phase Two funding at the IBT in July 2019.

Phase 3: Ongoing development of additional office and membership capabilities (tbd)

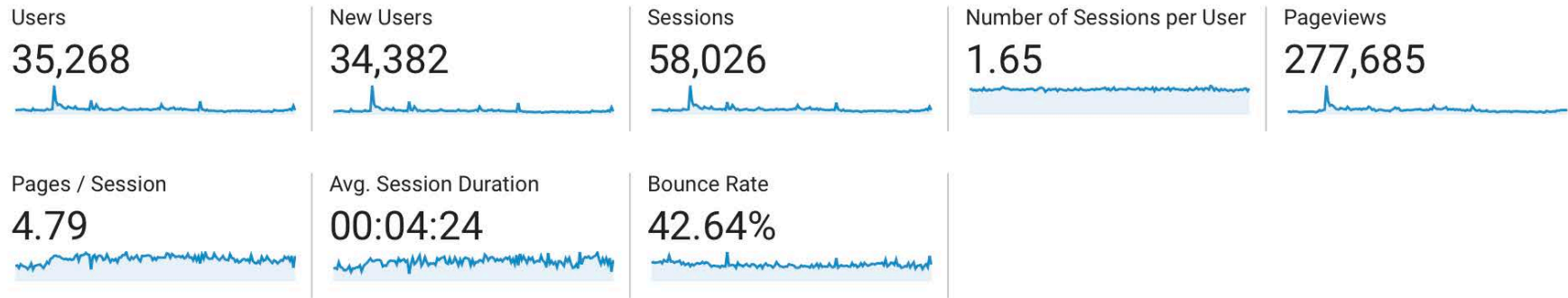
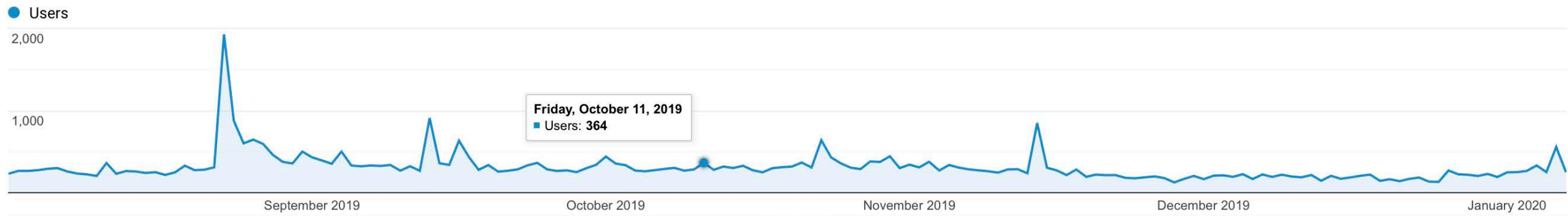
PHASE I (WEBSITE) UPDATE

Good

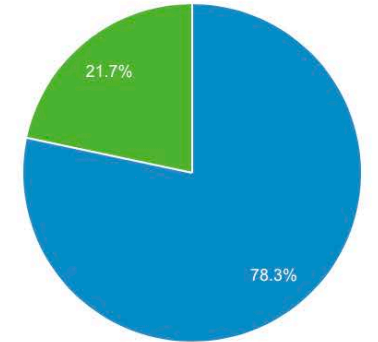
- Overall look and feel
- Club-wide calendar of events
- Improved Caravan functionality
- Find-a-Club maps
- Courtesy Parking maps
- Online forms

Needs Work

- Club-wide events map (coming soon)
- Training, assistance and reminders to Clubs re: Events



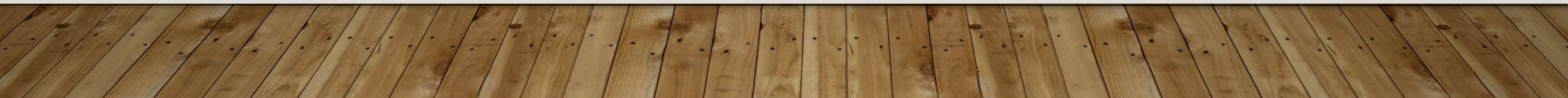
■ New Visitor ■ Returning Visitor



WEBSITE TRAFFIC
(AUGUST 2019 TO JANUARY 2020)

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	35,268 % of Total: 100.00% (35,268)	34,450 % of Total: 100.20% (34,382)	58,026 % of Total: 100.00% (58,026)	42.64% Avg for View: 42.64% (0.00%)	4.79 Avg for View: 4.79 (0.00%)	00:04:24 Avg for View: 00:04:24 (0.00%)
1. United States	30,329 (86.08%)	29,642 (86.04%)	51,732 (89.15%)	40.38%	4.98	00:04:33
2. Canada	2,657 (7.54%)	2,599 (7.54%)	3,461 (5.96%)	59.95%	3.47	00:02:42
3. Argentina	316 (0.90%)	316 (0.92%)	316 (0.54%)	100.00%	1.00	00:00:00
4. United Kingdom	299 (0.85%)	290 (0.84%)	371 (0.64%)	42.86%	3.87	00:03:36
5. Germany	262 (0.74%)	258 (0.75%)	314 (0.54%)	57.32%	2.99	00:03:23
6. China	129 (0.37%)	129 (0.37%)	129 (0.22%)	99.22%	1.01	<00:00:01
7. France	118 (0.33%)	118 (0.34%)	139 (0.24%)	58.99%	3.14	00:04:36
8. Japan	90 (0.26%)	90 (0.26%)	101 (0.17%)	85.15%	1.94	00:00:58
9. India	88 (0.25%)	88 (0.26%)	98 (0.17%)	69.39%	1.78	00:00:34
10. (not set)	84 (0.24%)	79 (0.23%)	92 (0.16%)	82.61%	1.79	00:01:15

WEBSITE TRAFFIC
(AUGUST 2019 TO JANUARY 2020)



WEBSITE ACCESS (OPERATING SYSTEM AND BROWSERS)

(AUGUST 2019
TO JANUARY 2020)

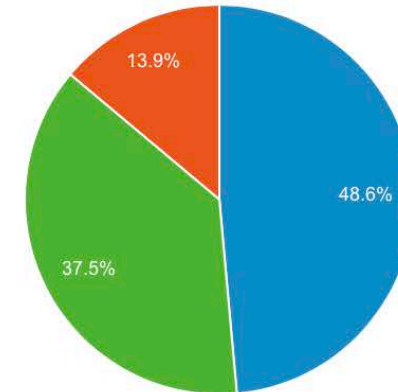
Operating System ?	Acquisition
	Users ? ↓
	35,268 % of Total: 100.00% (35,268)
1. iOS	14,643 (41.49%)
2. Windows	9,676 (27.41%)
3. Macintosh	6,467 (18.32%)
4. Android	3,431 (9.72%)
5. (not set)	471 (1.33%)
6. Linux	459 (1.30%)
7. Chrome OS	144 (0.41%)
8. BlackBerry	3 (0.01%)
9. Windows Phone	2 (0.01%)

Browser ?	Acquisition
	Users ? ↓
	35,268 % of Total: 100.00% (35,268)
1. Safari	17,637 (50.19%)
2. Chrome	9,951 (28.32%)
3. Edge	2,118 (6.03%)
4. Firefox	1,828 (5.20%)
5. Safari (in-app)	1,340 (3.81%)
6. Internet Explorer	873 (2.48%)
7. Android Webview	365 (1.04%)
8. Samsung Internet	288 (0.82%)
9. Mozilla	236 (0.67%)
10. Amazon Silk	105 (0.30%)

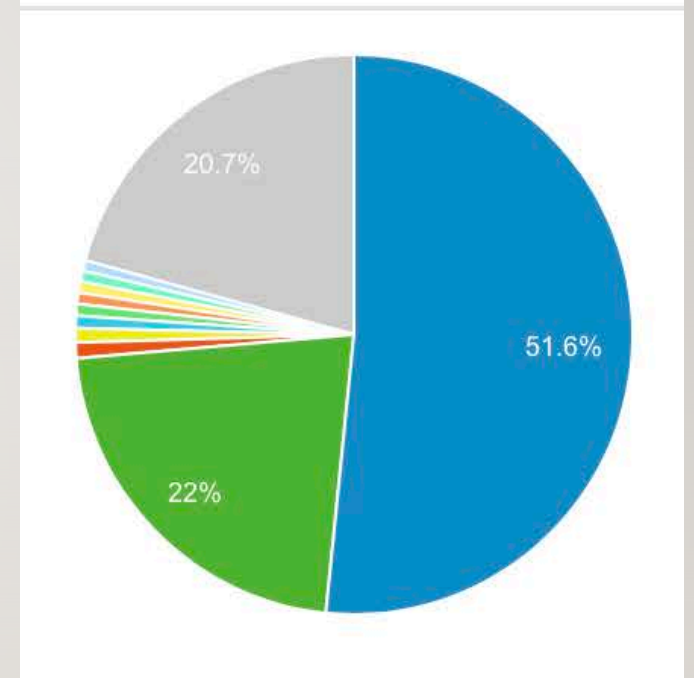
WEBSITE ACCESS (MOBILE VS. DESKTOP)

(AUGUST 2019
TO JANUARY 2020)

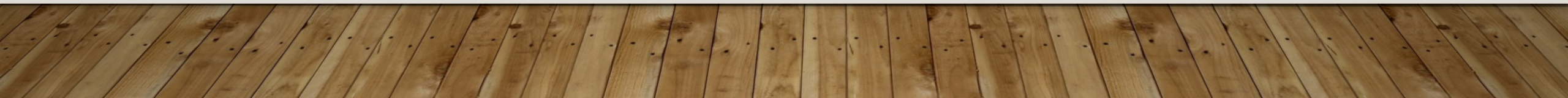
Device Category	Users
	35,268 % of Total: 100.00% (35,268)
1. ■ desktop	17,182
2. ■ mobile	13,278
3. ■ tablet	4,919



Mobile Device Info	Users	Users
	18,232 % of Total: 51.70% (35,268)	18,232 % of Total: 51.70% (35,268)
1. Apple iPhone	9,374	51.61%
2. Apple iPad	4,002	22.03%
3. Samsung SM-G950U Galaxy S8	164	0.90%
4. Samsung SM-G960U Galaxy S9	149	0.82%
5. Apple iPhone X	130	0.72%
6. Samsung SM-N960U Galaxy Note9	122	0.67%
7. Microsoft Windows RT Tablet	117	0.64%
8. (not set)	116	0.64%
9. Samsung SM-G930V Galaxy S7	116	0.64%
10. Samsung SM-N950U Galaxy Note8	108	0.59%



**DEVICE TYPE
(AUGUST 2019 TO JANUARY 2020)**



ADOPTION OF CLUB-WIDE EVENT CALENDAR

(371 EVENTS IN 2020)

Future Members **Current Members** **About** **Events** **Explore** Search **Join Now** →

Events

Date From: mm/dd/yyyy Date to: mm/dd/yyyy Event Type: Event Type States: States Clubs: Clubs

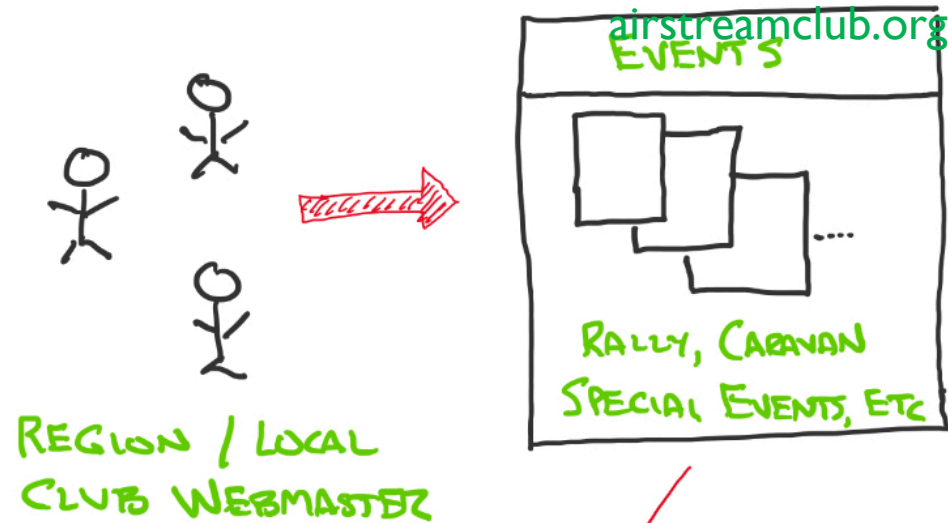
Date	Location	Event Title	Description
9 - 12 Jan	714 Angelina Zavalla TX 75980	TGPU January Rally: Making Plans	- Thursday Night Movie - Friday Night Hors d'oeuvres - Try a new recipe - Saturday Morning Breakfast - Saturday Night Potluck Supper/Planning Results - Hosts - 2020 TGPU Officers - Sunday Morning Donuts and
9 Jan	1868 N. Power Road Mesa AZ 85205	Region 8 Members in Arizona - Winter Brunch/Luncheon	Gather Together with Other Midwest Airstream Club Members! Again the First Thursday of the month* *Except January Brunch and Luncheon Time: 10:00am
10 - 12 Jan	200 Walnut Hill Ave #1 Hillsboro TX 76645	Heart of Texas January Rally	While January is typically a cold time of the year, come enjoy HOTC's warm fellowship at North Texas Airstream Community, a premier Airstream only community.
10 - 12 Jan	11154 Hwy 76 Pala CA 92059	Pala Casino and RV Resort	Join the South Coast California Airstream Club on our January, 2020 rally at Pala Casino and RV Resort.

ADOPTION OF CLUB-WIDE EVENT CALENDAR

(371 EVENTS IN 2020)



EVENTS CALENDAR DIRECTLY DRIVES BLUE BERET

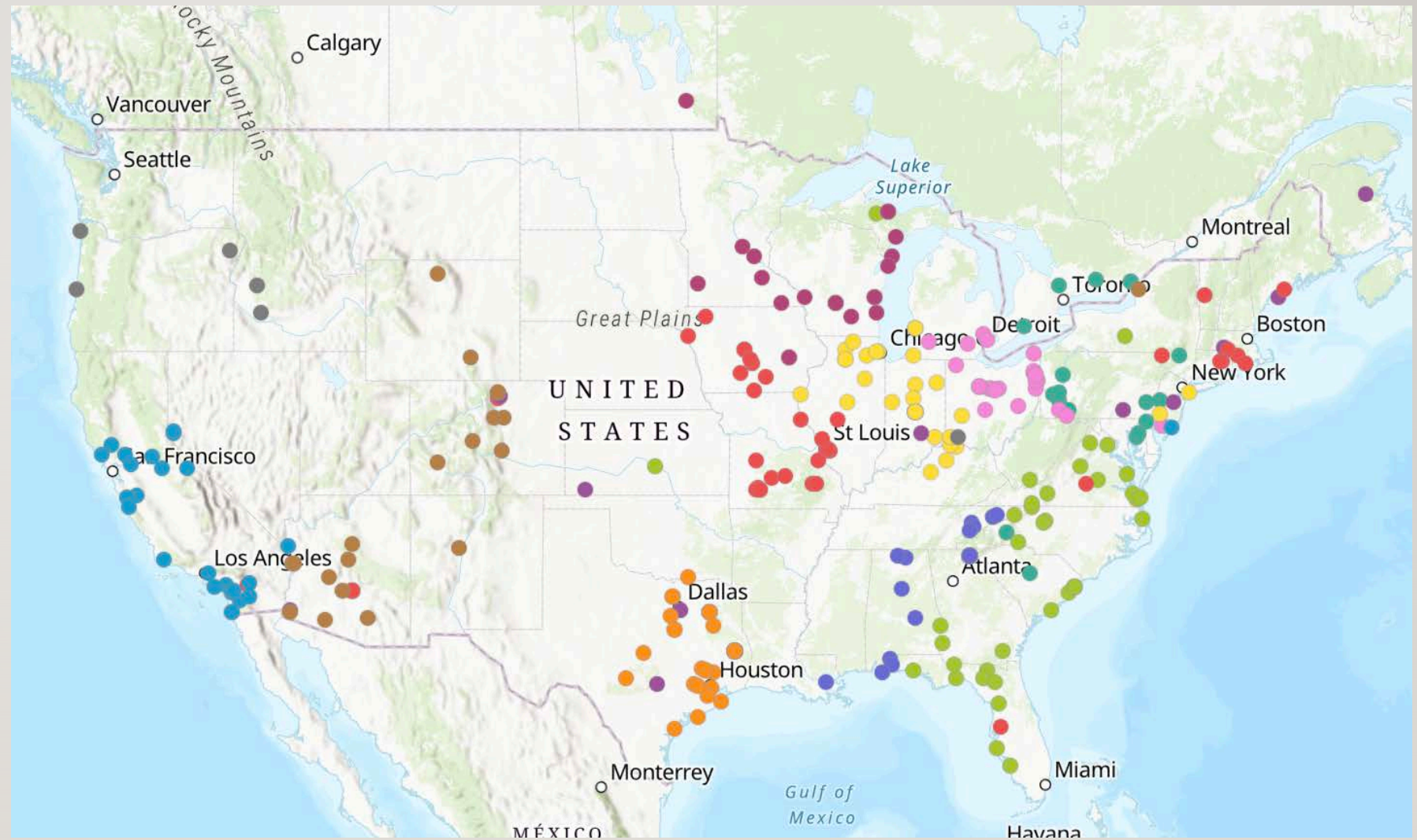


Copy/Closing Dates

Issue	Closing/Due Date
February	December 15
March	January 15
April	February 15
May	March 15
June	April 15
August	June 15
September	July 15
October	August 15
November	September 15

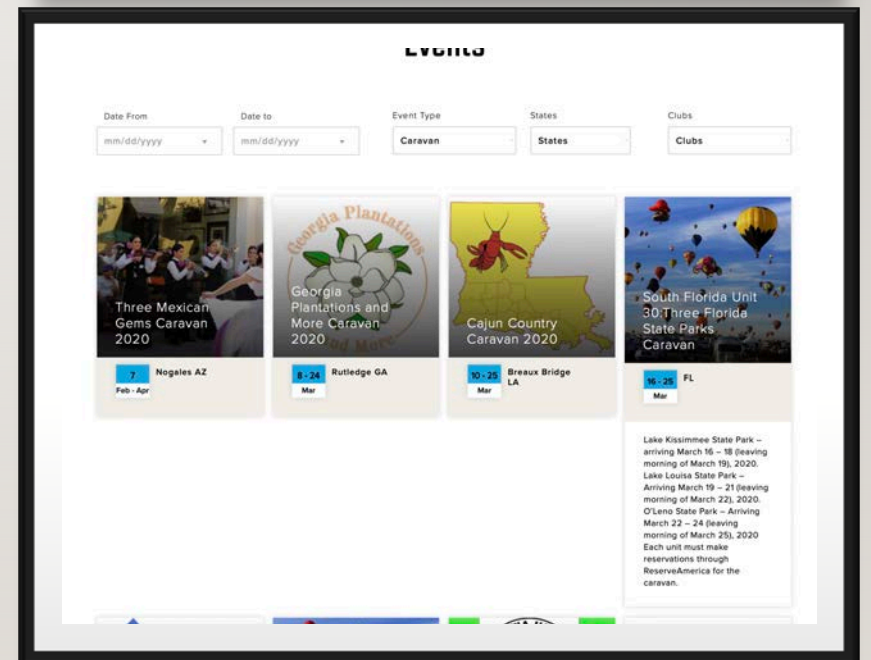
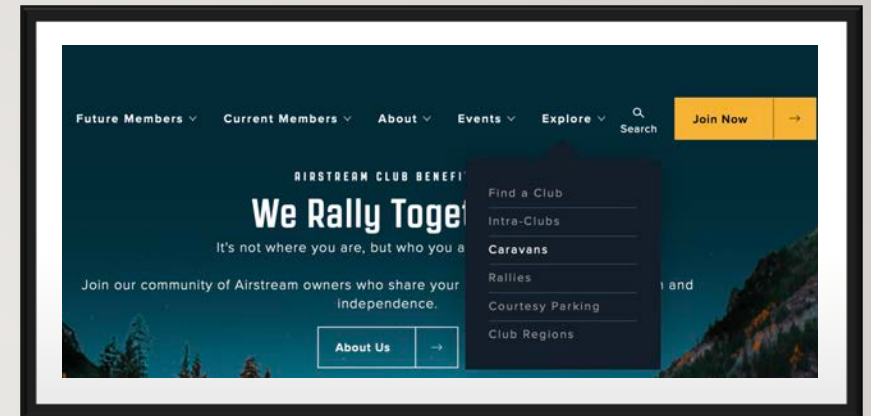
For dates falling on weekends or holidays, the deadline is the next business day.

ADOPTION OF CLUB-WIDE EVENT CALENDAR (371 EVENTS IN 2020)



CARAVANS


(45 AS OF JANUARY 2020)



NEW CARAVAN PROCESS

- More visibility
- More coordination with Corporate
- Online application process
- Centralized banking
- Online registration and payment

ONLINE CARAVAN REGISTRATION



Future Members Current Members About Events Explore Search [Join Now](#) →

1 General Information 2 Contact Information 3 Vehicle Information 4 Additional Information 5 Complete

2020 Three Mexican Gems Caravan Registration

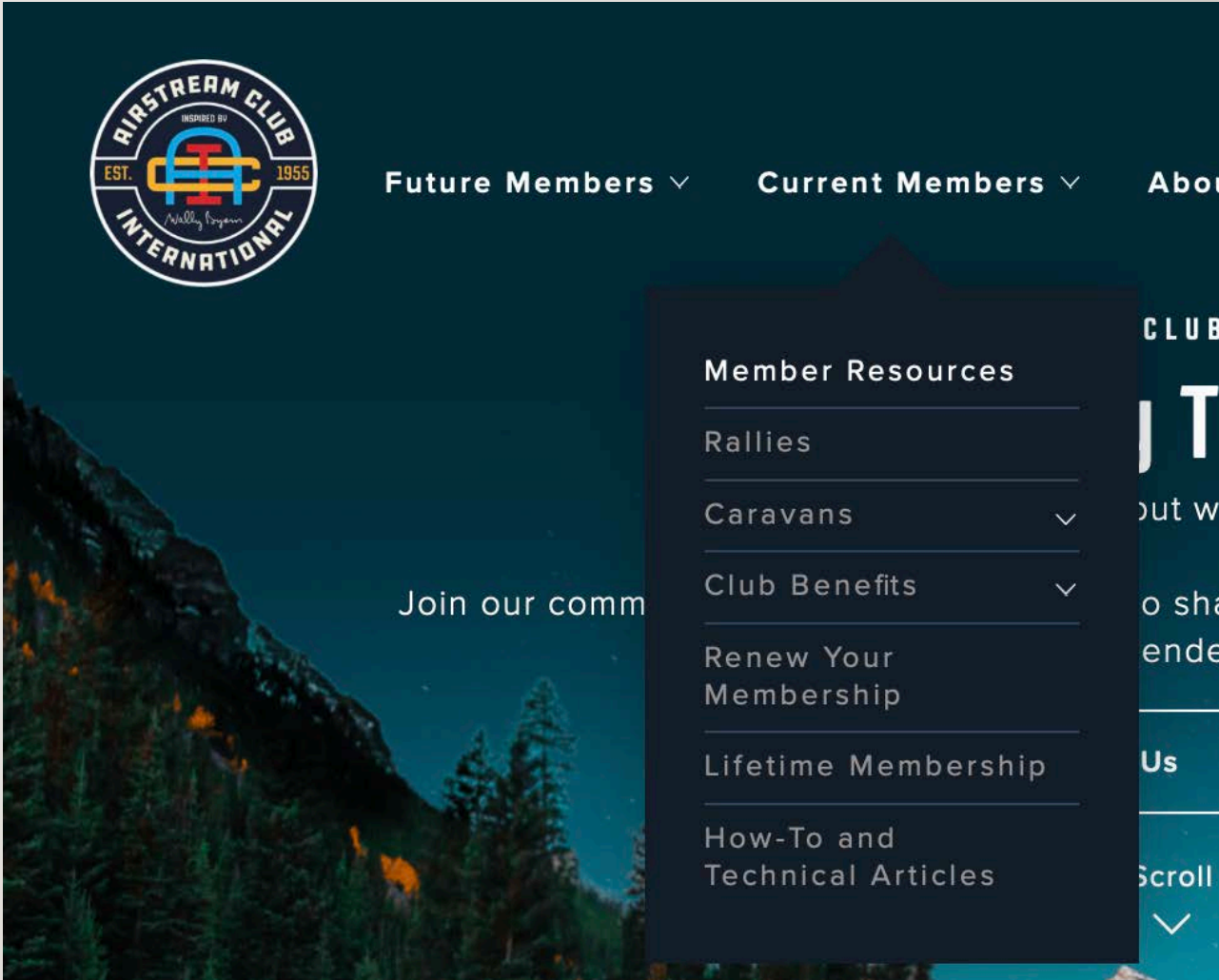
Airstream Number / WBCCI Member Number *

Number of Adults *

Number of Children

Number of pets

PUBLIC-FACING MEMBER RESOURCES AREA



PUBLIC-FACING MEMBER RESOURCES AREA

Contact Us

- [Questions? Need Help?](#)

Membership

- [Renew](#)
- [Join](#)
- [Blue Beret Membership Magazine](#)
- [Order Big Red Numbers](#)
- [Courtesy Parking](#)
- [Online Club store \(merchandise, clothing, membership material, etc\)](#)
- [Club YouTube Channel \(includes video recordings of International business meetings\)](#)

Caravans, Events and Rallies

- [Caravans](#)
- [Events and Rallies](#)
- [ACI Regions](#)
- [International Rallies](#)
- [Blue Beret Copy Deadlines](#)

Official Forms

- [Club and Unit Officer Reporting Form](#)
- [Club and Unit Communication Form](#)
- [Other Assorted Guides and Manuals](#)

PHASE 2

MEMBERSHIP DATABASE AND MEMBER SELF-SERVICE PORTAL

GOALS FOR DATABASE AND PORTAL

- Modernized Region and Local Club websites
 - Mandatory migration from WordPress...
- Centralized portal for members to maximize their membership experience.
 - Self-service personal information update
 - Access to member-only benefits
- Tools and information for Club officers – make their lives easier as an officer
 - Access to membership information
- Centralized, lower-cost banking option for Local Clubs and Regions
- Tools to enable easy, supported online event registration and payment

NEW REGION WEBSITES




DATE CHARTERED - 1/10/1977

Region 5

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla non massa lorem. Vestibulum porta augue ex, in interdum ex sollicitudin sit amet. Mauris ultricies iaculis lectus in pellentesque.

Regional Leadership

Club President

 **Jacob Stone**

[Edit](#)

1st Vice President

 **Olive Ballard**

[Edit](#)

2nd Vice President

 **Herbert Rodriguez**

[Edit](#)

3rd Vice President

 **Edward Hunt**


[Edit](#)




Jennifer Smith, President

9345 Mason
Montgomery Rd
Mason, OH 45040

Contact

 JSmith@gmail.com

 614-123-3456

Region5.com



NEW LOCAL CLUB WEBSITES

Membership Directory Courtesy Parking Directory Club and Intraclub Directory Joe Smith

UNITS, CLUBS AND INTRACLUBS

Cincinnati Ohio Airstream Club

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla non massa lorem. Vestibulum porta augue ex, in interdum ex sollicitudin sit amet. Mauris ultricies iaculis lectus in pellentesque.

Club Leadership

Club President
 Jacob Stone

1st Vice President
 Olive Ballard

2nd Vice President
 Herbert Rodriguez

Jennifer Smith, President
9345 Mason
Montgomery Rd
Mason, OH 45040

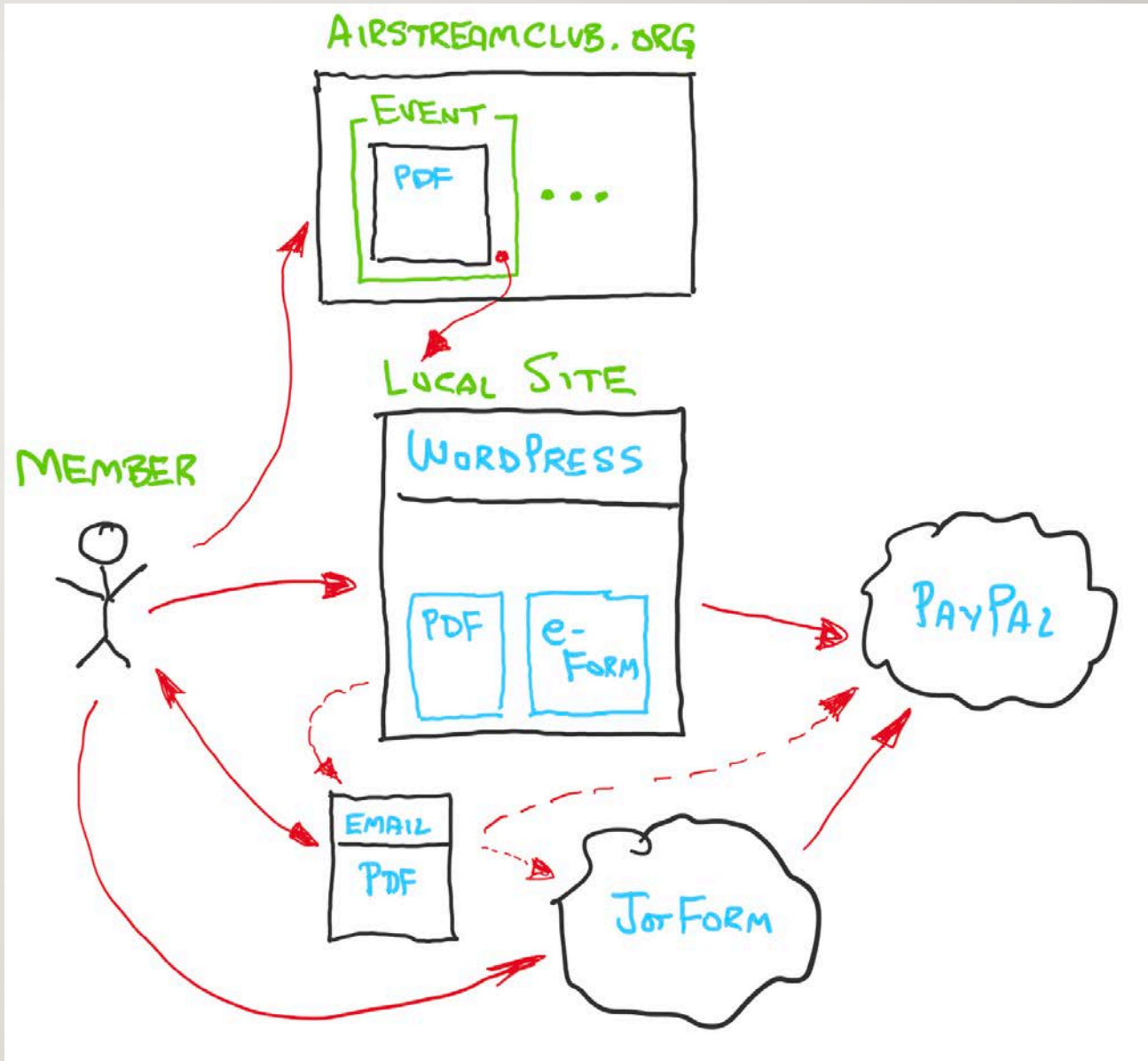
Contact
✉ JSmith@gmail.com
☎ 614-123-3456

Region5.com

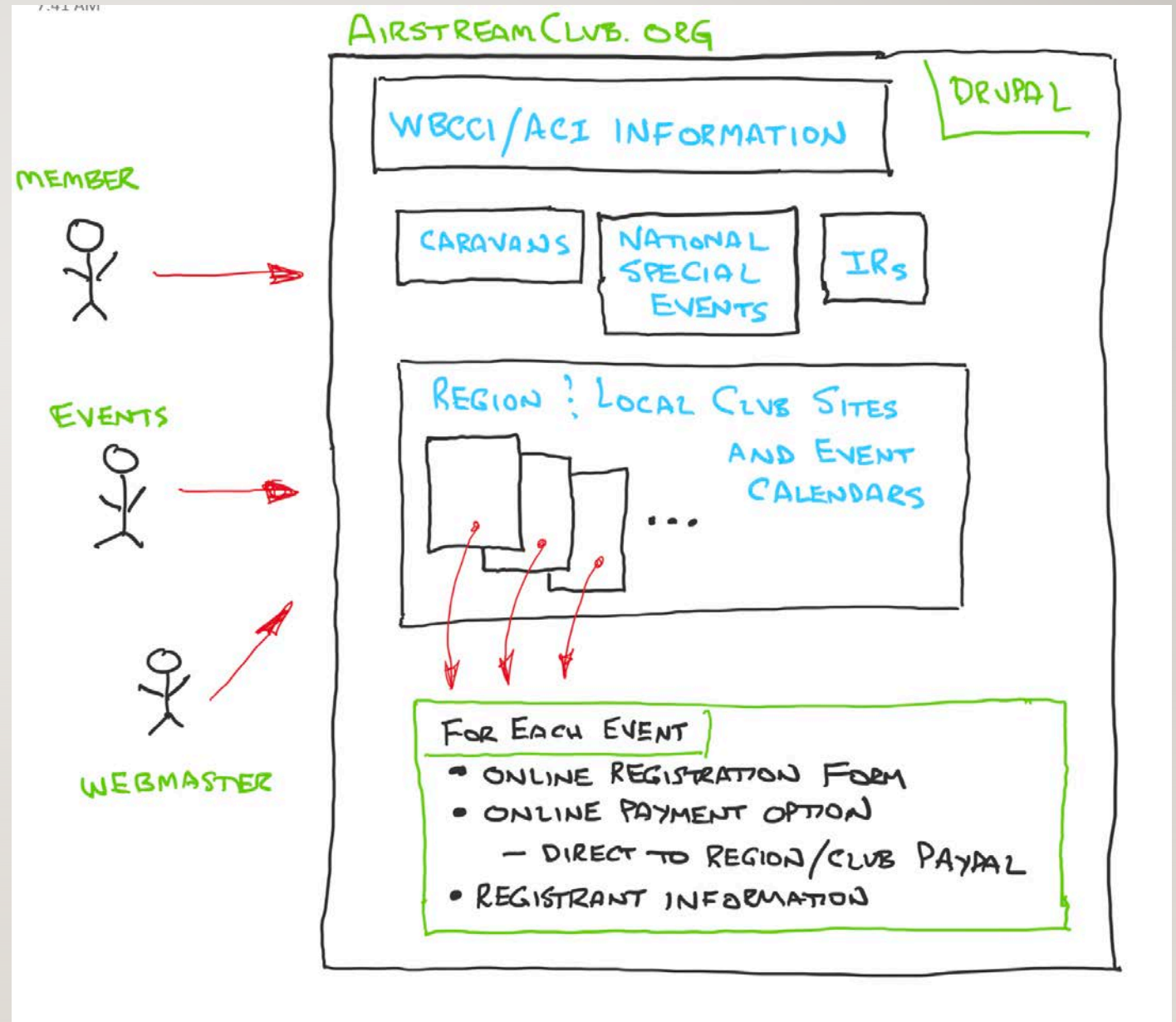
Facebook Twitter Instagram

Date Chartered 1/10/1977
Region **Regional**
Club Number **5679**
Last Legal Update 1/10/2019

CURRENT EVENT REGISTRATION PROCESS



NEW EVENT REGISTRATION PROCESS



Courtesy Parking Directory

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

COURTESY PARKING DIRECTORY

(LOGGED-IN MEMBERS ONLY)

Find a Courtesy Parking Location

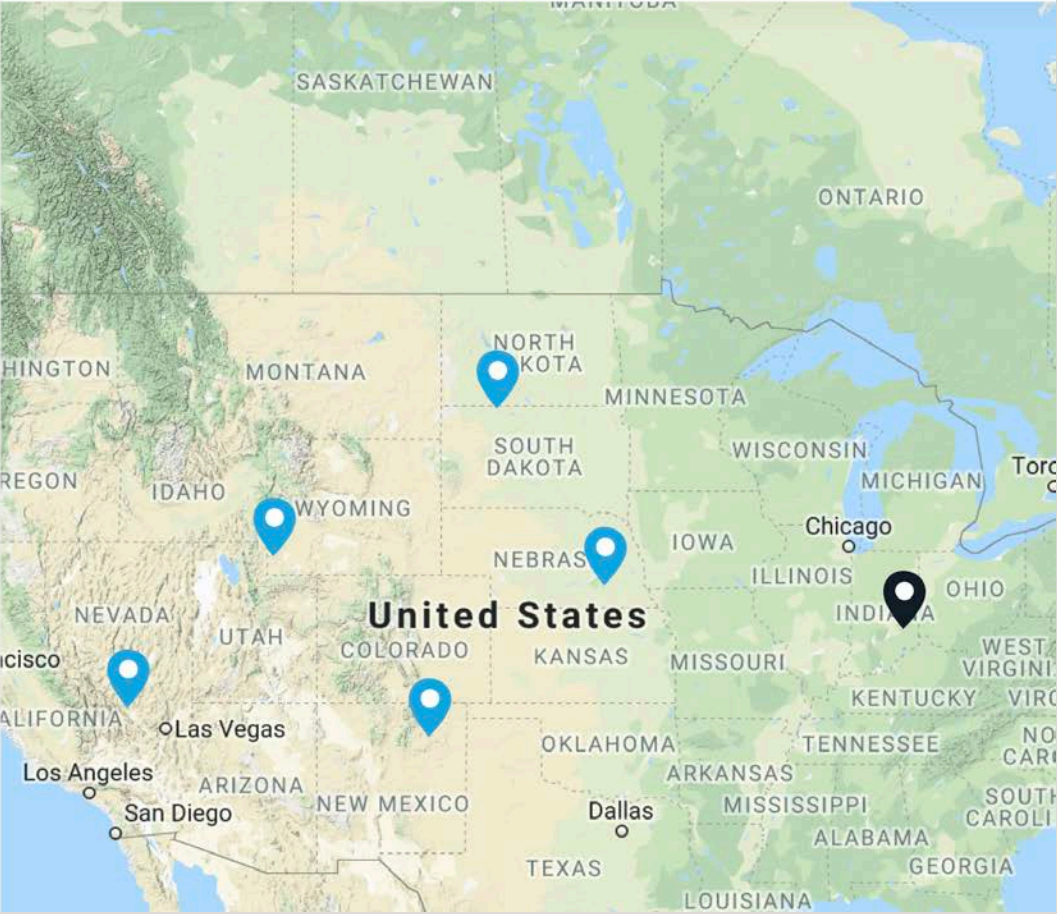
Search by City, State or Zip

Mason, Ohio
1024 Long Street,
Mason, Ohio 43221

Jennifer Smith
P 123-456-7890
E Jensmith@gmail.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nulla pharetra euismod
lorem. Proin auctor
com modo tempor.

Mason, Ohio
1024 Long Street,
Mason, Ohio 43221



The map shows the United States with several blue location pins. One pin is in Ohio, near Chicago. Other pins are located in California (near Los Angeles), Nevada, Utah, Wyoming, North Dakota, and Nebraska. The map also shows state names like SASKATCHEWAN, MONTANA, MINNESOTA, SOUTH DAKOTA, WISCONSIN, IOWA, MISSOURI, KANSAS, ARIZONA, NEW MEXICO, TEXAS, MISSISSIPPI, ALABAMA, LOUISIANA, and GEORGIA.



[Membership Directory](#)

[Courtesy Parking Directory](#)

[Club and Intraclub Directory](#)

 **Joe Smith** ▾

Joe Smith's Membership Account



Membership Directory

Directory of members contact information



Courtesy Parking Directory

Directory of members contact information



Club & Intraclub Directory

Directory of members contact information

My Account



Joe Smith

1024 Long Street,
Columbus, Ohio 43221

E Joesmith@gmail.com


P Home 614-787-4325

P Mobile 614-780-1348



BYAM
My Big Red Numbers
5345

Popular Links

-  [Personal Information](#)
- [Account Information](#)
- [Membership Information](#)
- [Preferences](#)

MEMBER PORTAL

(LOGGED-IN MEMBERS ONLY)

MEMBER PORTAL

(LOGGED-IN MEMBERS ONLY)

The screenshot displays the Member Portal interface for Eric McHenry's Administration Account. At the top left is the logo for the Ribstream Club International, established in 1955. The navigation bar includes links for Membership Directory, Courtesy Parking Directory, and Club and Intraclub Directory. The user's name, Eric McHenry, is shown in the top right corner with a dropdown arrow. The main content area is titled "Eric McHenry's Administration Account" and features five directory tiles: Membership Directory, Courtesy Parking Directory, Leadership Directory, Big Red Number Directory, and Rally Directory. Each tile includes an icon and the text "Directory of members contact information". A profile dropdown menu is open on the right, listing options for Profile (Account Information, Personal Information, Membership Information, Preferences), Directories (Leadership Directory, Big Red Number Directory, Caravan Directory, Rally Directory), and Log out.

Membership Directory
Directory of members contact information

Courtesy Parking Directory
Directory of members contact information

Leadership Directory
Directory of members contact information

Big Red Number Directory
Directory of members contact information

Rally Directory
Directory of members contact information

Profile
Account Information
Personal Information
Membership Information
Preferences

Directories
Leadership Directory
Big Red Number Directory
Caravan Directory
Rally Directory

Log out

SELF-SERVICE MEMBER ACCOUNT INFORMATION

(LOGGED-IN MEMBERS ONLY)

- Account Information
- Personal Information
- Membership Information ▼
- Vehicle Information
- Preferences

Account Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.



Profile Image
[Upload Photo](#)

Username
Joe1234

Password
.....

Show Password

Save Profile



SELF-SERVICE MEMBERSHIP INFORMATION

(LOGGED-IN MEMBERS ONLY)

Account Information

Personal Information

Membership Information ^

Renew Membership

Vehicle Information

Preferences

Membership Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

Your Membership Expires 9/5/2020

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mi tellus, bibendum in at, convallis nec neque.

Renew Membership



X Close

Big Red Number Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut non nulla a tempor.

Big Red Number Primary

54045

Big Red Number Secondary

54046

Save Membership Information



Account Information

Personal Information

Membership Information ^

Renew Membership

Vehicle Information

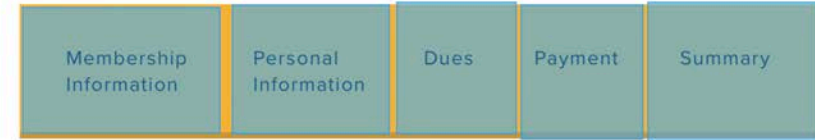
Preferences

SELF-SERVICE MEMBERSHIP RENEWAL

(LOGGED-IN MEMBERS ONLY)

Renew Membership

Wally Byam Caravan Club International Online Renewal Form. Please use this form if you are renewing your membership. Please [click here](#) if you are a new member wishing to join Airstream Club International.



Summary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut non nulla a tempor.

Membership

Renewal
3456
Shawn Metz
Smetz@goupward.com

Edit

Personal

Shawn Metz
1234 Main Street
Columbus, Ohio 43221

Edit

Payment

Credit Card
XXXX XXXX XXXX 2890

Expiration Date
11/2025

CCV
123

Edit

Dues

Dues Options
\$65 - International Dues

Club/Unit Dues
\$10 - Ohio

Total Dues \$75

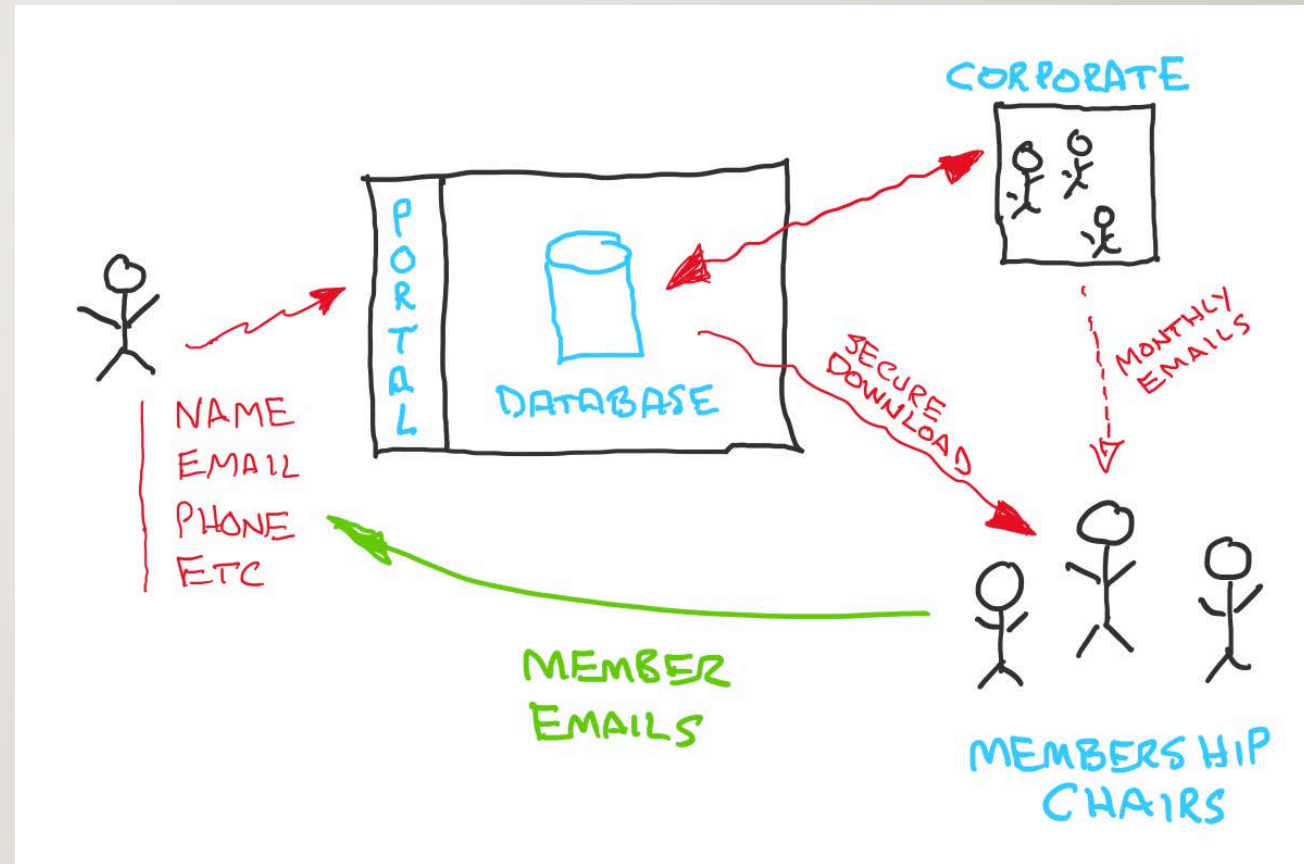
Edit

STAFF (AND MEMBER) EFFICIENCY EXAMPLES

- Current vs. new VIN process
- Updating member contact information
 - Self-service vs. Staff
 - Accurate and updated (hopefully!)
- Online BRN research and lookup
- Online membership and Leadership lookup
- Region/Local Club member contact information
 - Email and mailing addresses

NEW FOR MEMBERSHIP CHAIRS

- Secure, anytime download of member contact information.
- No need to keep separate member contact email “distribution list”
- Immediately reflects member contact information changes, new members, etc



SELF-SERVICE MEMBER COMMUNICATIONS PREFERENCES

(LOGGED-IN MEMBERS ONLY)

- Account Information
- Personal Information
- Membership Information
- Vehicle Information
- Preferences**

Preferences

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

Preferences

Communication Preference

Email Mail

Blue Beret Preference

Email Mail

Membership Directory Preference

Email Mail

Publish Contact Info in Membership Directories (includes online and print)

Yes No

Renewal Preference

Electronic Paper

Payment Preference

Electronic Cash Check

Save Preferences →

CLUB DIRECTORY

(LOGGED-IN MEMBERS ONLY)

Club and Intraclub Directory

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

Search by City, State or Zip Code



Sort by

Select Name (A-Z)

85 Results



Airstream club of central Ohio

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Nulla pharetra euismod
lorem, non dapibus urna
efficitur at. Proin auctor com
modo tempor. Cras odio



Airstream club of central Ohio

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Nulla pharetra euismod
lorem, non dapibus urna
efficitur at. Proin auctor com
modo tempor. Cras odio



Airstream club of central Ohio

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Nulla pharetra euismod
lorem, non dapibus urna
efficitur at. Proin auctor com
modo tempor. Cras odio



Airstream club of central Ohio

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Nulla pharetra euismod
lorem, non dapibus urna
efficitur at. Proin auctor com
modo tempor. Cras odio

Membership Directory

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

Search by First Name, Last Name, State, Club or Big Red Number

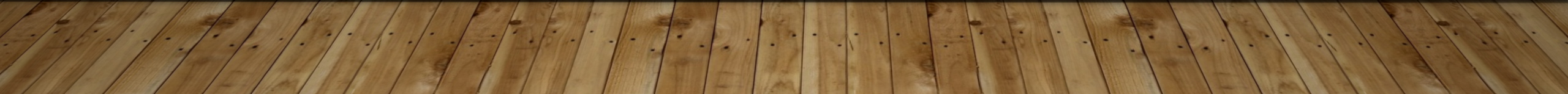
Filter By Club Filter By Leadership Role

85 Results

BRN stands for Big Red Number

Primary Member	Partner Member	BRN	Address	Region	Club	Club Role	Email
 Smith, Joe	Smith, Lisa	#5006	1024 Long Street, Columbus, Ohio 43221	Midwest	Ohio Valley Airstream Club	Vice President, Ohio Valley Airstream Club	Joesmith@gmail.com
 Smith, Joe	Smith, Lisa	#5006	1024 Long Street, Columbus, Ohio 43221	Midwest	Ohio Valley Airstream Club	Vice President, Ohio Valley Airstream Club	Joesmith@gmail.com
 Smith, Joe	Smith, Lisa	#5006	1024 Long Street, Columbus, Ohio 43221	Midwest	Ohio Valley Airstream Club	Vice President, Ohio Valley Airstream Club	Joesmith@gmail.com
 Smith, Joe	Smith, Lisa	#5006	1024 Long Street, Columbus, Ohio 43221	Midwest	Ohio Valley Airstream Club	Vice President, Ohio Valley Airstream Club	Joesmith@gmail.com
 Smith, Joe	Smith, Lisa	#5006	1024 Long Street, Columbus, Ohio 43221	Midwest	Ohio Valley Airstream Club	Vice President, Ohio Valley Airstream Club	Joesmith@gmail.com

MEMBERSHIP DIRECTORY
(LOGGED-IN MEMBERS ONLY)








Leadership Directory

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

Search by Last Name, International Leadership, Role or Big Red Number

Filter By Region: Filter By Local Clubs: Filter By Standing Committees:

85 Results

Leadership Region	Club Role	Club	Primary Member	Address	Email	BRN
Regional Leadership	Past Corresponding Secretary	Ohio Valley Airstream Club	 Smith, Joe	1024 Long Street, Columbus, Ohio 43221	Joesmith@gmail.com	#5006
International Leadership	Standing Committee Chairman	Germain Airstream Club	 Smith, Boris	1024 Long Street, Columbus, Ohio 43221	Borissmith@gmail.com	#2010
Unit Leadership	Membership Chairman	Tampa Bay Airstream Club	 Lewis, Thomas	1024 Long Street, Columbus, Ohio 43221	Joesmith@gmail.com	#7213
International Leadership	Standing Committee Chairman	Germain Airstream Club	 Smith, Boris	1024 Long Street, Columbus, Ohio 43221	Borissmith@gmail.com	#2010
Regional Leadership	Past Corresponding Secretary	Ohio Valley Airstream Club	 Smith, Joe	1024 Long Street, Columbus, Ohio	Joesmith@gmail.com	#5006

CLUB LEADERSHIP DIRECTORY

(LOGGED-IN MEMBERS ONLY)



BIG RED NUMBER DIRECTORY

(LOGGED-IN MEMBERS ONLY)

Big Red Numbers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pulvinar
ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

Search by by number(s) or name

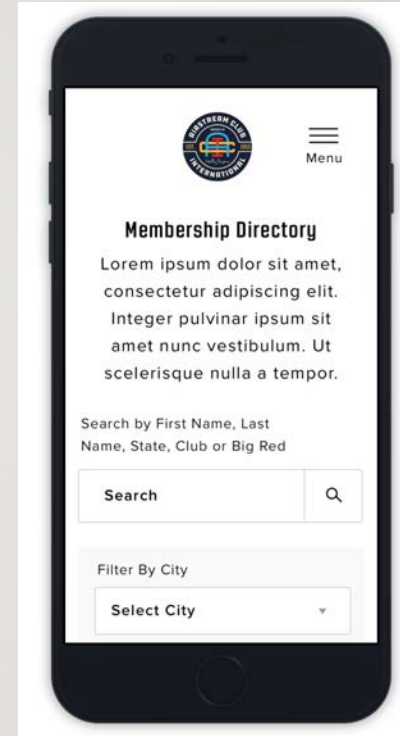
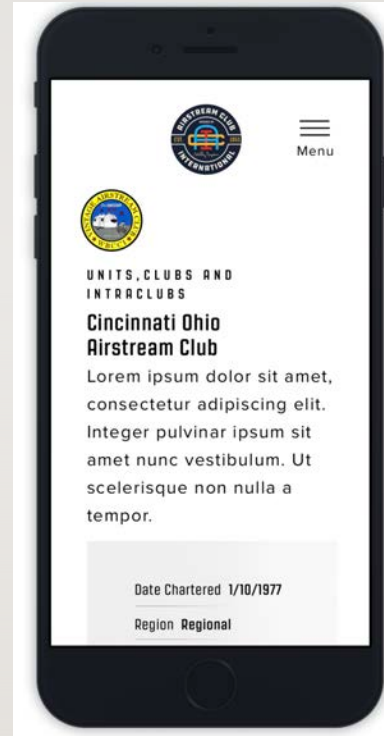
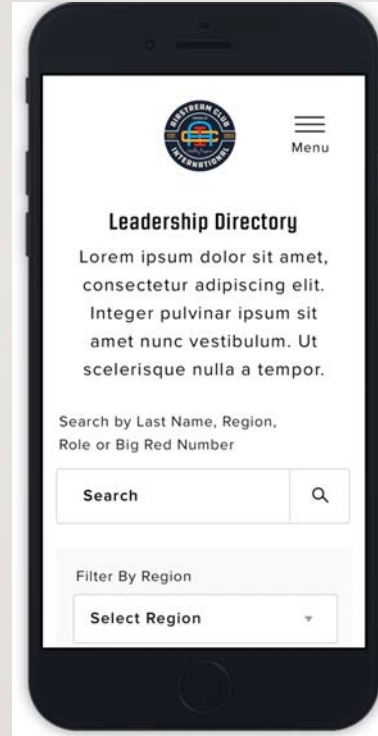


Filter Big Red Numbers

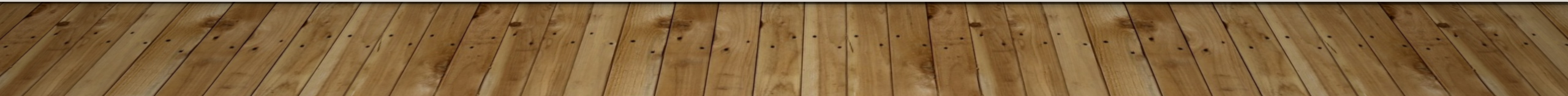
View Available BRN Numbers

850 Results

BRN	Member ID	Member Name	Owner Aquired Date	Airstream ID	Airstream Aquired Date
#5006	245477	Smith, Jennifer	1/3/10	Airstream 2345	1/3/10
#5006		Available			Available
#5006	245477	Smith, Jennifer	1/3/10	Airstream 2345	1/3/10
#5006	245477	Smith, Jennifer	1/3/10	Airstream 2345	1/3/10
#5006	245477	Smith,	1/3/10	Airstream 2345	1/3/10



MOBILE



WEBSITE MIGRATION PLAN

- This is a mandatory migration, to occur over roughly one year.
- Assistance will be provided by the ITC.
- Regions and Local Club websites **MUST** be on the new platform (no alternatives).
- Multi-phase migration schedule.
- After deadline, WordPress will be shut down.

Migration Phases

- 1) Small number of test sites, managed by skilled webmasters (~5-10 sites). Goal is to fine tune the process and create documentation and training.
- 2) All Region and Intra-Club sites (~15)
- 3) 1st wave of Local Club sites (~30)
- 4) 2nd wave of Local Club sites (~30)
- 5) 3rd and final wave of Local Club sites (~30)

INFORMATION TECHNOLOGY COMMITTEE (ITC)

- Provides assistance to webmasters (technical communication, training, password assistance, best-practice examples, etc).
- Utilizes new “helpdesk” tracking – send emails to itc@airstreamclub.net
- New blog for webmasters

INFORMATION TECHNOLOGY COMMITTEE (ITC)

MONTHLY TREND OF TICKETS RECEIVED AND RESOLVED AND UNRESOLVED

Day Week Month Quarter Year





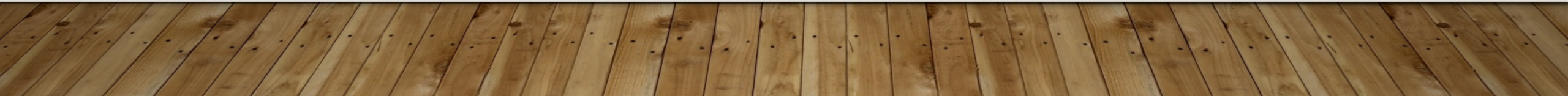
Thanks!

WEBSITE AND DATABASE PROJECT UPDATE

2020 MID-WINTER IBT – JANUARY 2020, LAS VEGAS, NV

ERIC MCHENRY, LORI PLUMMER, MARC NIJDAM

BACKGROUND SLIDES



MEMBERSHIP MODEL

CURRENT

REGULAR MEMBERSHIP

- SPOUSE #1
- SPOUSE #2
- 1 VOTE
- ONE AIRSTREAM #65 NUMBER = MEMBERSHIP #

MEMBER AT LARGE

- SPOUSE #1
- SPOUSE #2
- NO VOTE
- ONE AIRSTREAM NUMBER #65

PROPOSED

ALL MEMBERS

- PRIMARY MEMBER
 - 1 VOTE
 - MEMBER ID NUMBER
- PARTNER MEMBER
 - 1 VOTE
 - MEMBER ID NUMBER
- AIRSTREAM NUMBER
 - FIRST ONE FREE
 - ADDITIONAL \$10/YEAR

#65

WHY A CUSTOM DATABASE?

- The business needs of WBAC preclude us from using an off-the-shelf member management systems.
- Unlike most clubs or non-profits, we have over 120 sub-clubs distributed across a regional structure, a signature BRN administrative process, the need to conduct voting, and the complexity of a distributed membership attraction and retention strategy.
- Off-the-shelf solutions won't deliver what our members, regions, clubs and office staff need.

