WEBSITE AND DATABASE PROJECT UPDATE

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

ERIC MCHENRY, LORI PLUMMER, MARC NIJDAM

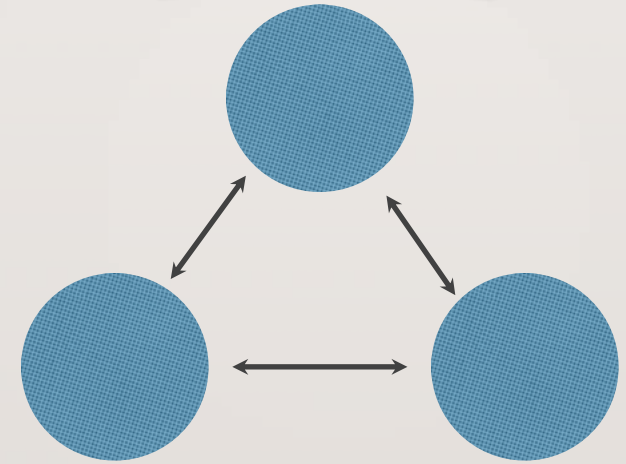
THREE CRITICAL COMPONENTS

Phase 1

Phase 2

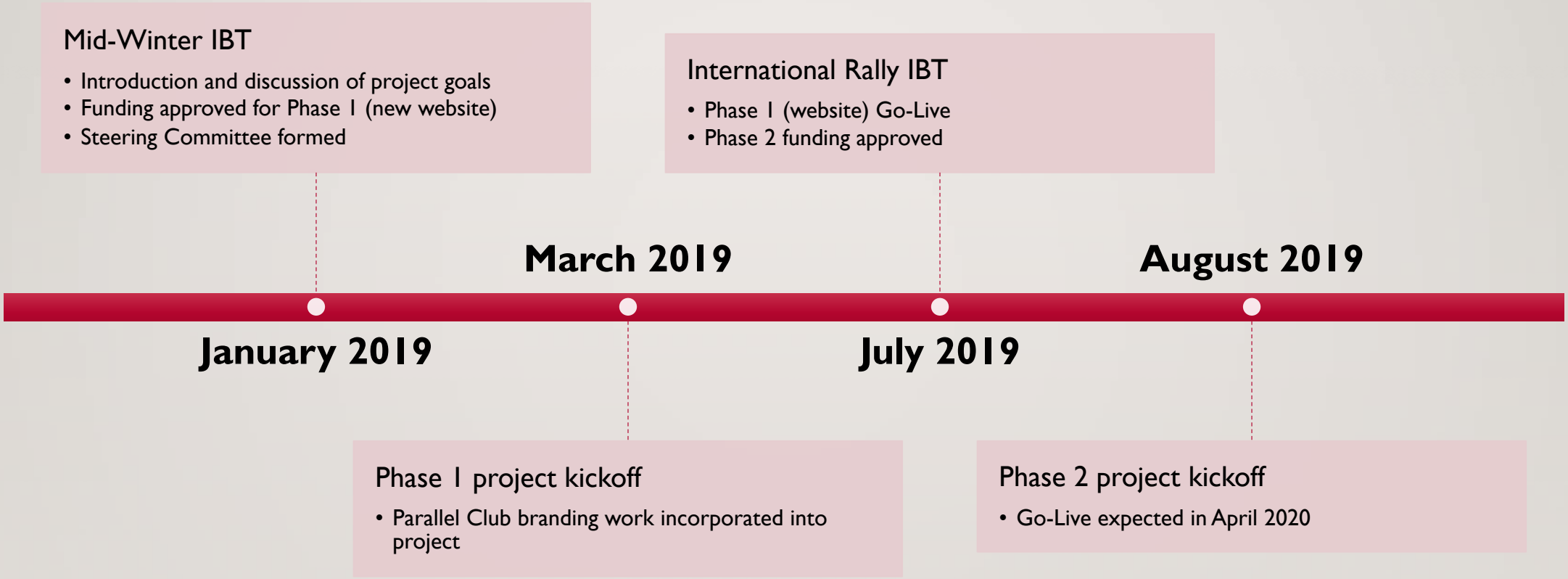
Public-facing website

Membership Management Database Solution



Self Service Portal for Regions, Clubs, Intraclubs & Members

PROJECT TIMELINE



WHAT WE NEEDED FROM OUR WEBSITE

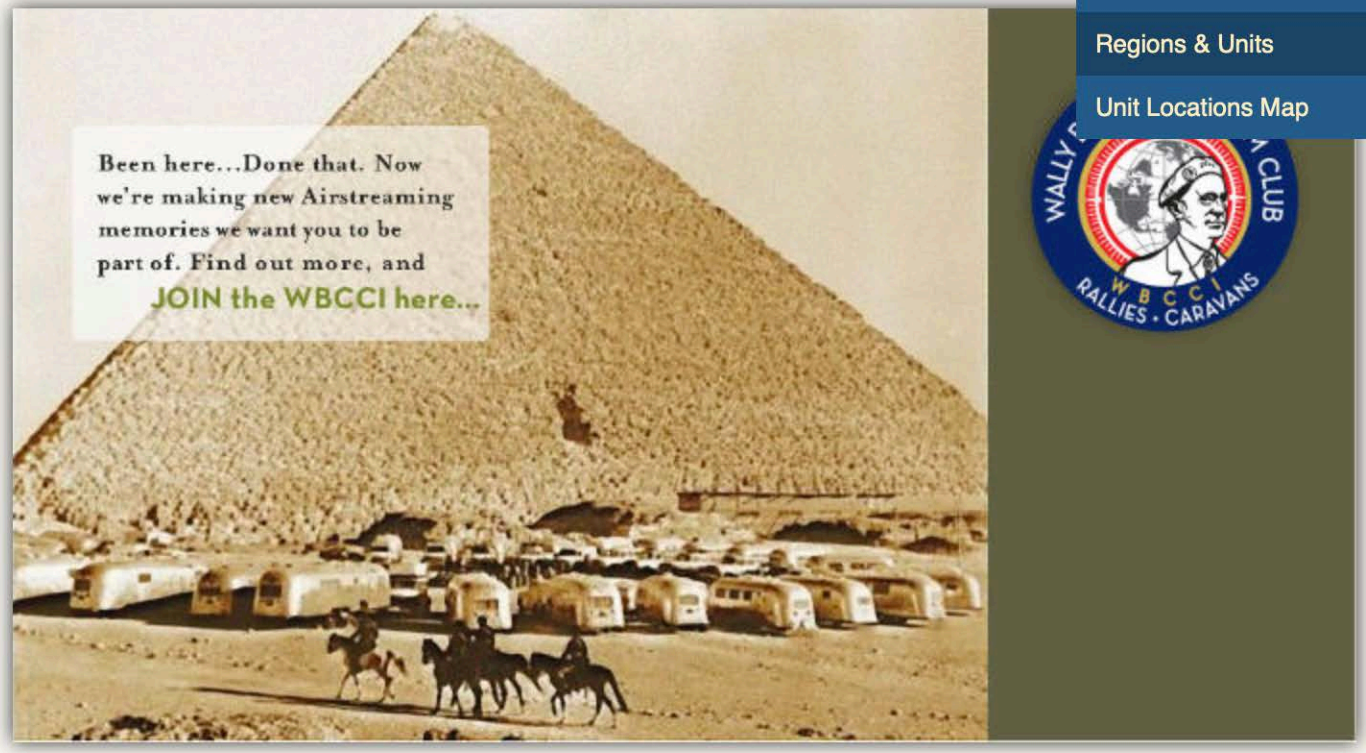
- Improved user experience with a new, modern design.
- A responsive design layout that allows use across smartphone, tablet and desktops.
- ADA (disability) compliance and support for visual impairments.
- Consolidated event calendar for all WBAC events, including easy self-service updates by Regions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

WBCCI.ORG

Wally Byam Caravan Club International, Inc.

About WBCCI | Join | Activities | Magazine | Shop | Regions & Units | Members' Info | Maint Info | Admin

- Region Map
- Regions & Units
  - 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
- Unit Locations Map



Join Online Today

Renew Online Today

AIRSTREAM CLUB INTERNATIONAL
EST. 1955
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
AIRSTREAM
1903
5364

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)

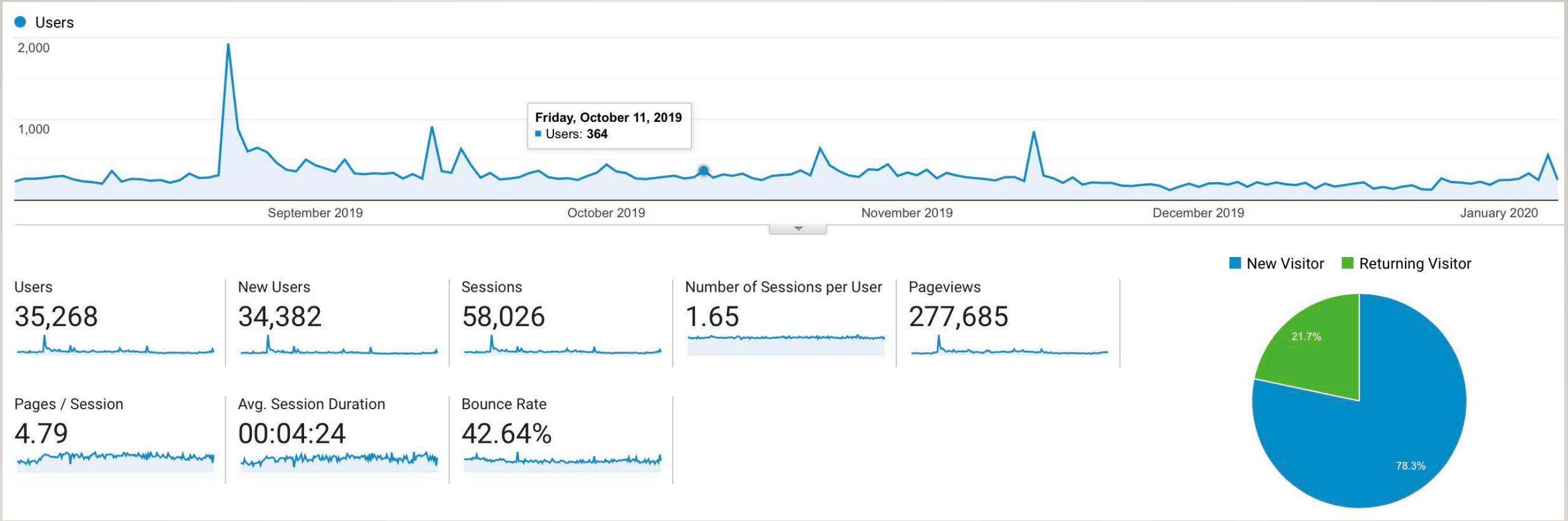
PHASE 1 (WEBSITE) UPDATE

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



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

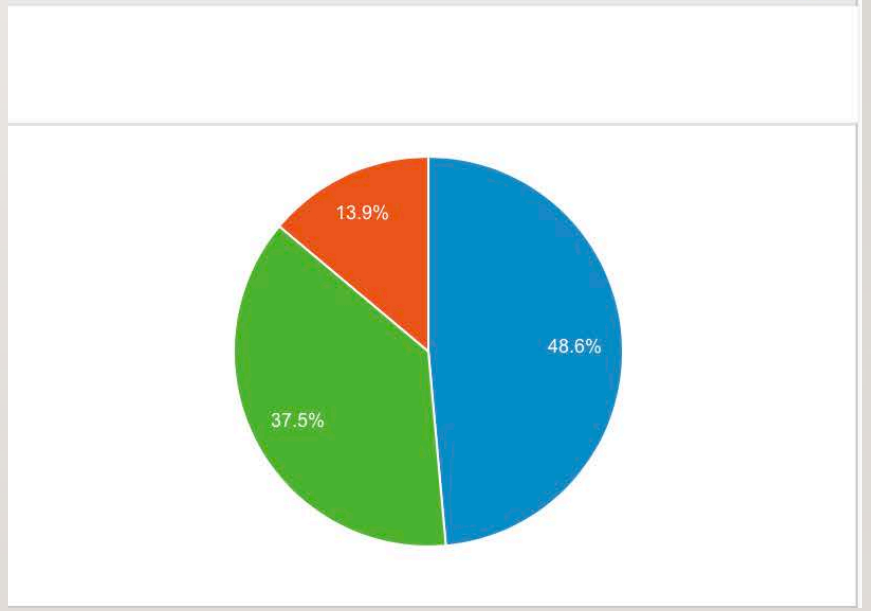
Operating System	Acquisition
	Users
	35,268 % of Total: 100.00% (35,268)
1. iOS	14,643 (41.49%)
2. Windows	9,676 (27.41%)
3. Macintosh	6,467 (18.32%)
4. Android	3,431 (9.72%)
5. (not set)	471 (1.33%)
6. Linux	459 (1.30%)
7. Chrome OS	144 (0.41%)
8. BlackBerry	3 (0.01%)
9. Windows Phone	2 (0.01%)

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%)

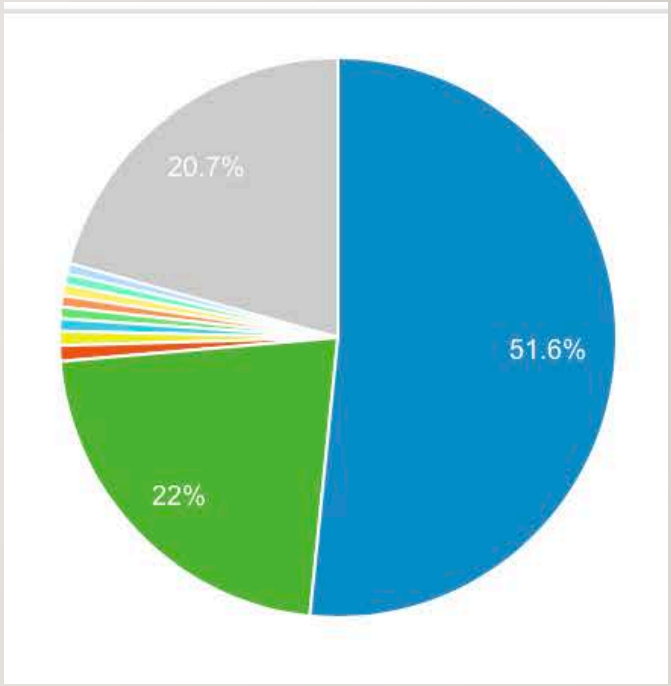
WEBSITE ACCESS (MOBILE VS. DESKTOP)

(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



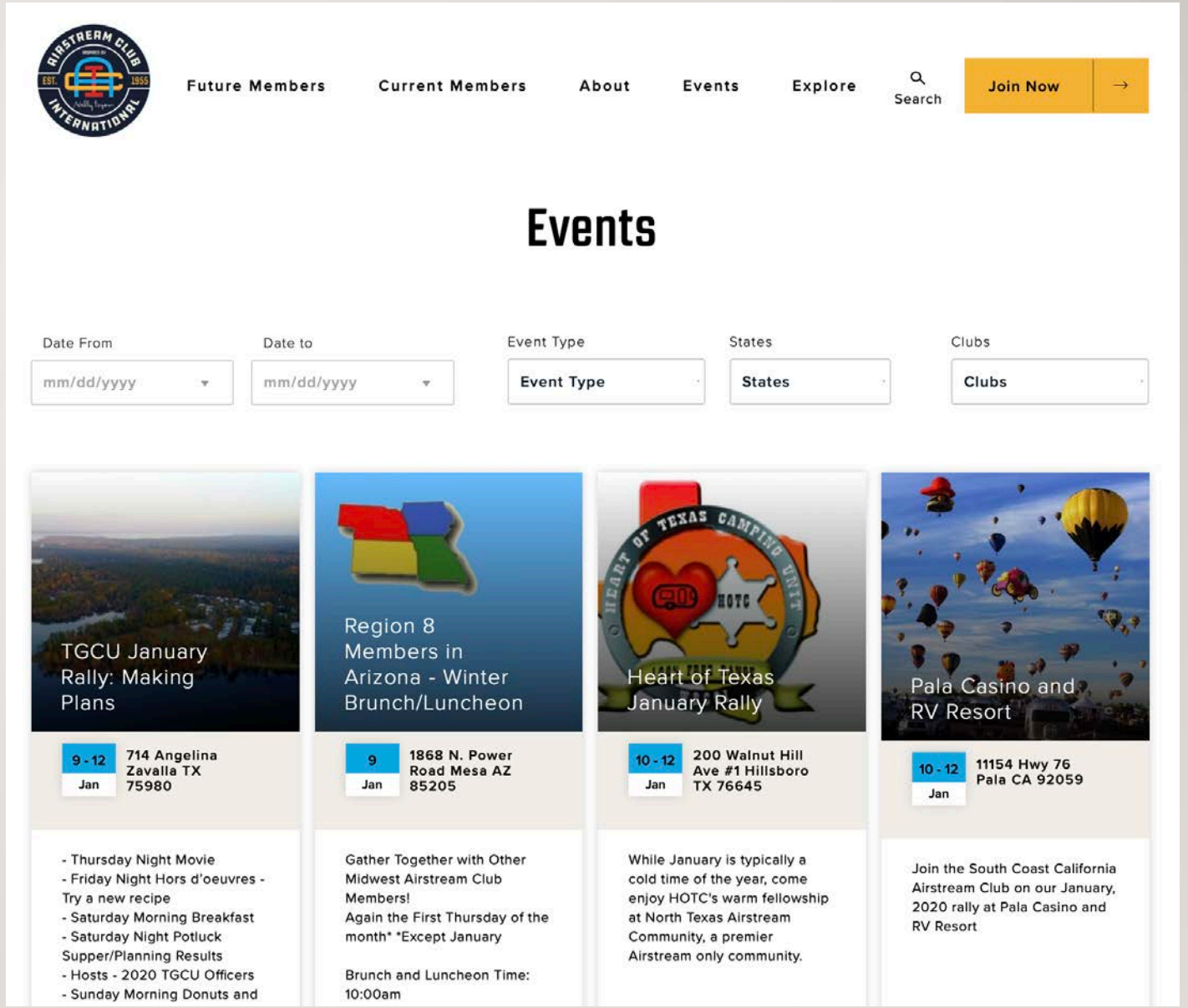
Mobile Device Info	Users	Users
	18,232 % of Total: 51.70% (35,268)	18,232 % of Total: 51.70% (35,268)
1. Apple iPhone	**9,374**	51.61%
2. Apple iPad	**4,002**	22.03%
3. Samsung SM-G950U Galaxy S8	**164**	0.90%
4. Samsung SM-G960U Galaxy S9	**149**	0.82%
5. Apple iPhone X	**130**	0.72%
6. Samsung SM-N960U 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)



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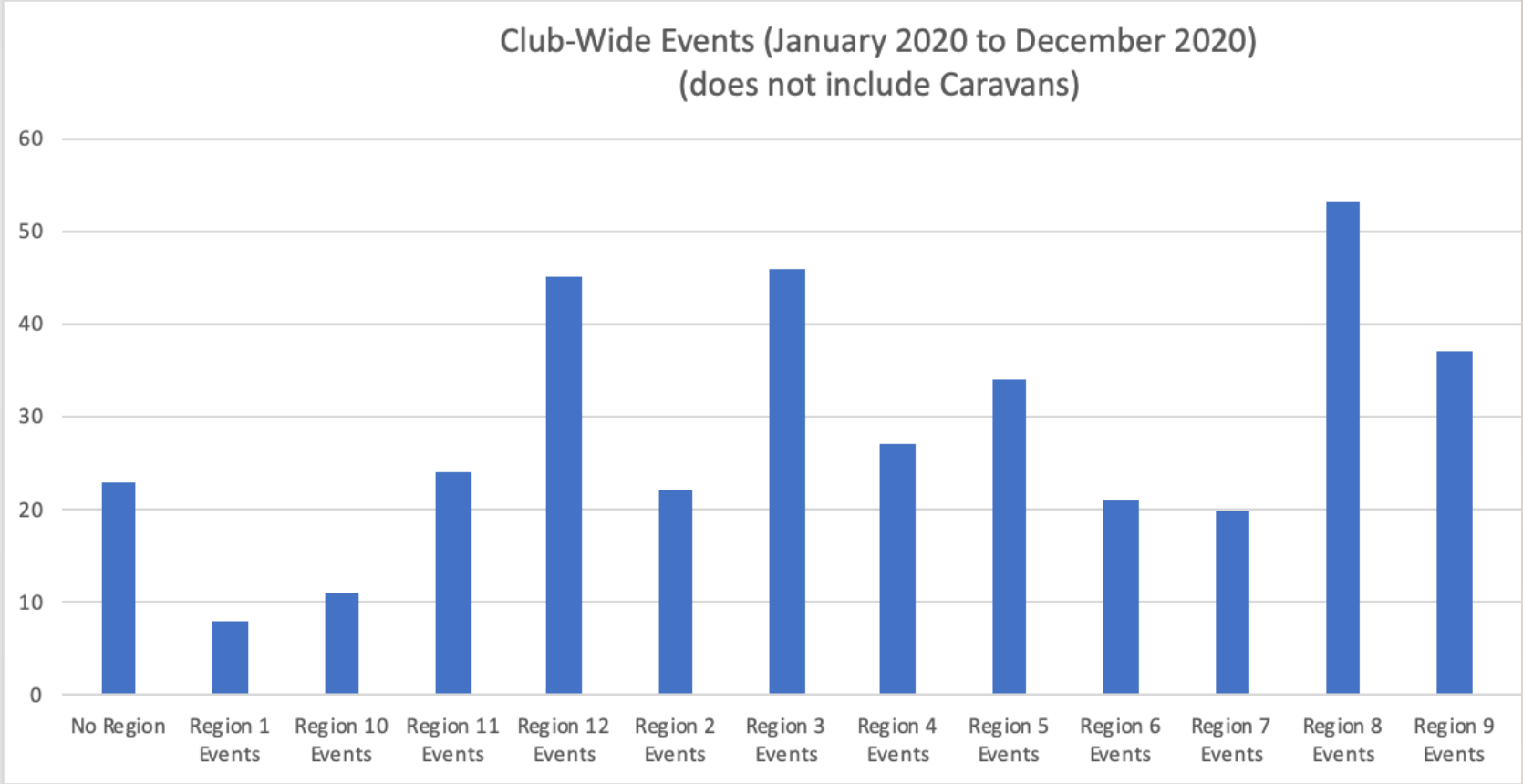

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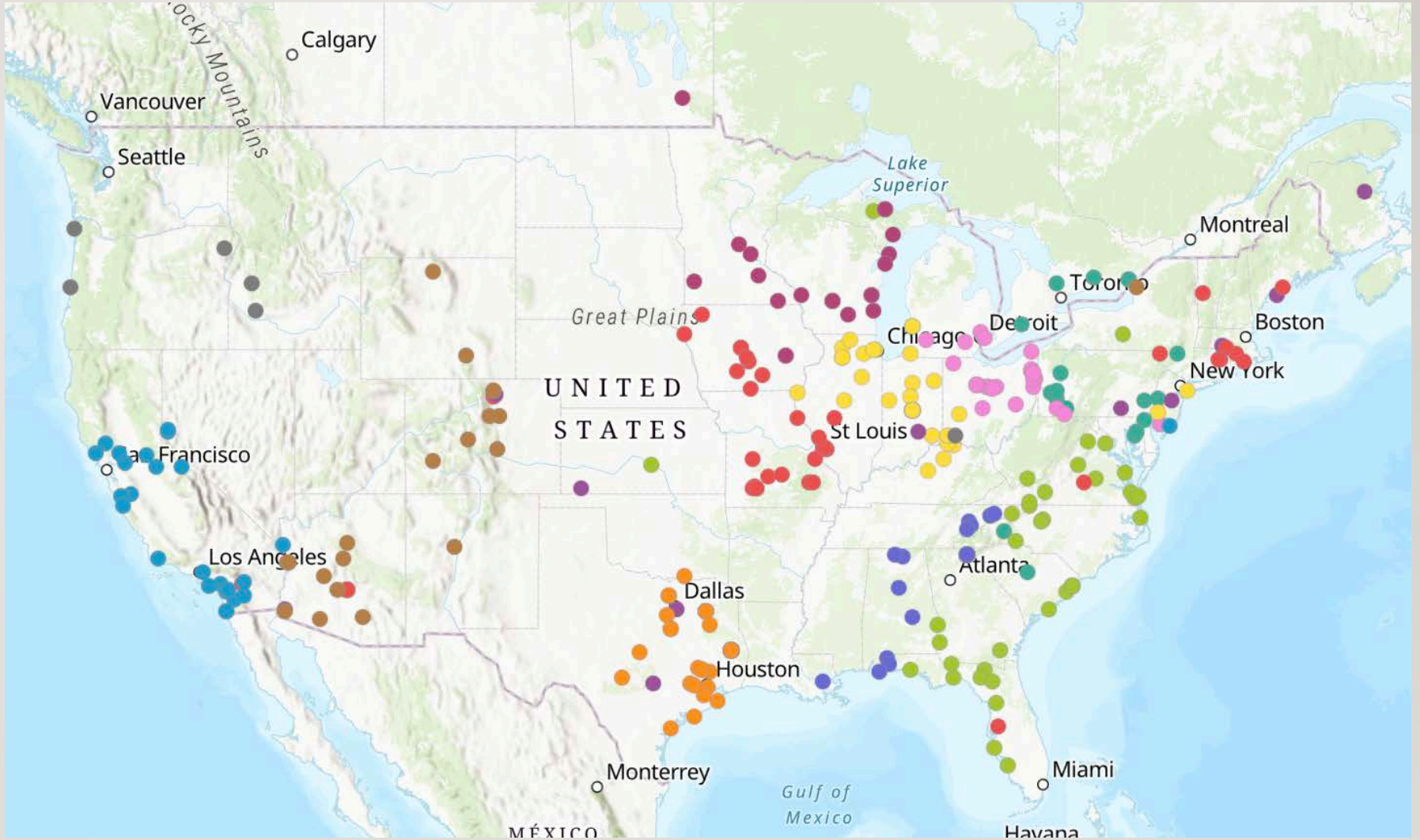
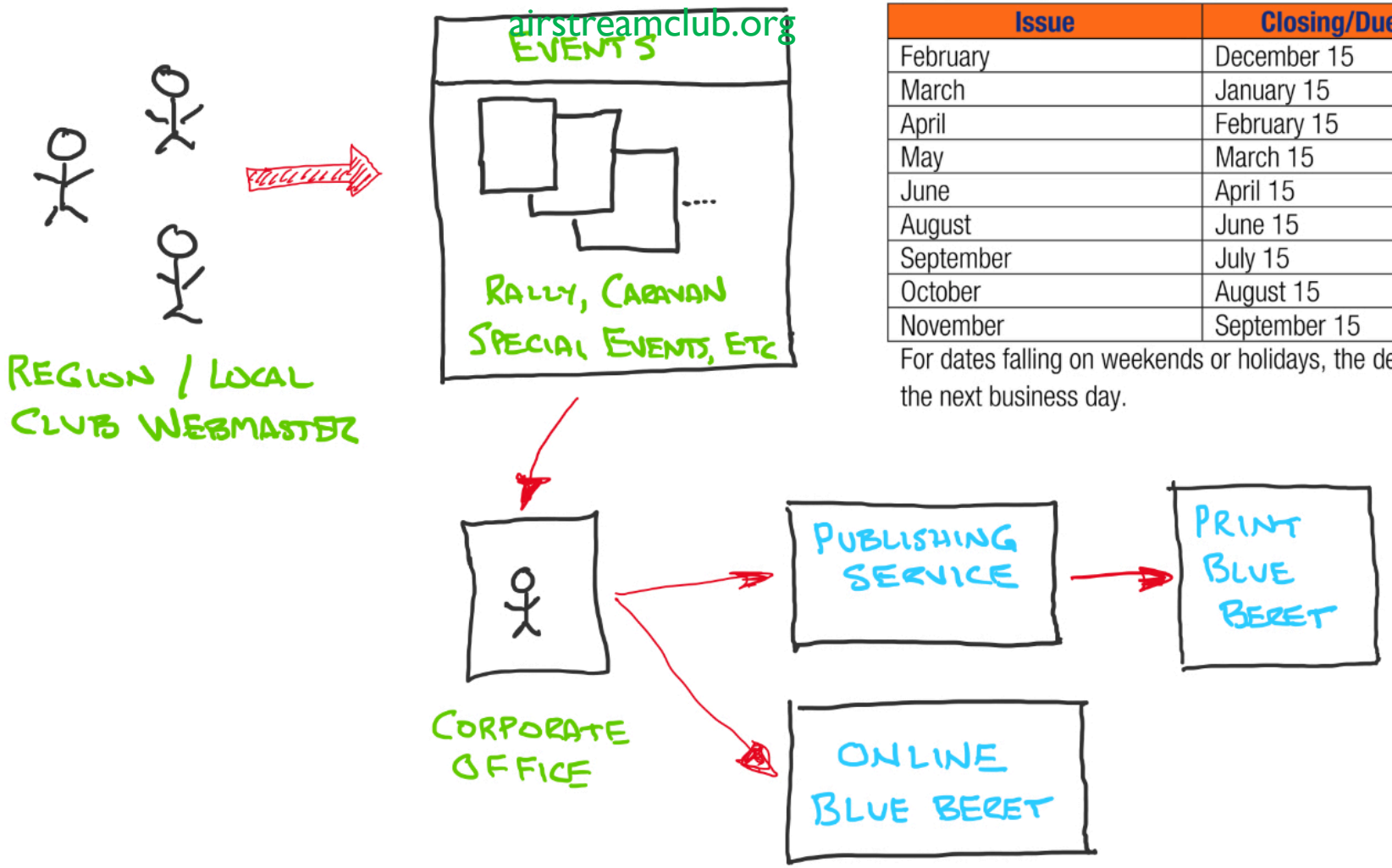
(371 EVENTS IN 2020)



EVENTS CALENDAR DIRECTLY DRIVES BLUE BERET



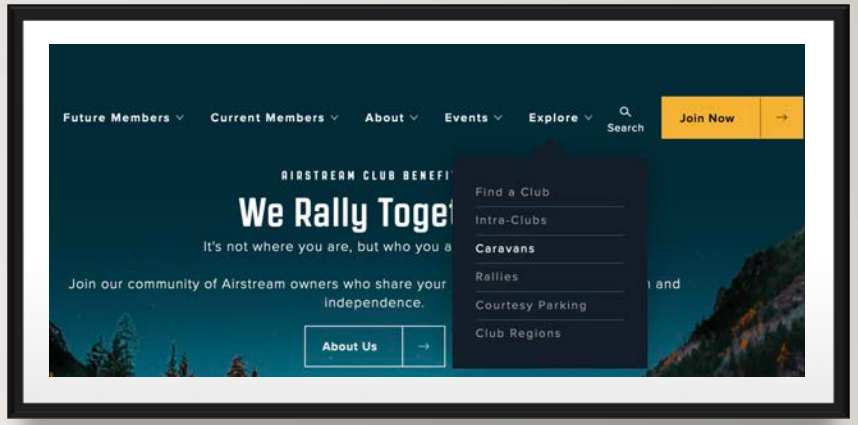
Copy/Closing Dates

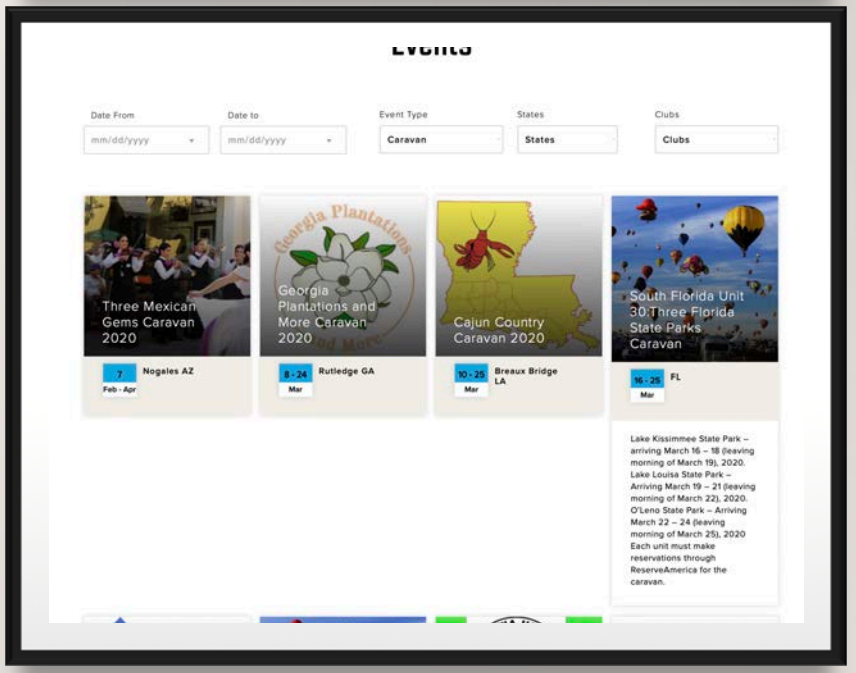
Issue	Closing/Due Date
February	December 15
March	January 15
April	February 15
May	March 15
June	April 15
August	June 15
September	July 15
October	August 15
November	September 15

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

CARAVANS

(45 AS OF JANUARY 2020)

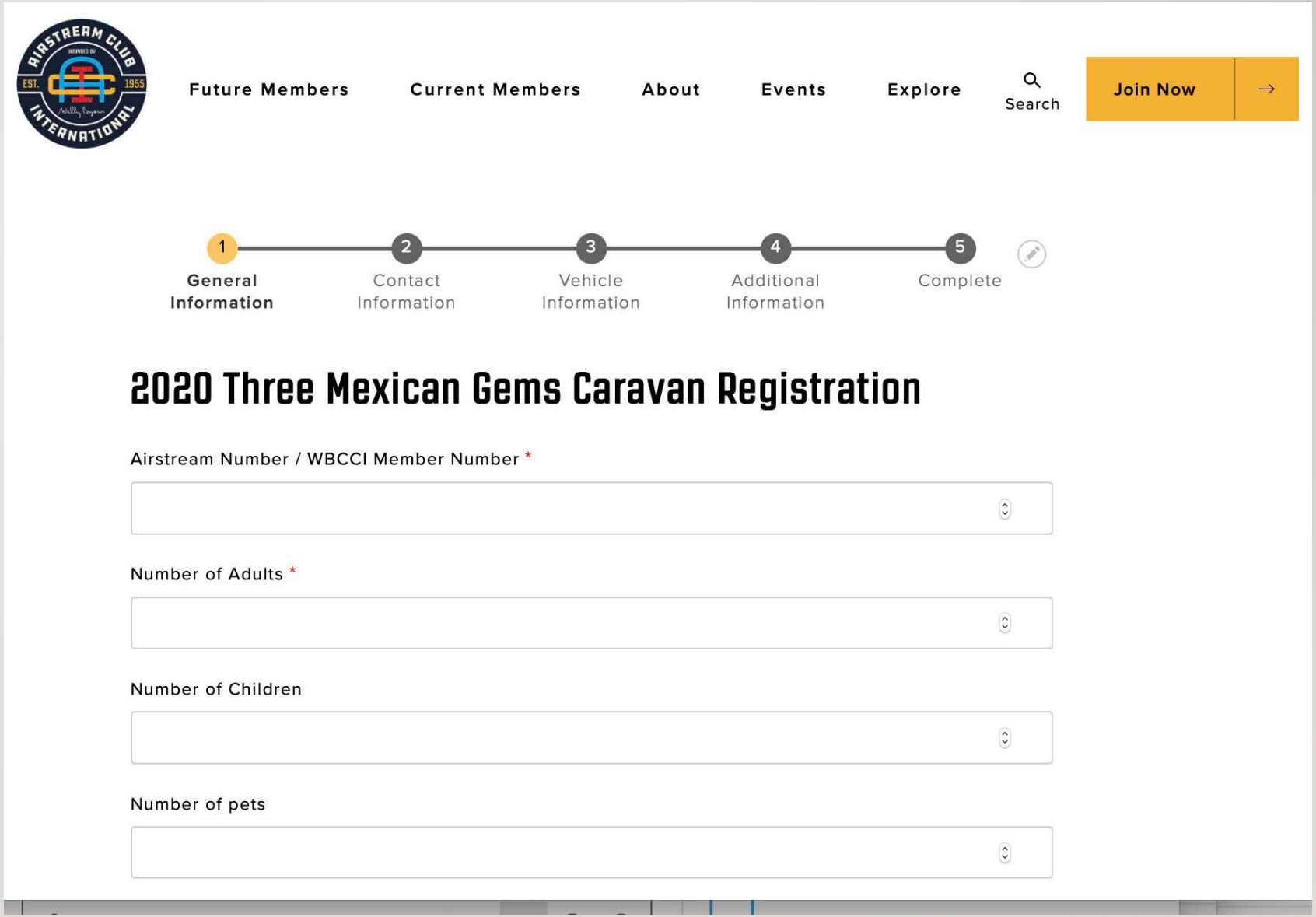




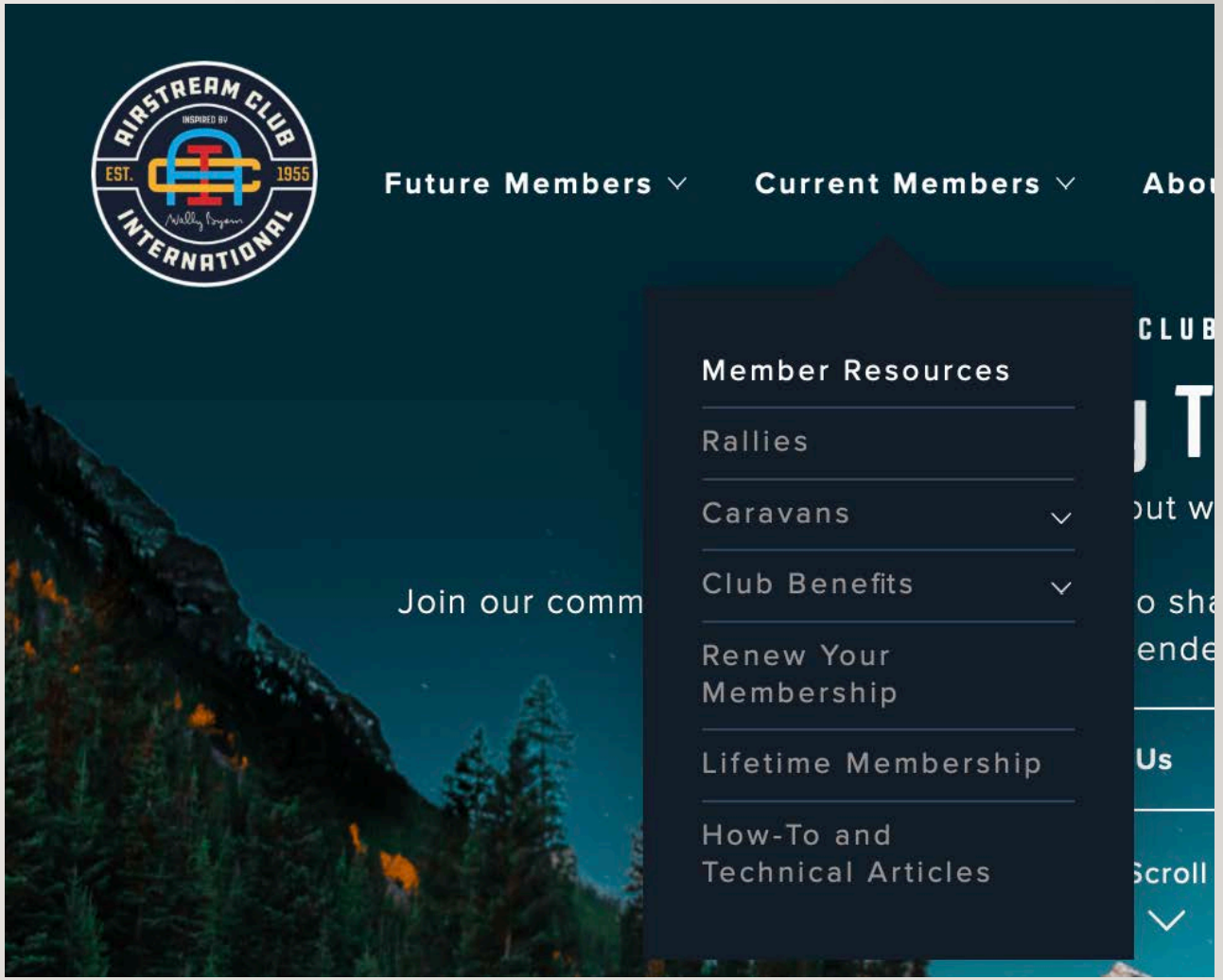
NEW CARAVAN PROCESS

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

ONLINE CARAVAN REGISTRATION



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

Q&A

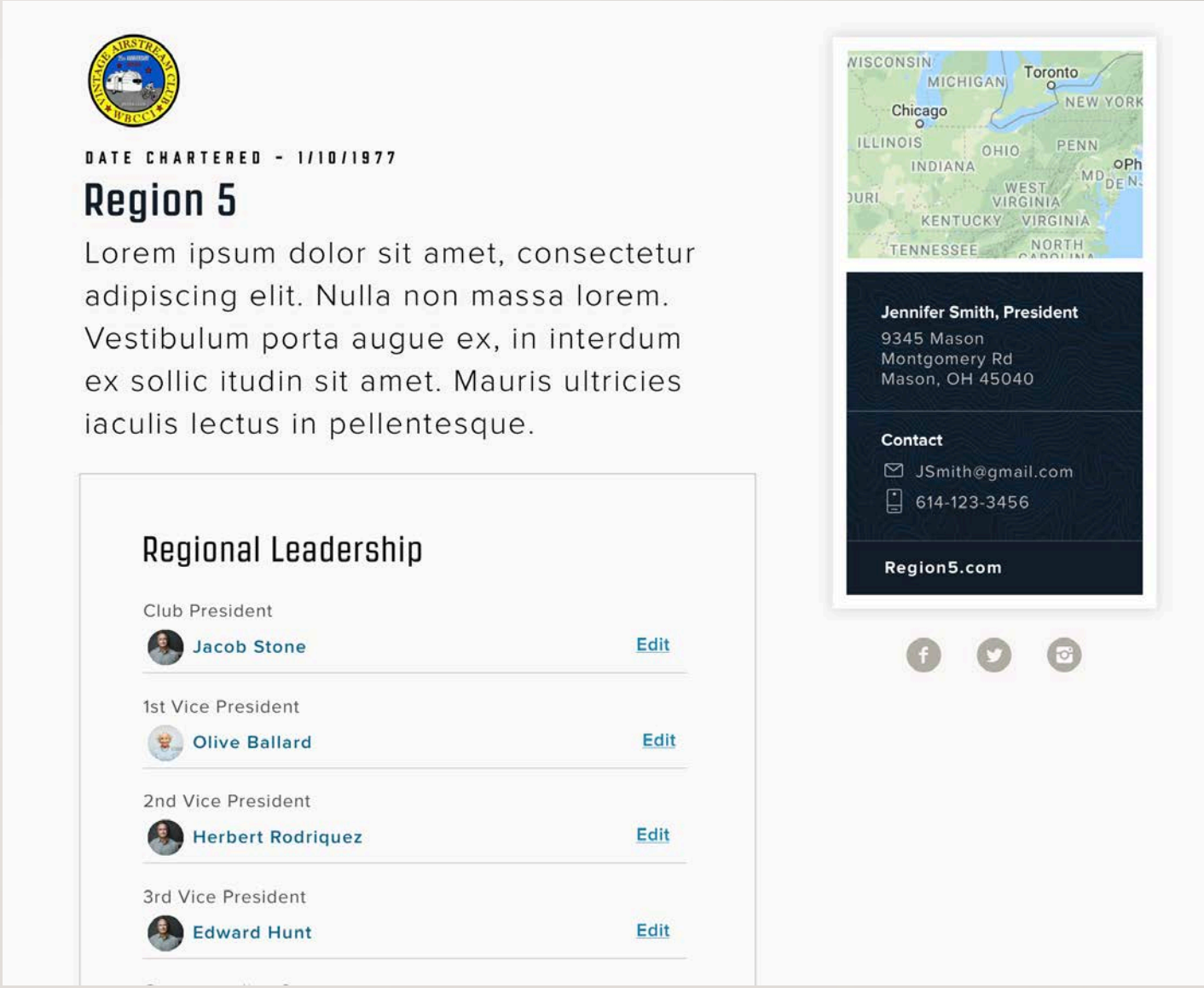
PHASE 2

MEMBERSHIP DATABASE AND MEMBER SELF-SERVICE PORTAL

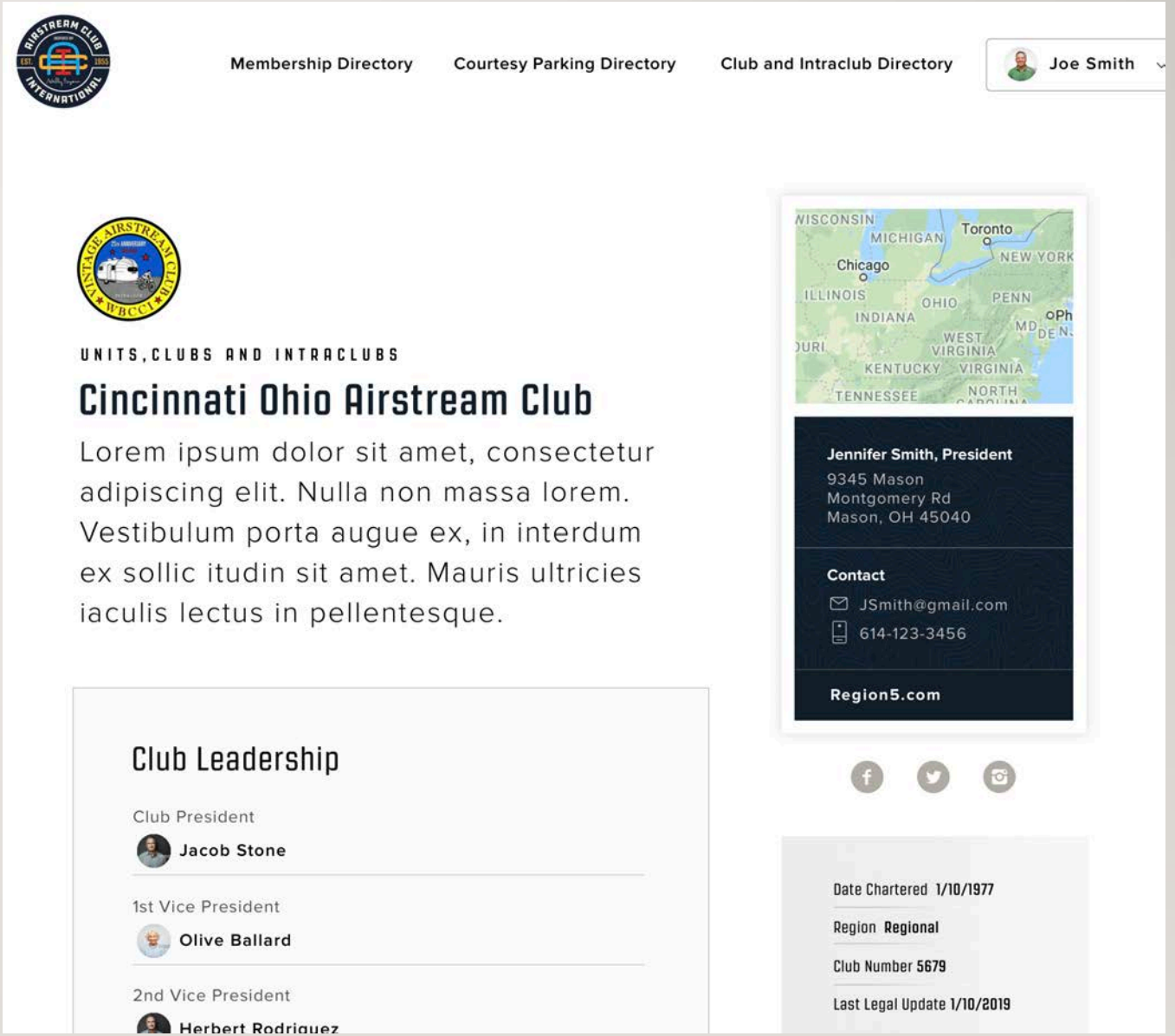
GOALS FOR DATABASE AND PORTAL

- 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

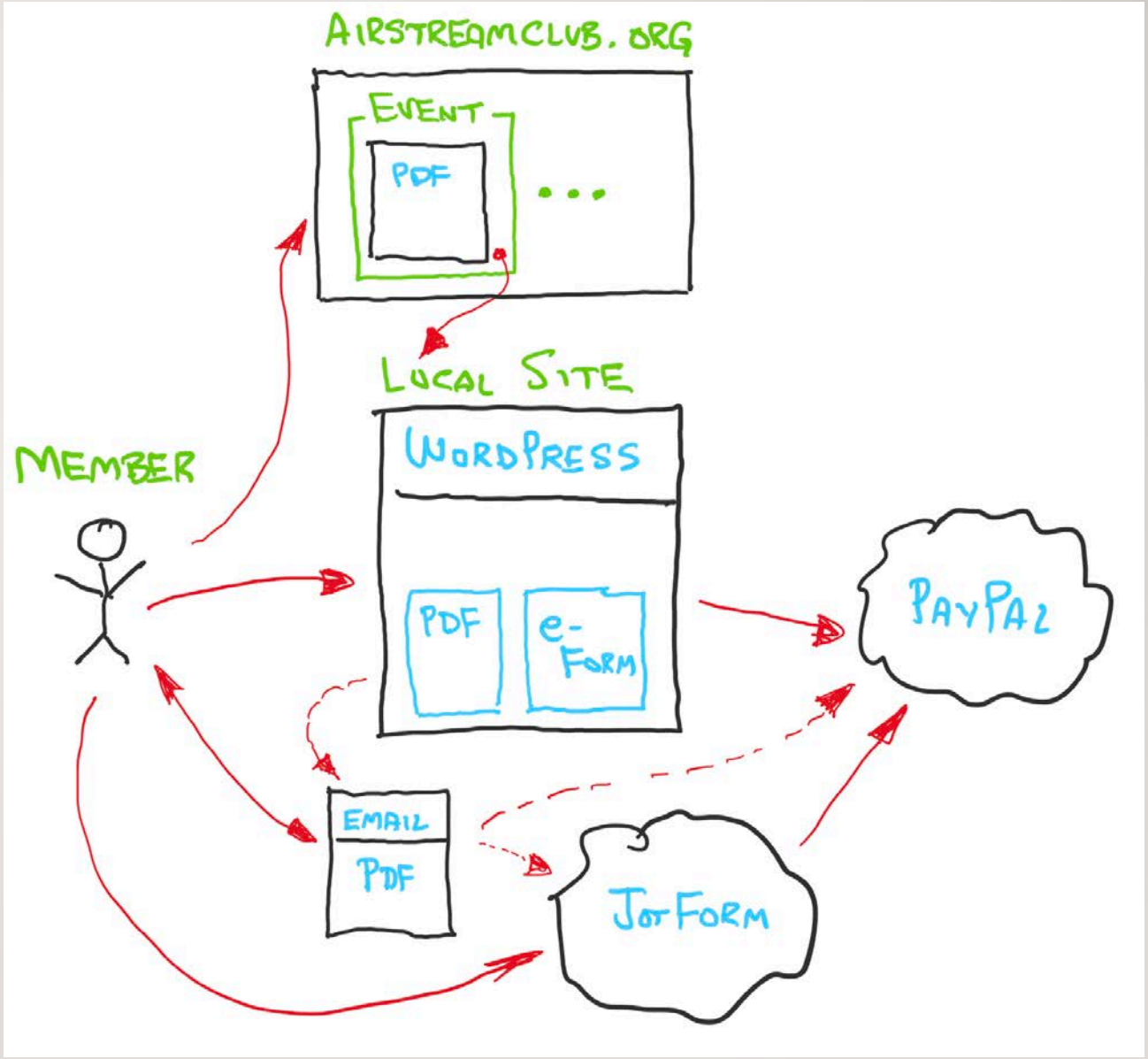
NEW REGION WEBSITES



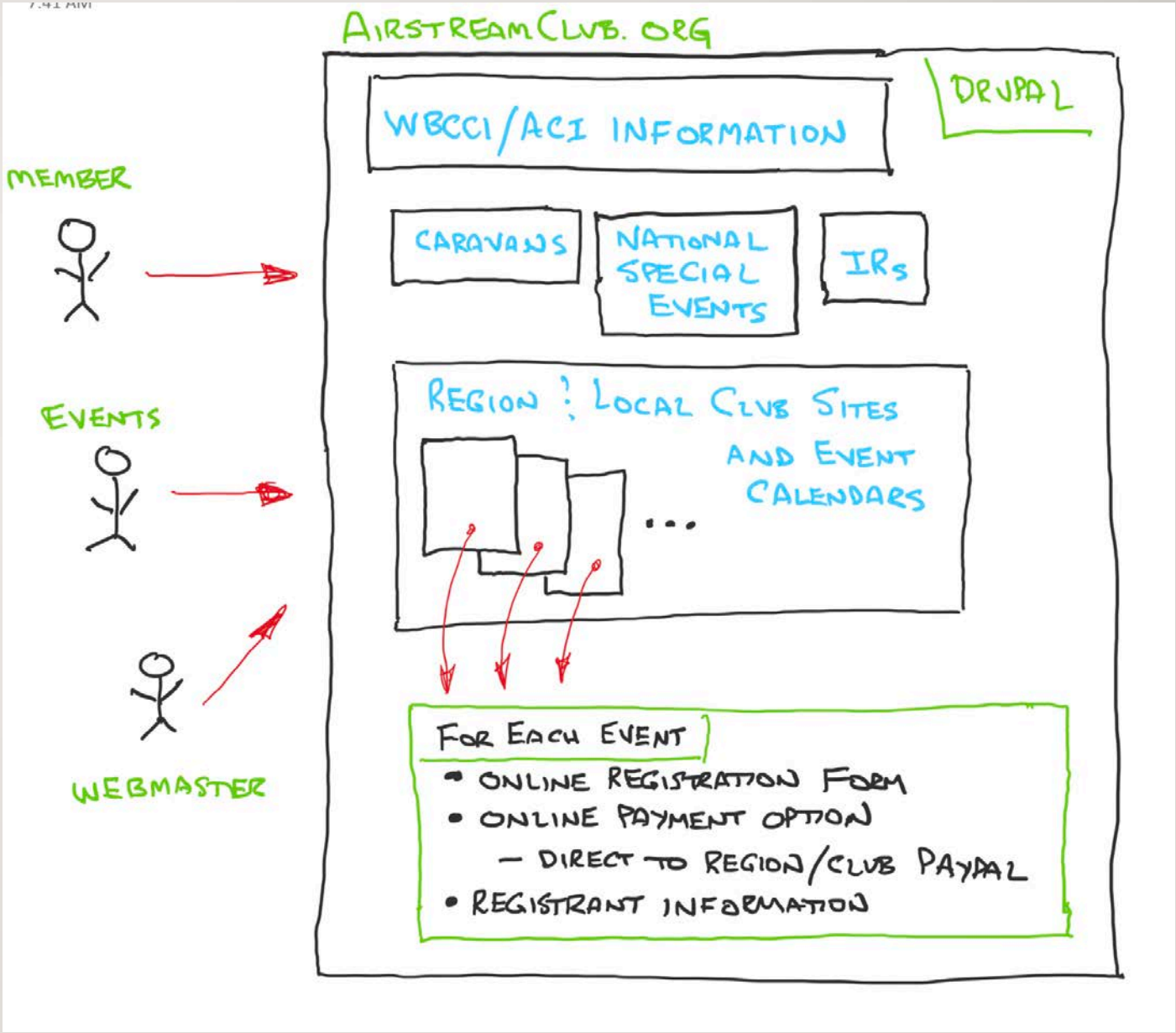
NEW LOCAL CLUB WEBSITES



CURRENT EVENT REGISTRATION PROCESS



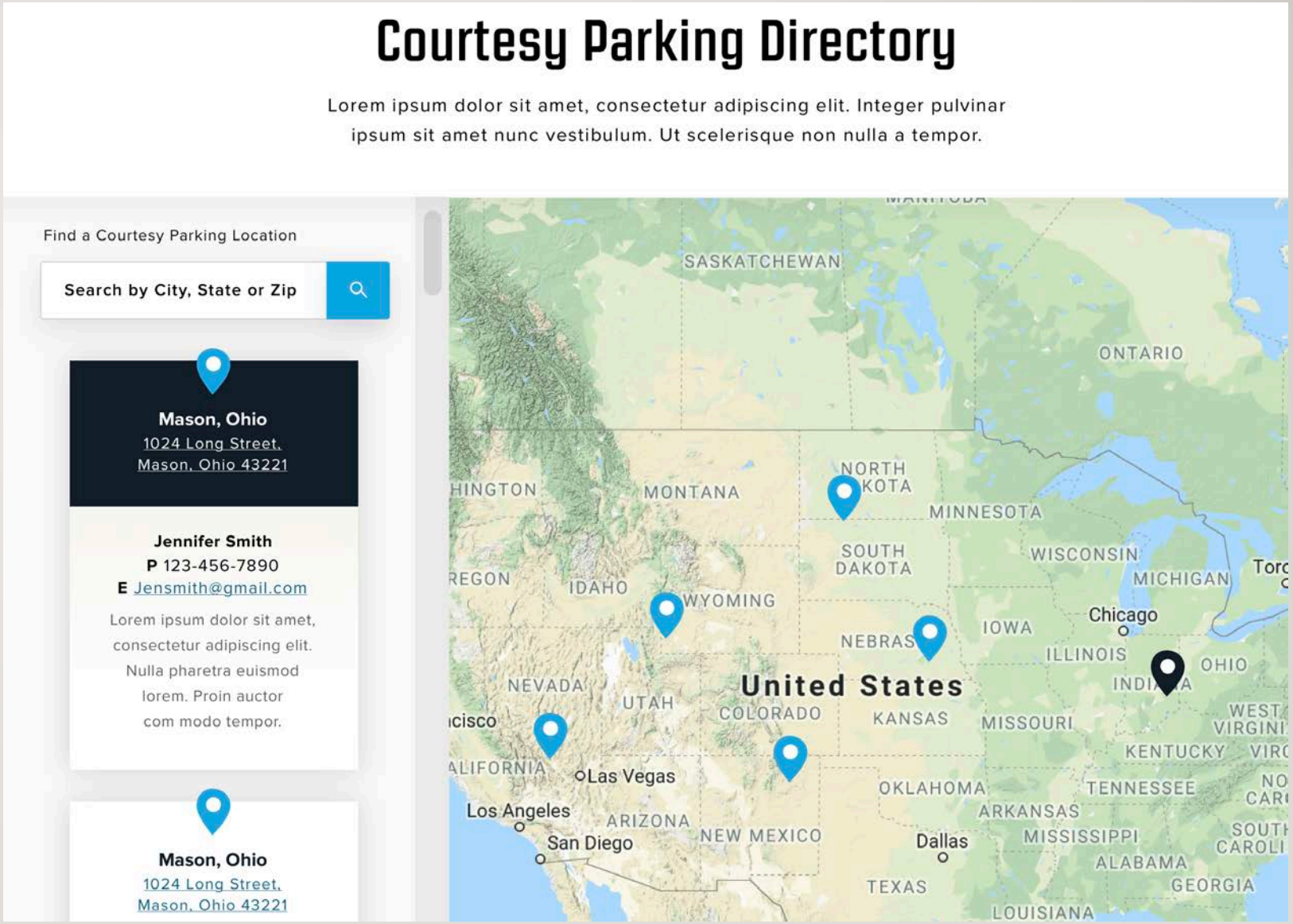
NEW EVENT REGISTRATION PROCESS



Q&A

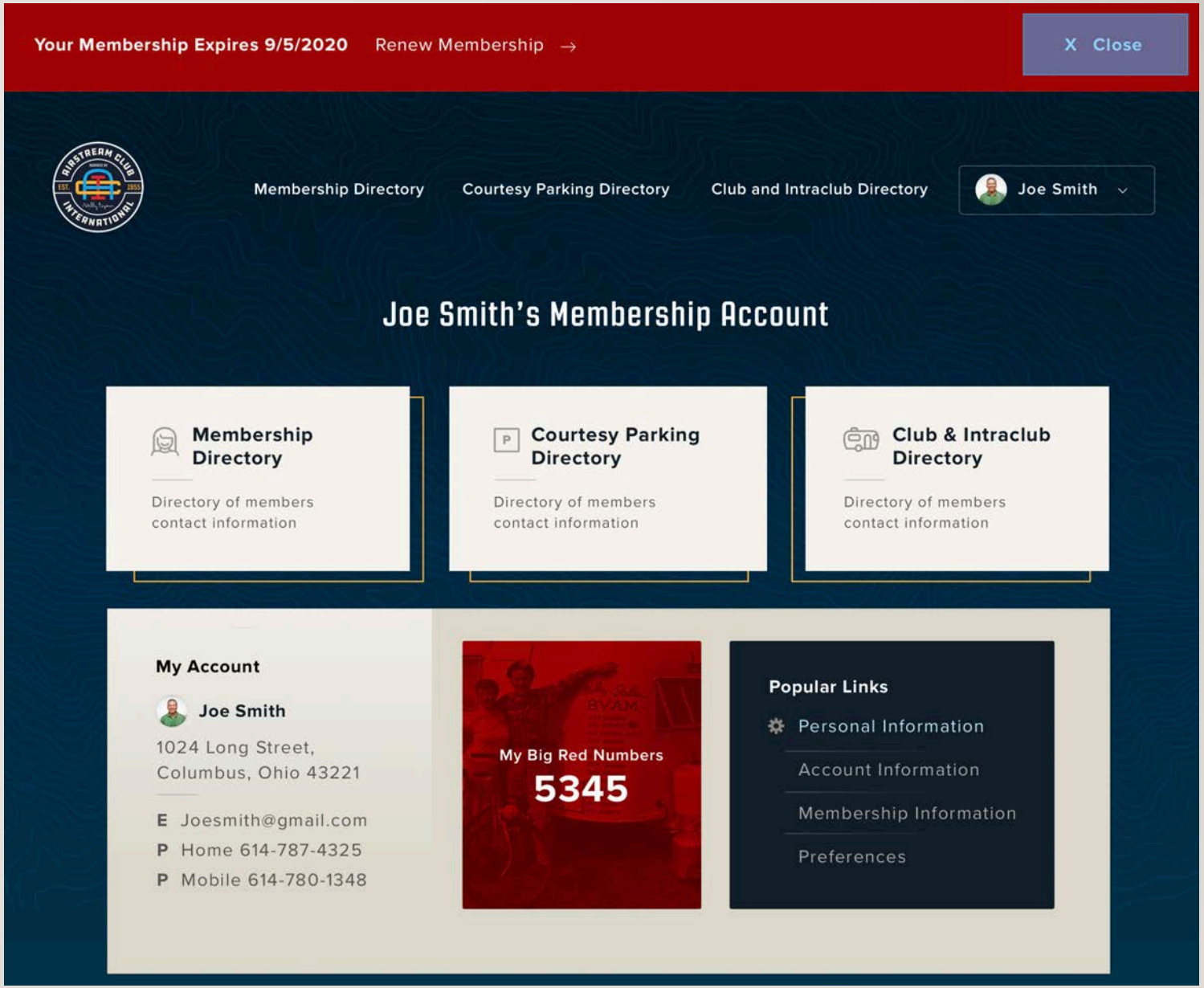
COURTESY PARKING DIRECTORY

(LOGGED-IN MEMBERS ONLY)



MEMBER PORTAL

(LOGGED-IN MEMBERS ONLY)



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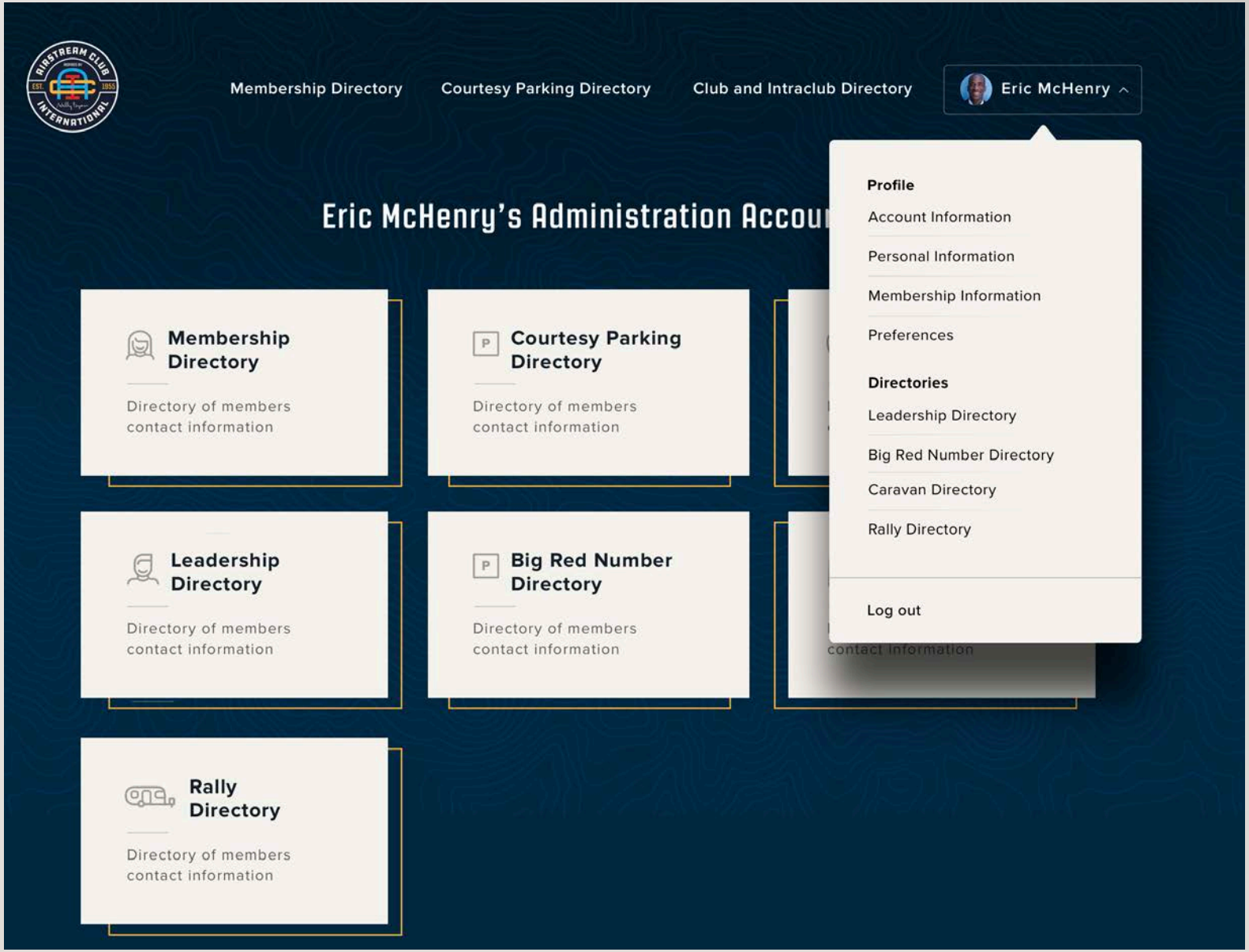
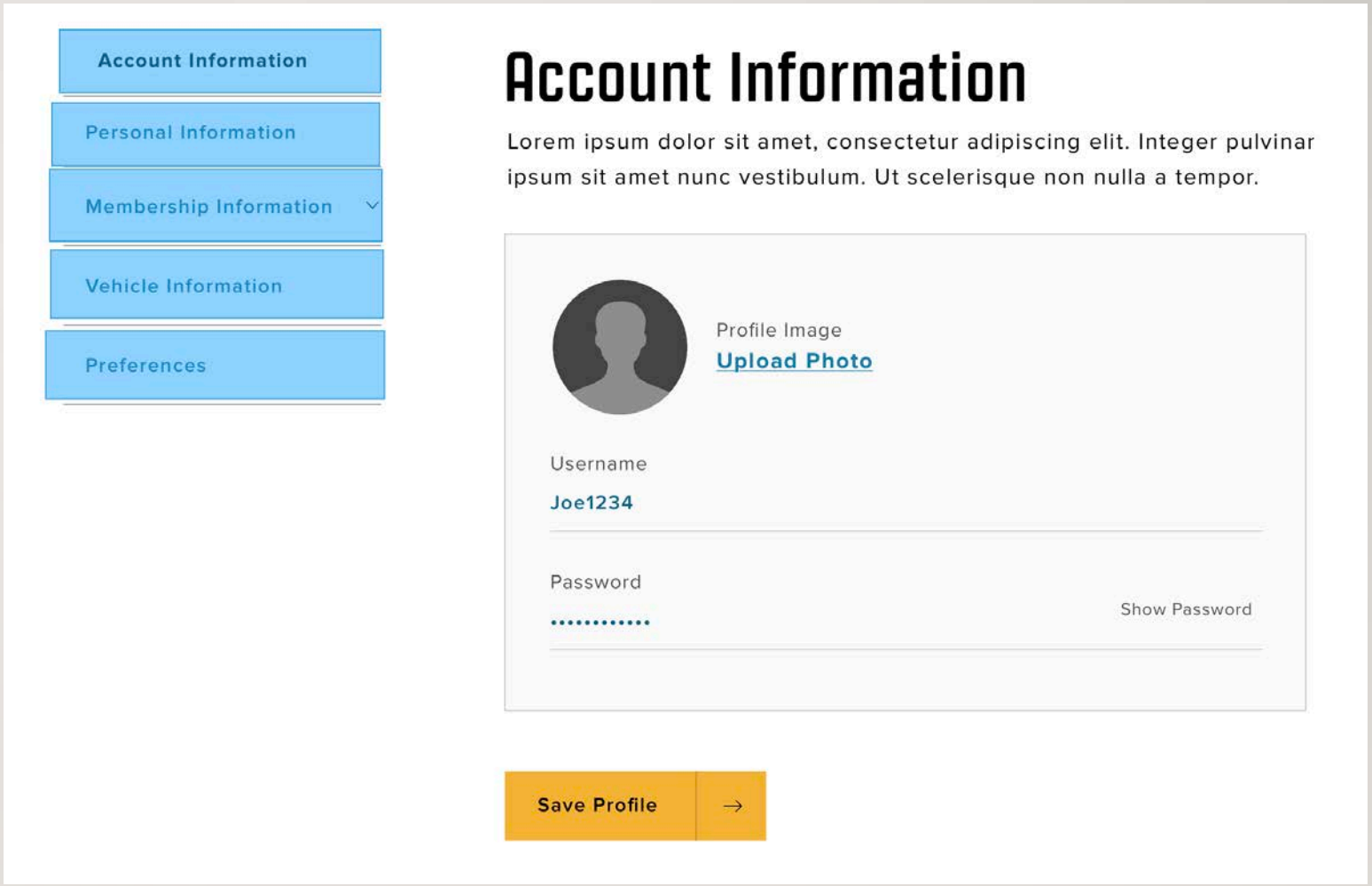


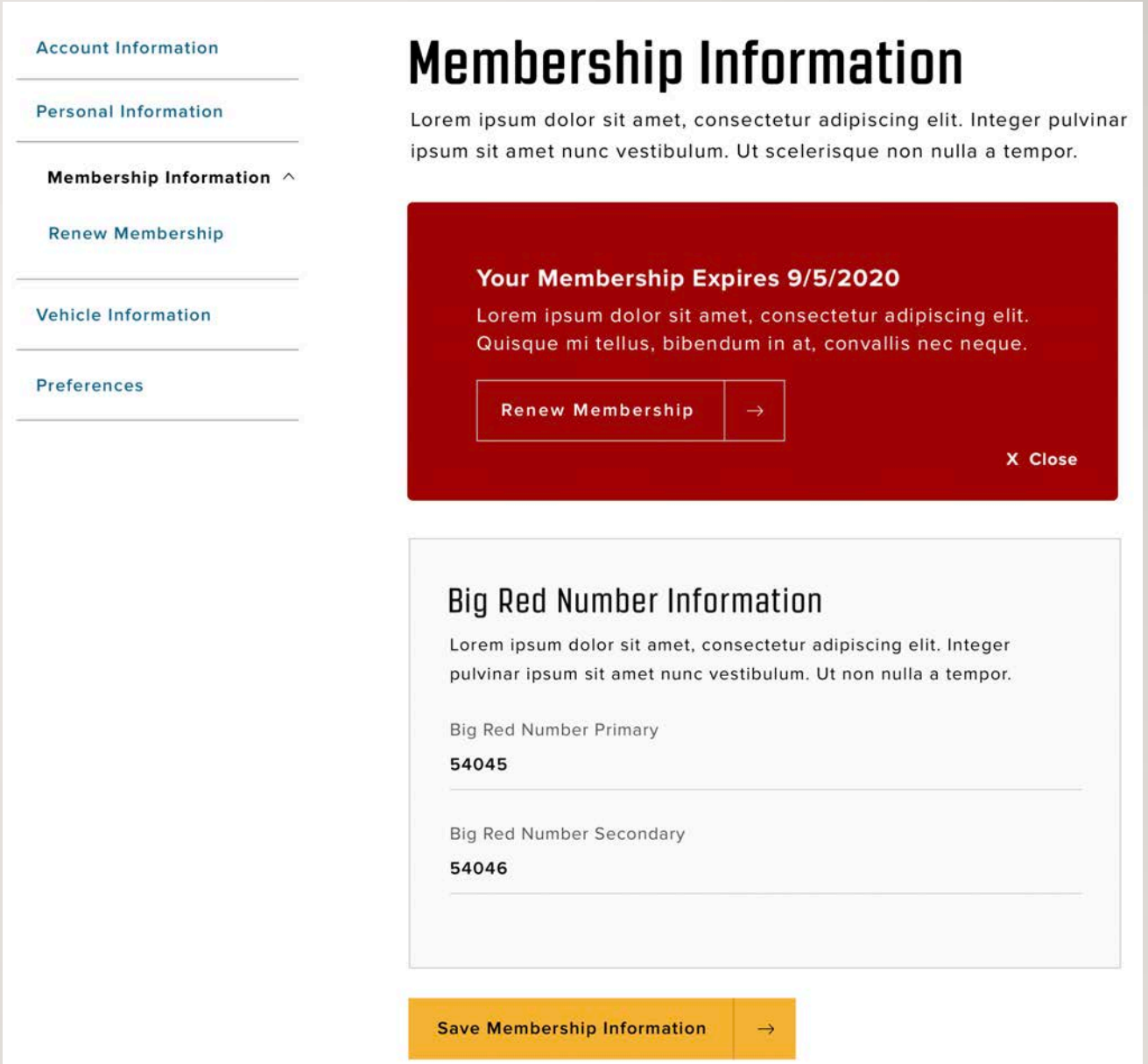
SELF-SERVICE MEMBER ACCOUNT INFORMATION

(LOGGED-IN MEMBERS ONLY)



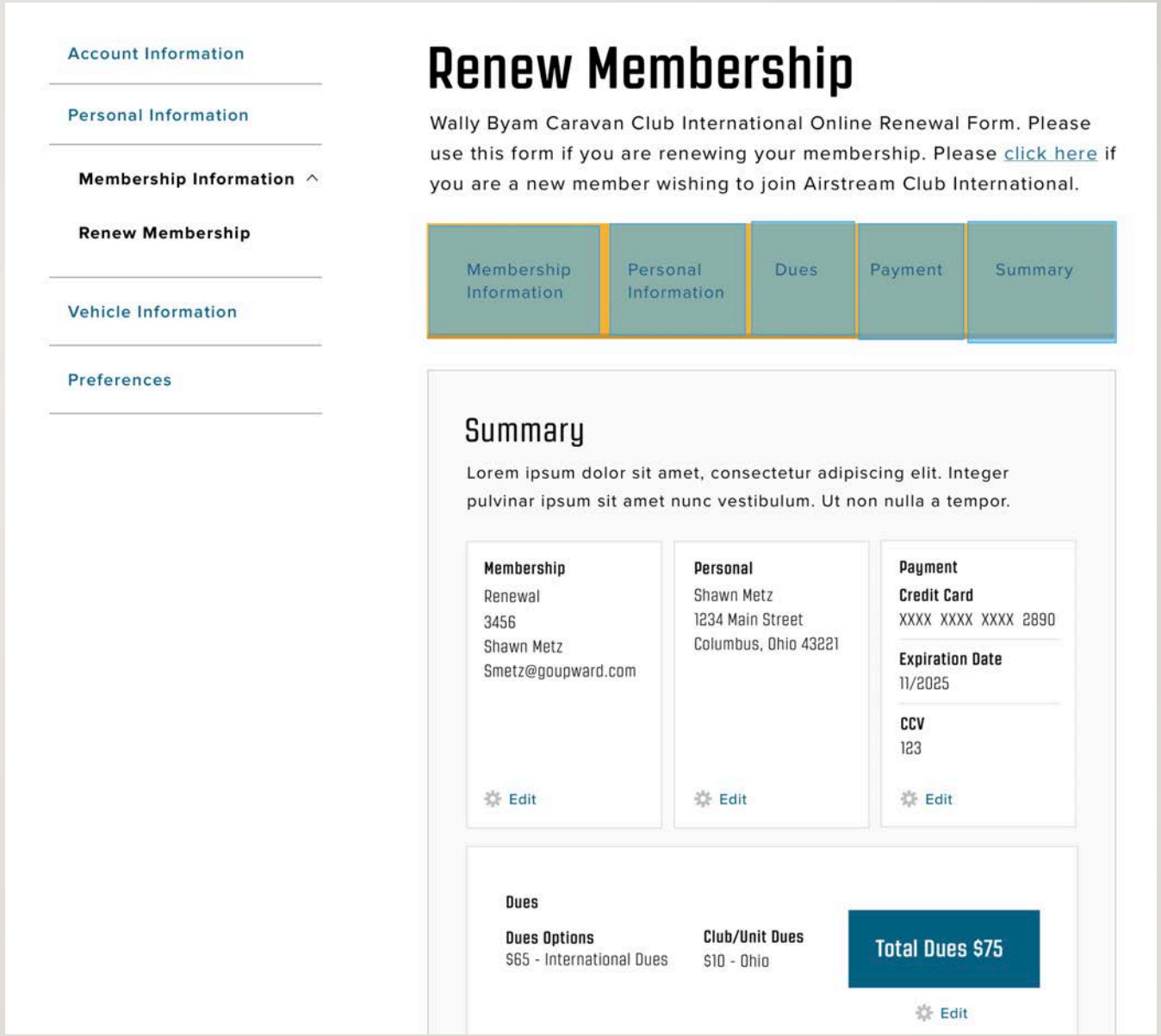
SELF-SERVICE MEMBERSHIP INFORMATION

(LOGGED-IN MEMBERS ONLY)



SELF-SERVICE MEMBERSHIP RENEWAL

(LOGGED-IN MEMBERS ONLY)



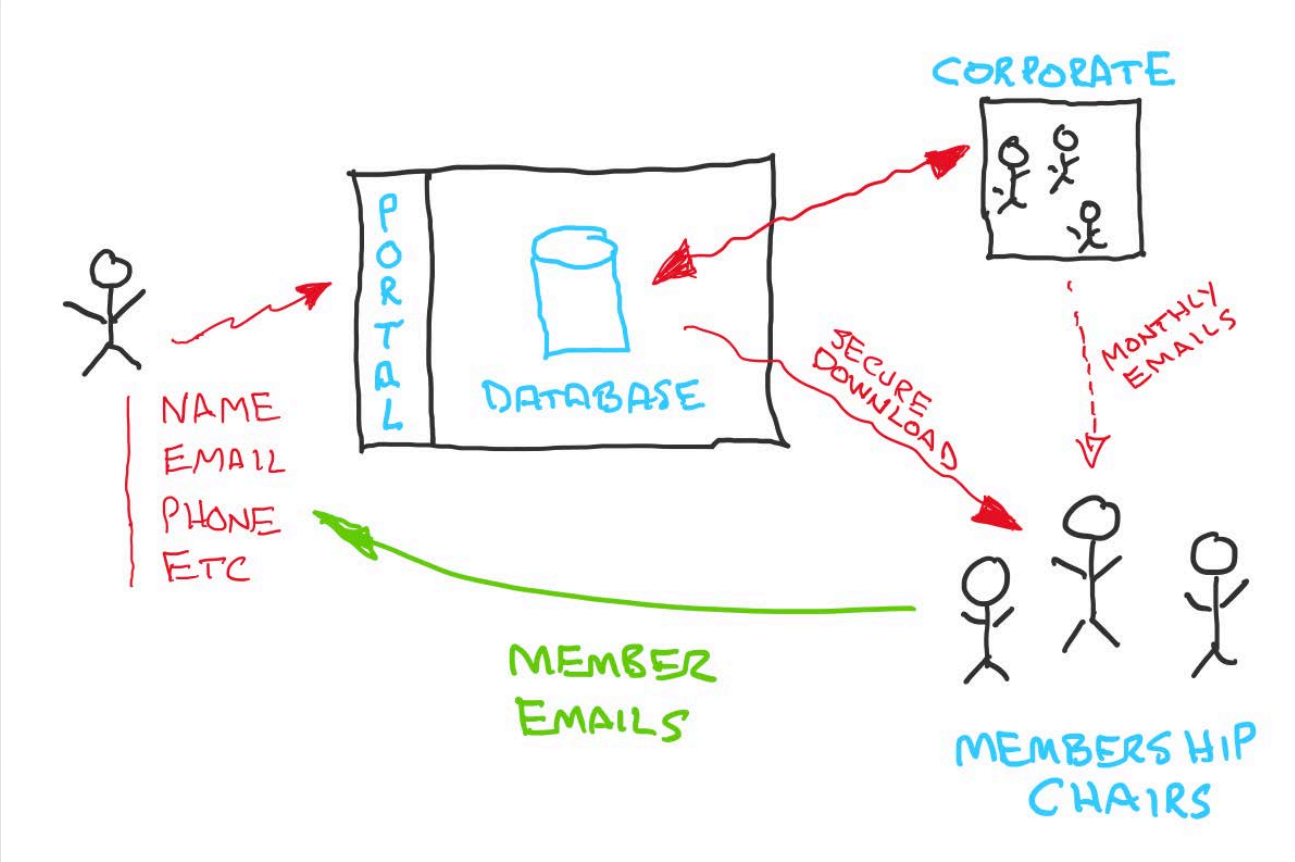
Q&A

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

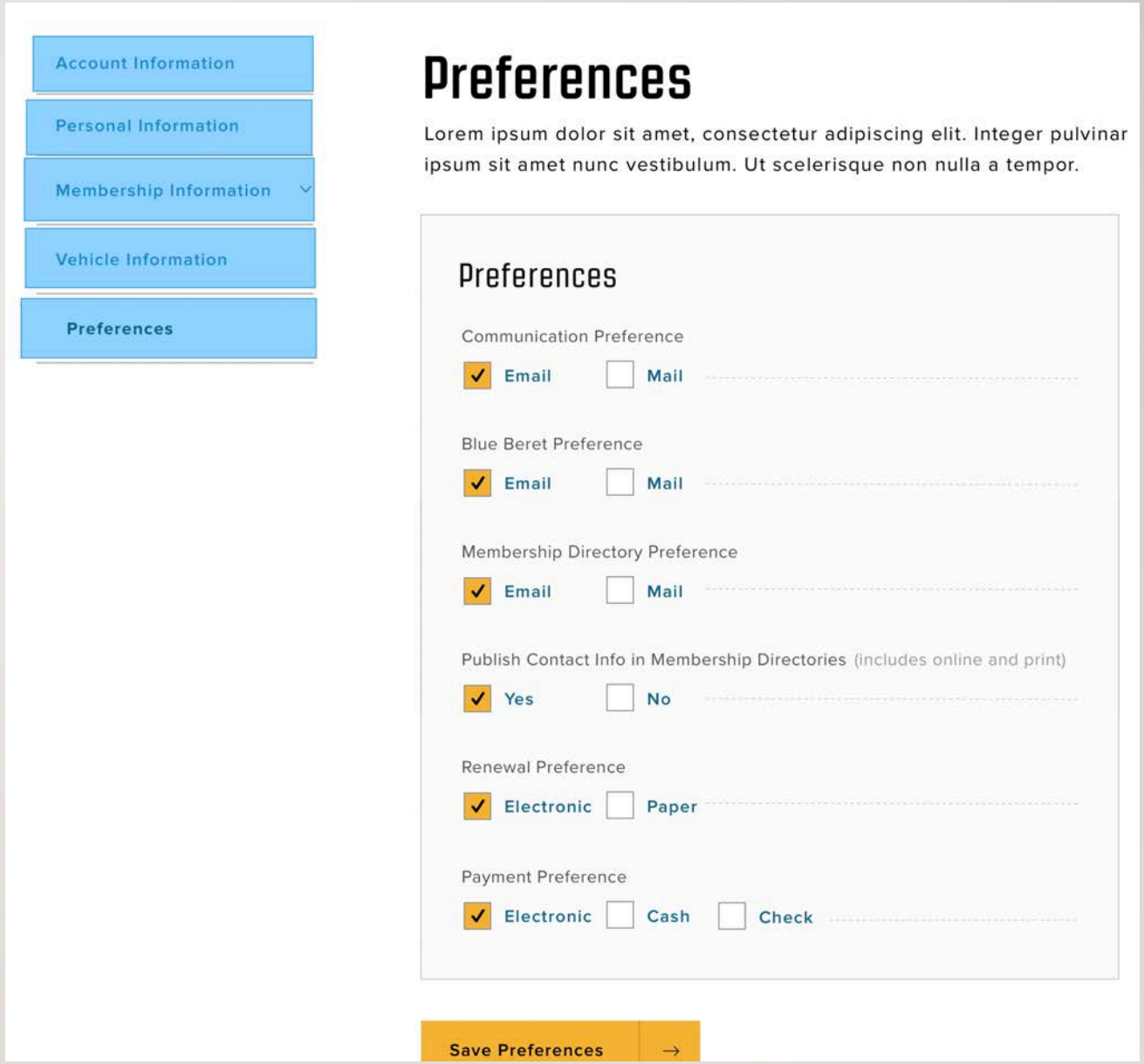
- Secure, anytime download of member contact information.
- No need to keep separate member contact email "distribution list"
- Immediately reflects member contact information changes, new members, etc



Q&A

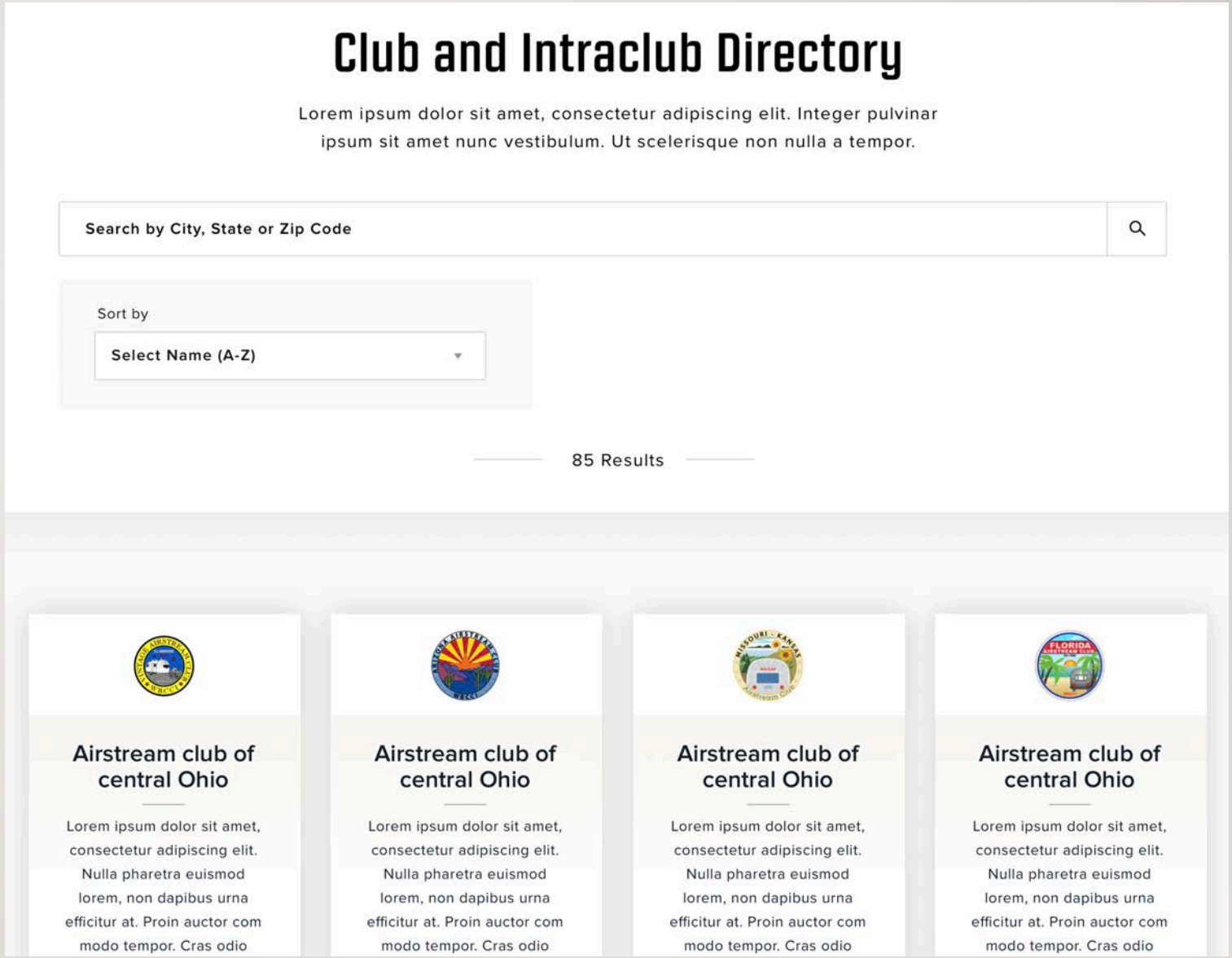
SELF-SERVICE MEMBER COMMUNICATIONS PREFERENCES

(LOGGED-IN MEMBERS ONLY)



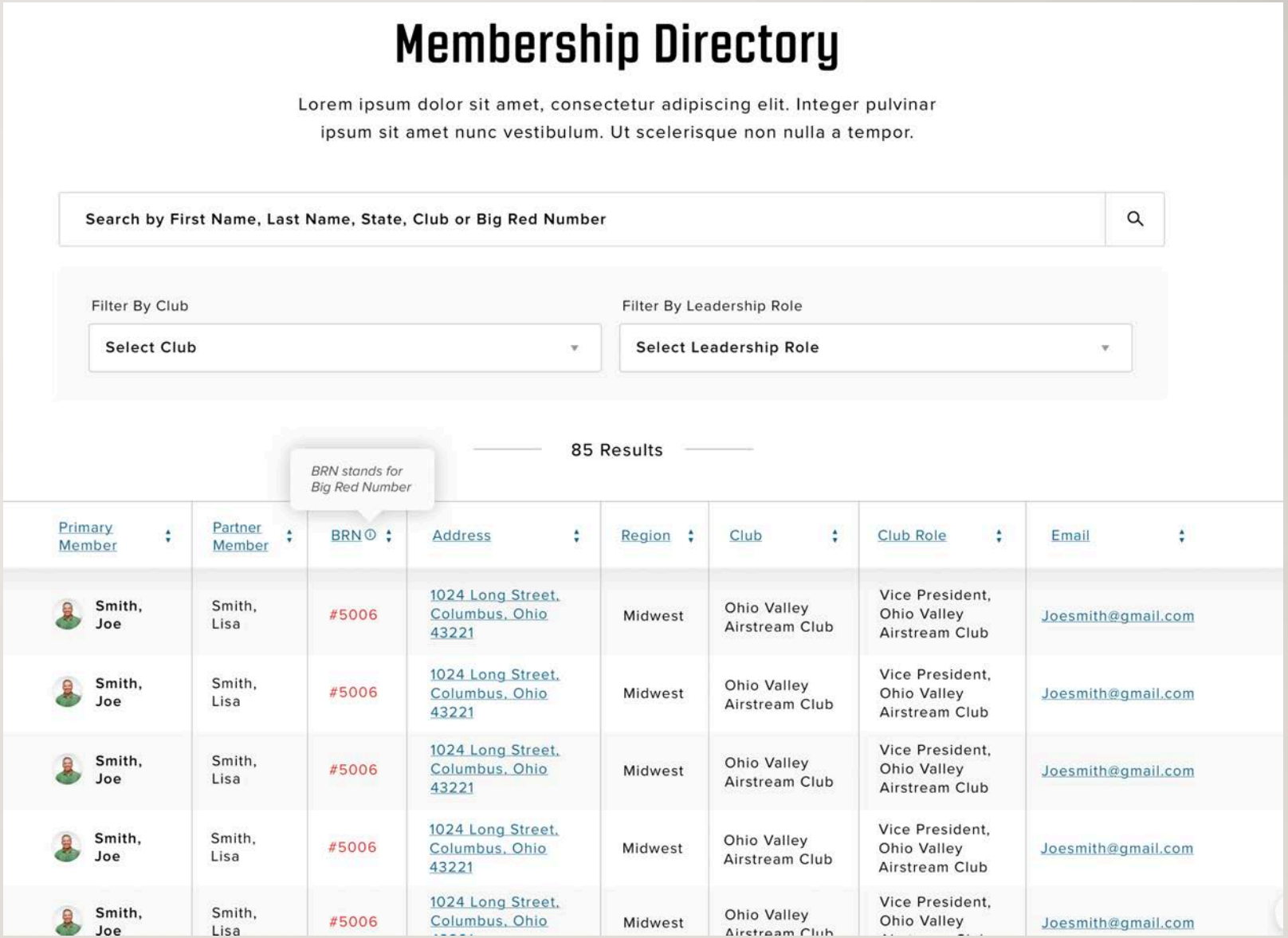
CLUB DIRECTORY

(LOGGED-IN MEMBERS ONLY)



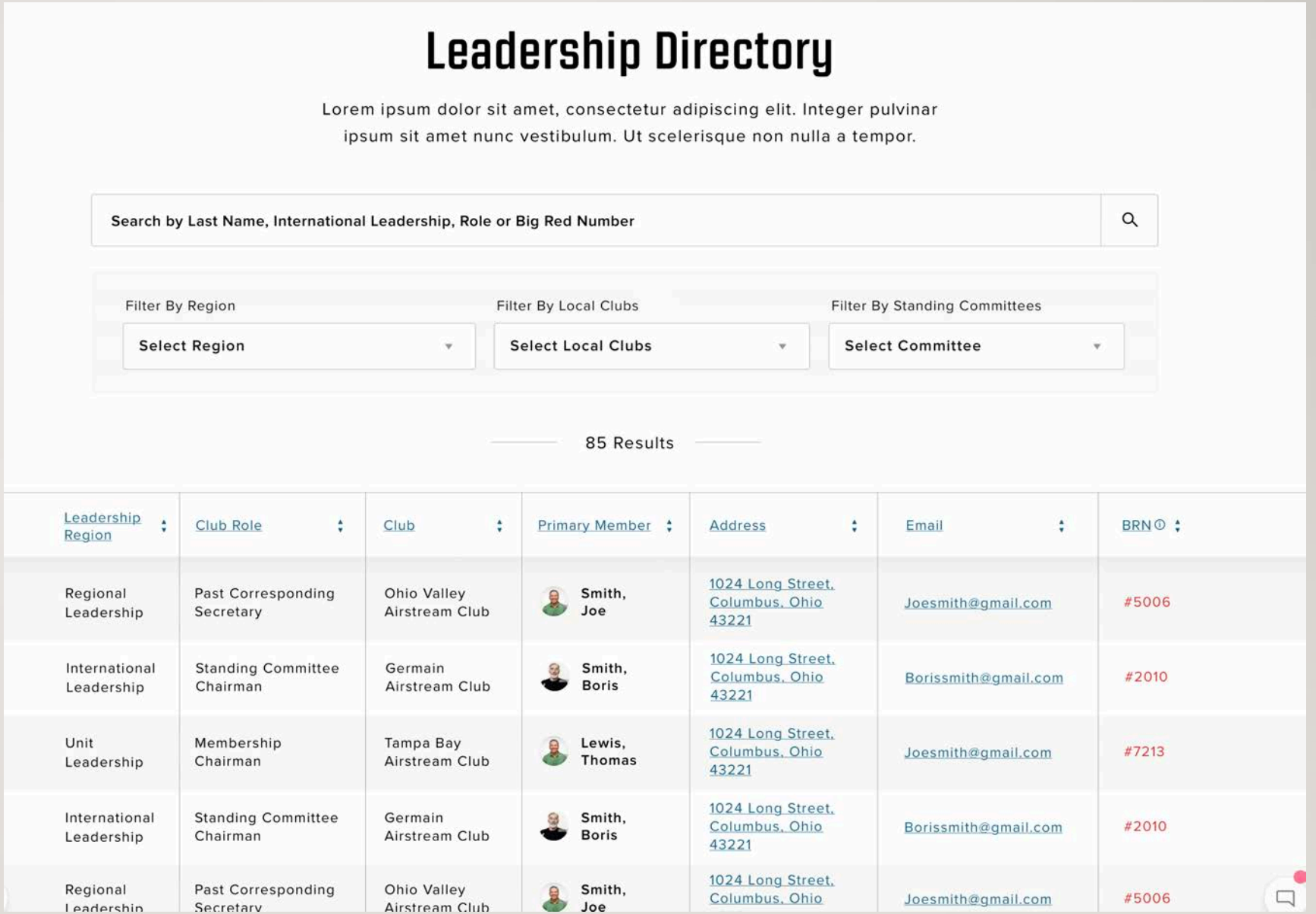
MEMBERSHIP DIRECTORY

(LOGGED-IN MEMBERS ONLY)



CLUB LEADERSHIP 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: Select Region

Filter By Local Clubs: Select Local Clubs

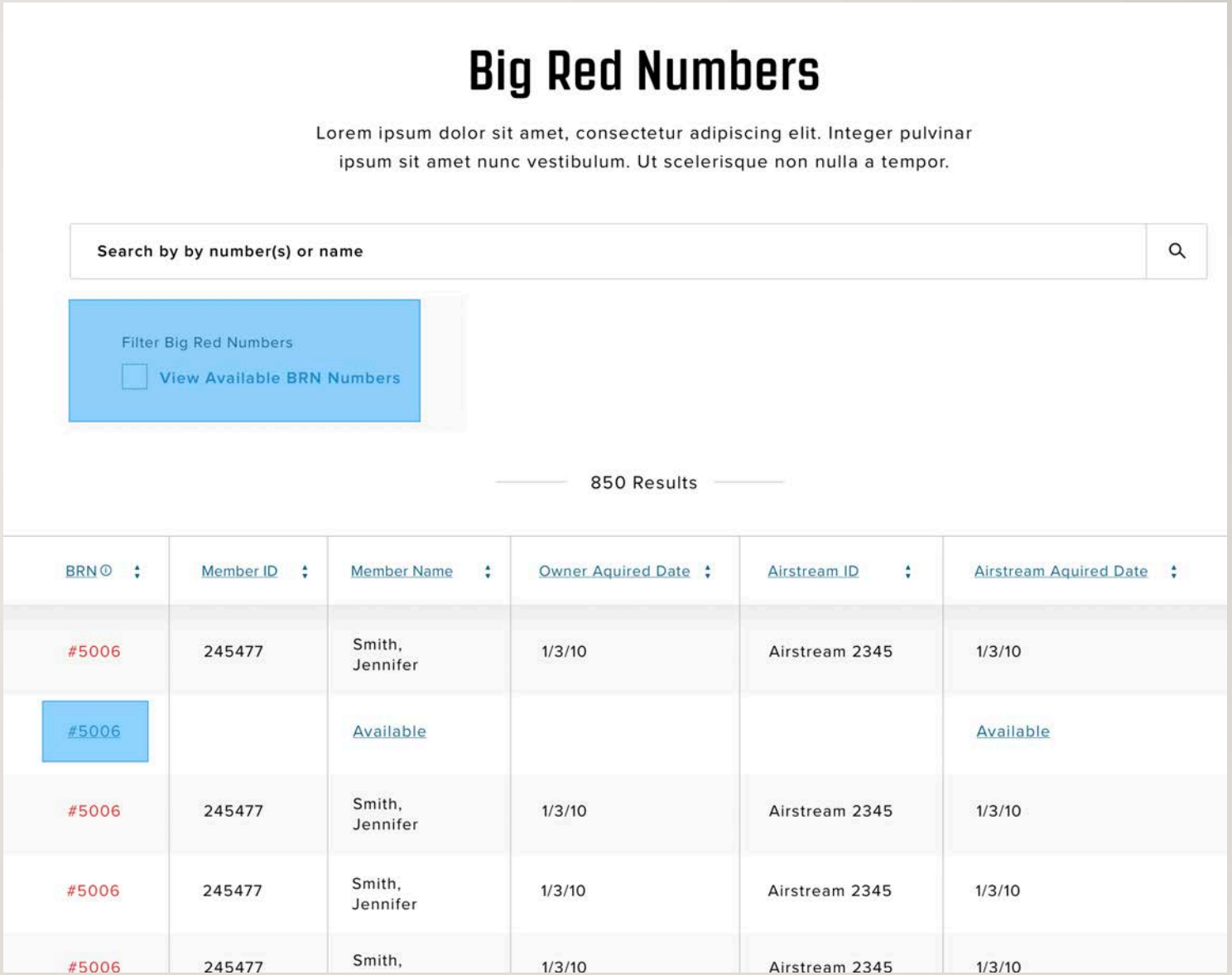
Filter By Standing Committees: Select Committee

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

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

Menu
Regions
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Regions
Region 5
Region 5
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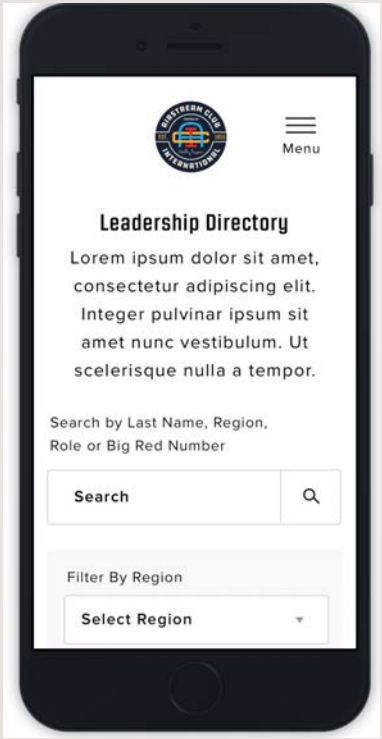
Menu
Leadership Directory
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Search by Last Name, Region, Role or Big Red Number
Search
Filter By Region
Select Region

Menu
UNITS, CLUBS AND INTRACLUBS
Cincinnati Ohio Airstream Club
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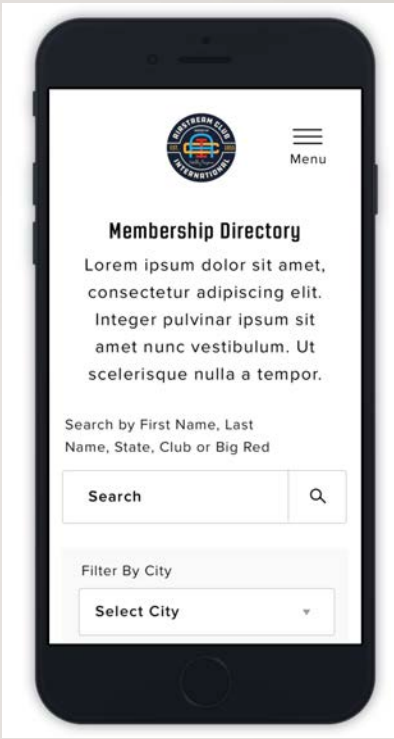
Date Chartered 1/10/1977
Region Regional


Menu
Membership Directory
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Search by First Name, Last Name, State, Club or Big Red
Search
Filter By City
Select City

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.

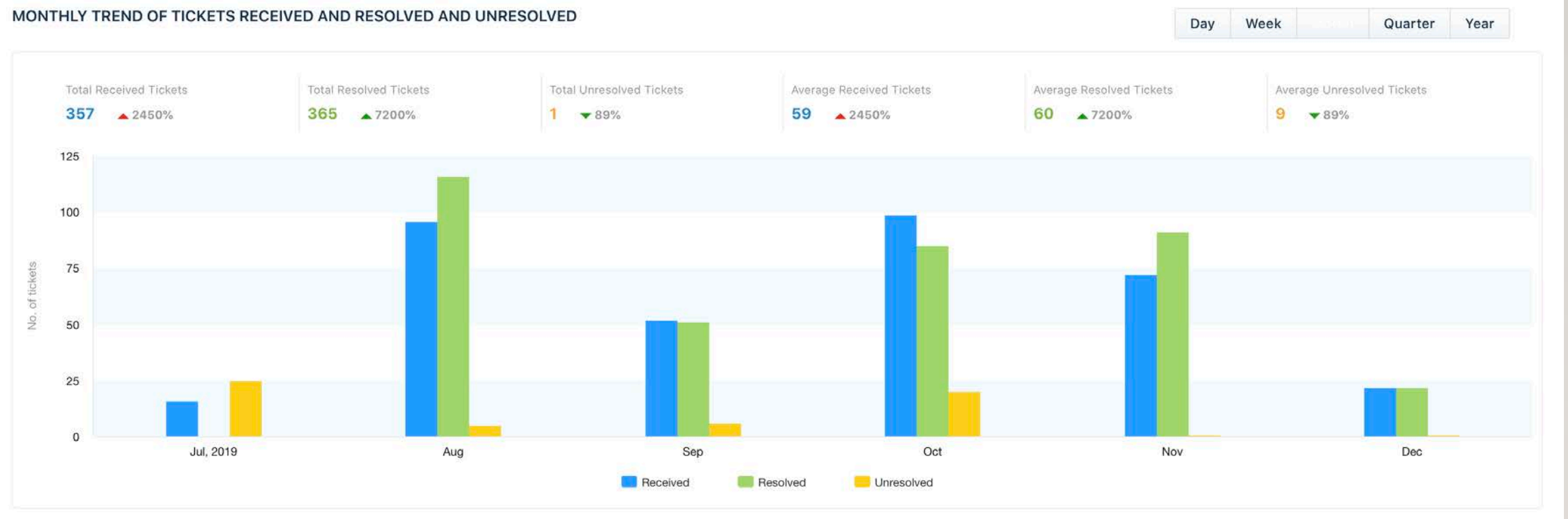
Migration Phases

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)



Thanks!

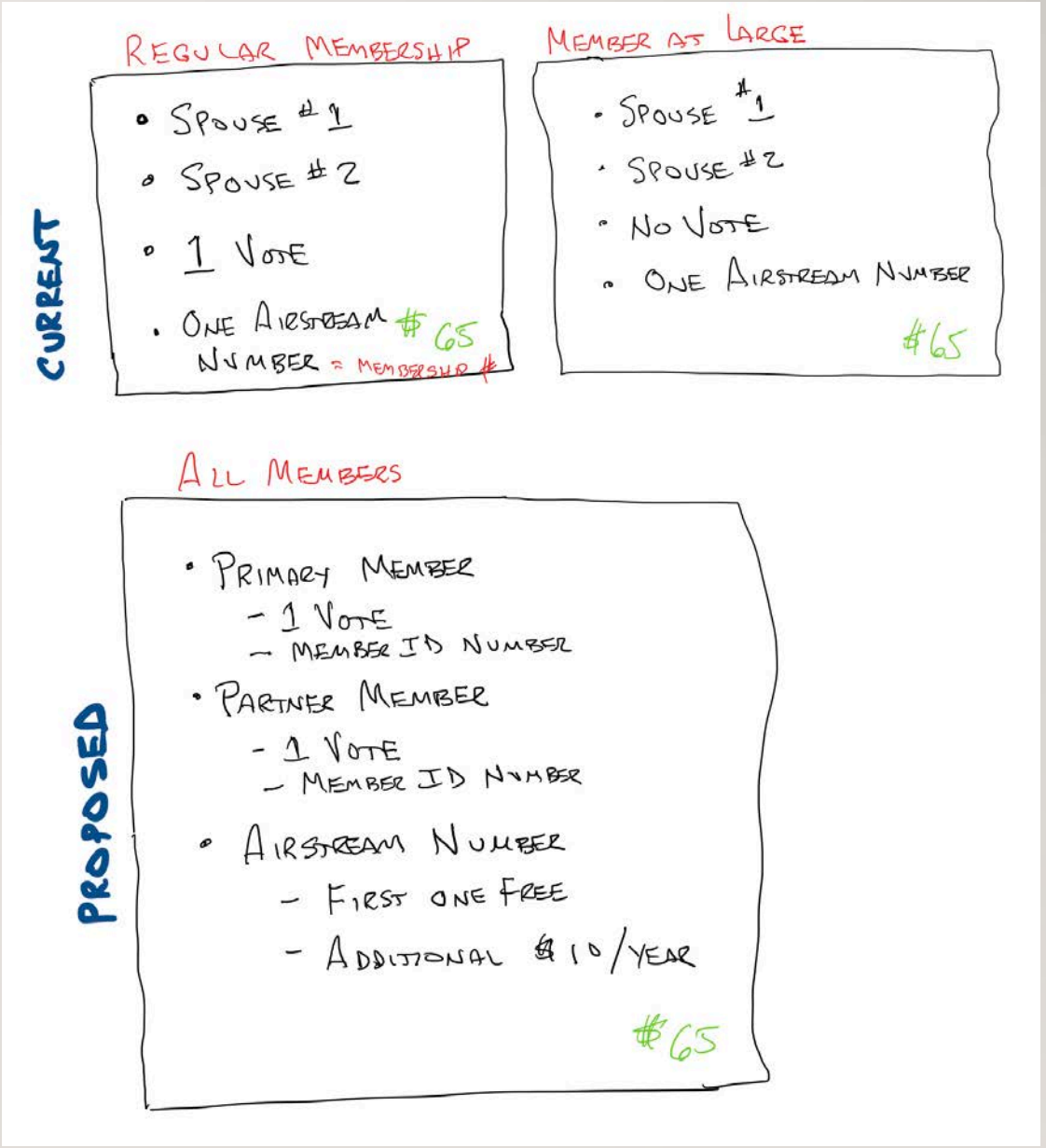
WEBSITE AND DATABASE PROJECT UPDATE

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

ERIC MCHENRY, LORI PLUMMER, MARC NIJDAM

BACKGROUND SLIDES

MEMBERSHIP MODEL



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.