



# WEBSITE AND DATABASE PROJECT UPDATE

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

ERIC MCHENRY, LORI PLUMMER, MARC NIJDAM

# THREE CRITICAL COMPONENTS

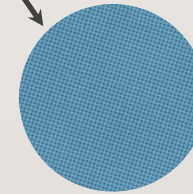
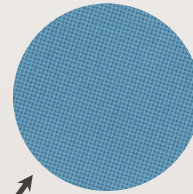
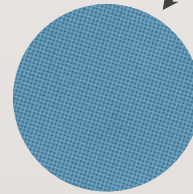
Phase I



Public-facing website

Phase 2

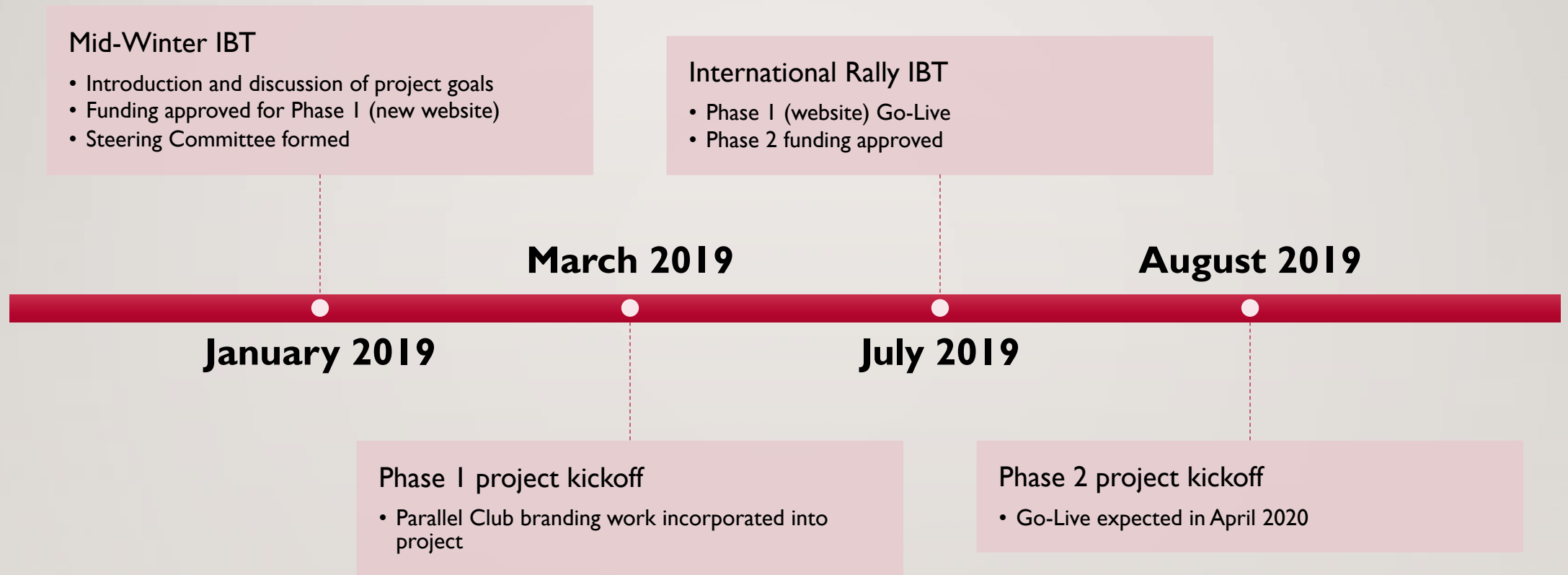
Membership  
Management Database  
Solution



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.



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

Unit Locations Map

Region 1

Region 2

Region 3

Region 4

Region 5

Region 6

Region 7

Region 8

Region 9

Region 10

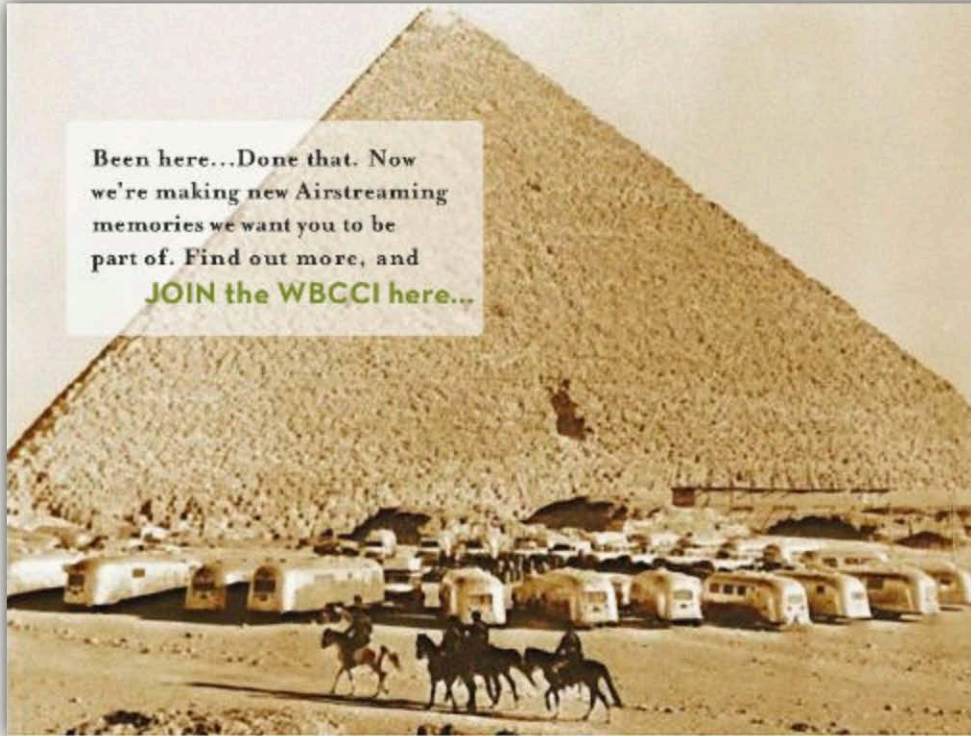
Region 11

Region 12

Europe

Members At Large

Been here...Done that. Now  
we're making new Airstreaming  
memories we want you to be  
part of. Find out more, and  
**JOIN the WBCCI here...**



Join Online Today

Renew Online Today

Cl  
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Ra

ell

U

W

Palmetto State Airstream Club,  
South Carolina Coastal



[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](http://wbcci.org) website at an expected one-time cost of between \$100,000 to \$150,000. In addition to replacing the main [wbcci.org](http://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](http://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](http://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

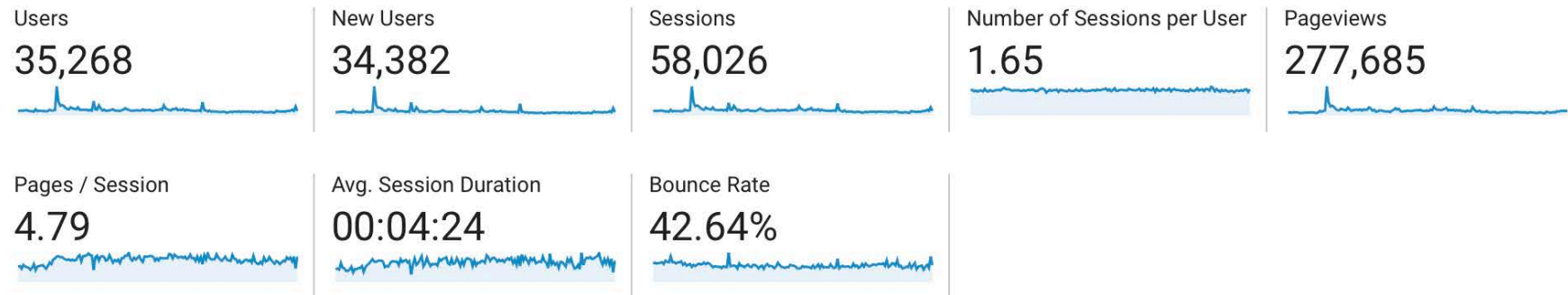
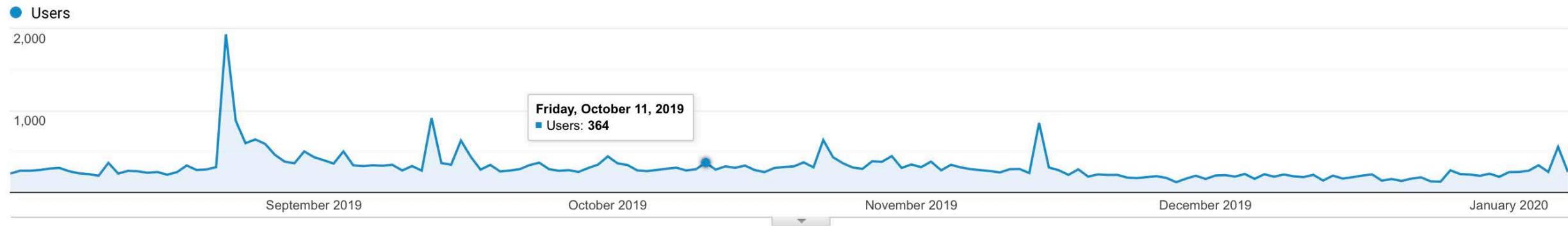
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## Good

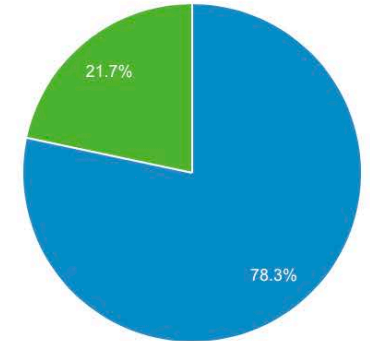
- Overall look and feel
- Club-wide calendar of events
- Improved Caravan functionality
- Find-a-Club maps
- Courtesy Parking maps
- Online forms

## 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<br>% of Total: 100.00%<br>(35,268) | 34,450<br>% of Total: 100.20%<br>(34,382) | 58,026<br>% of Total: 100.00%<br>(58,026) | 42.64%<br>Avg for View: 42.64%<br>(0.00%) | 4.79<br>Avg for View: 4.79<br>(0.00%) | 00:04:24<br>Avg for View: 00:04:24<br>(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)

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# WEBSITE ACCESS (OPERATING SYSTEM AND BROWSERS)

(AUGUST 2019  
TO JANUARY 2020)

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

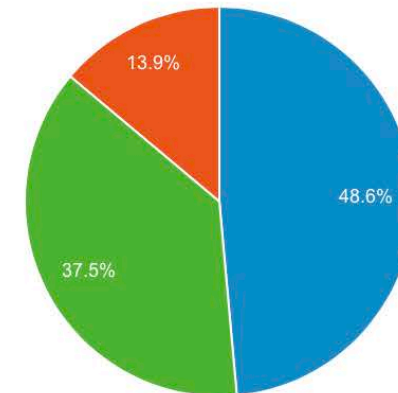
| Browser ?                            | Acquisition                                      |
|--------------------------------------|--------------------------------------------------|
|                                      | Users ? ↓                                        |
|                       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

# WEBSITE ACCESS (MOBILE VS. DESKTOP)

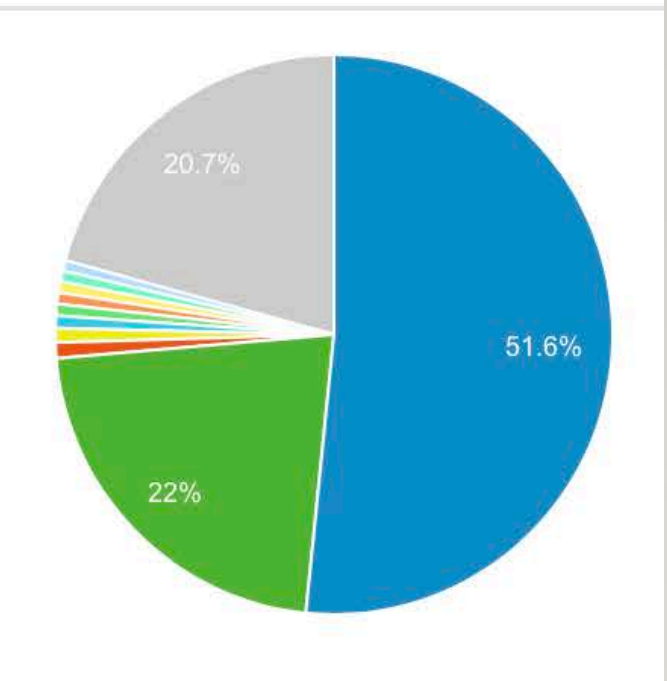
(AUGUST 2019  
TO JANUARY 2020)

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| Device Category                                   | Users                                  |
|---------------------------------------------------|----------------------------------------|
|                                                   | 35,268<br>% of Total: 100.00% (35,268) |
| 1. <span style="color: #0070C0;">■</span> desktop | 17,182                                 |
| 2. <span style="color: #70AD47;">■</span> mobile  | 13,278                                 |
| 3. <span style="color: #E67E22;">■</span> tablet  | 4,919                                  |




| Mobile Device Info                | Users                                 | Users                                 |
|-----------------------------------|---------------------------------------|---------------------------------------|
|                                   | 18,232<br>% of Total: 51.70% (35,268) | 18,232<br>% 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 MembersCurrent MembersAboutEventsExplore

SearchJoin Now

## Events


Date Frommm/dd/yyyy

Date tomm/dd/yyyy

Event TypeEvent Type

StatesStates


ClubsClubs



TGPU January Rally: Making Plans

9 - 12 Jan714 Angelina Zavalla TX 75980

- 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




Region 8 Members in Arizona - Winter Brunch/Luncheon

9 Jan1868 N. Power Road Mesa AZ 85205

Gather Together with Other Midwest Airstream Club Members!

Again the First Thursday of the month\* \*Except January


Brunch and Luncheon Time: 10:00am



Heart of Texas January Rally

10 - 12 Jan200 Walnut Hill Ave #1 Hillsboro TX 76645

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.



Pala Casino and RV Resort

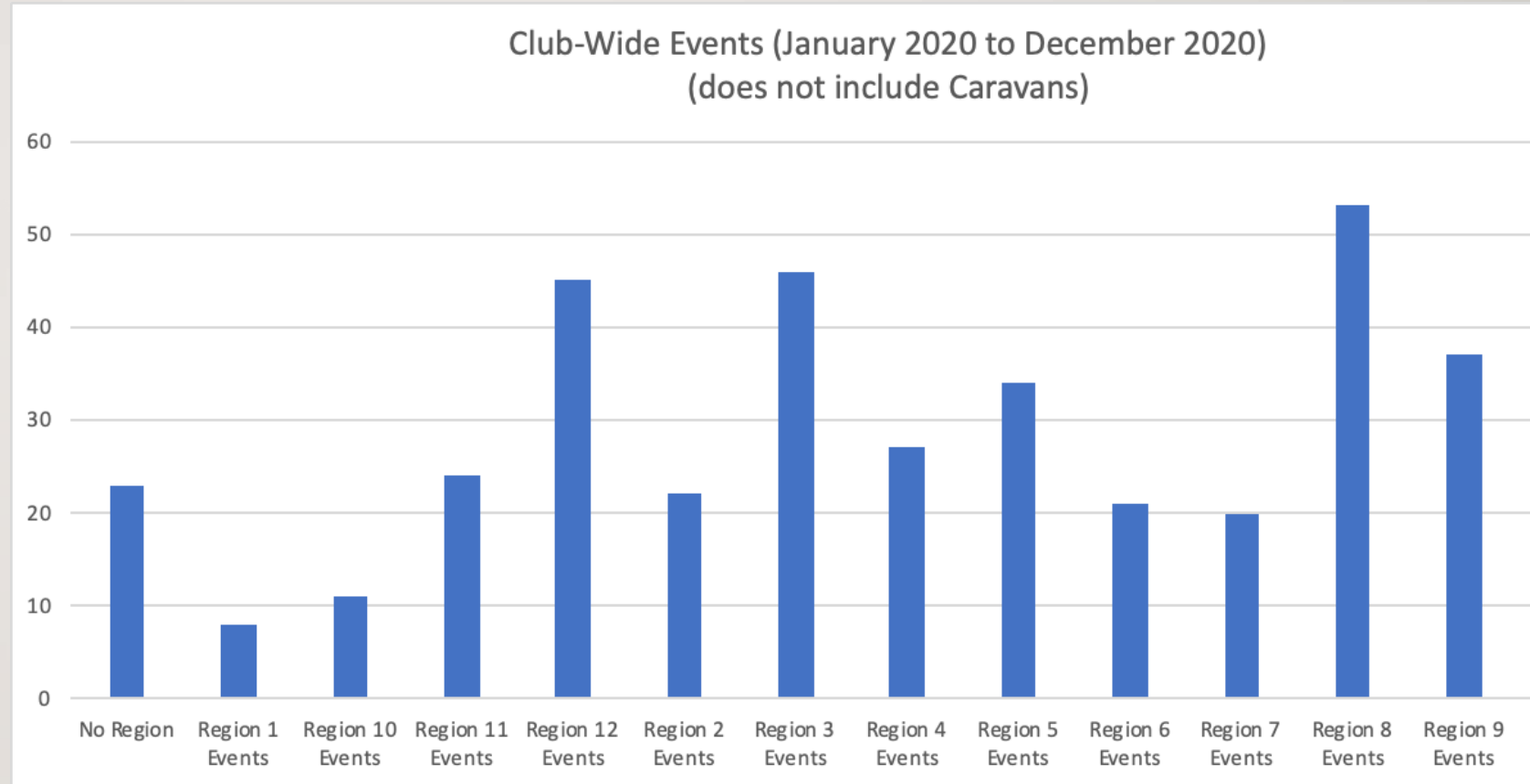
10 - 12 Jan11154 Hwy 76 Pala CA 92059

Join the South Coast California Airstream Club on our January, 2020 rally at Pala Casino and RV Resort



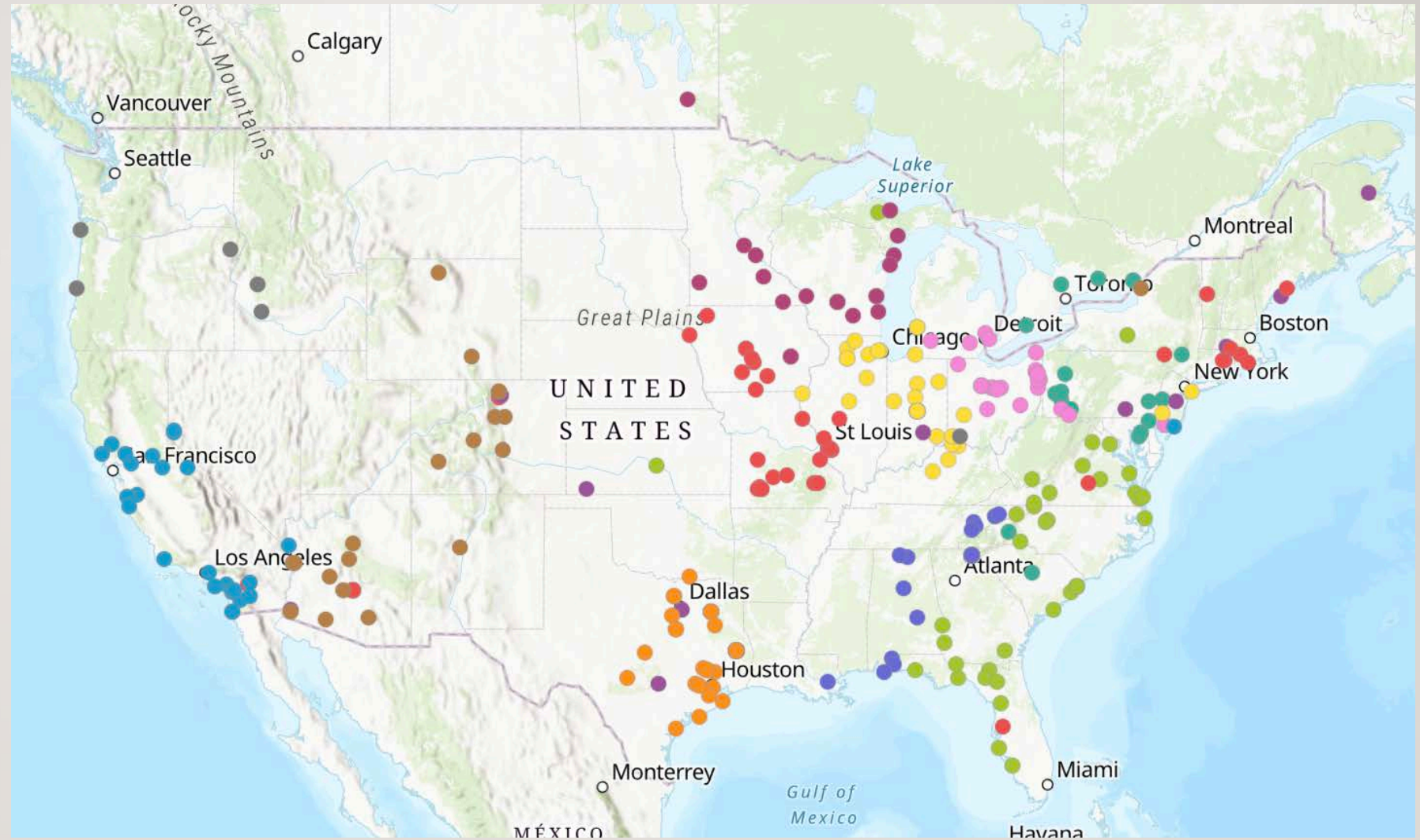
# ADOPTION OF CLUB-WIDE EVENT CALENDAR

*(371 EVENTS IN 2020)*

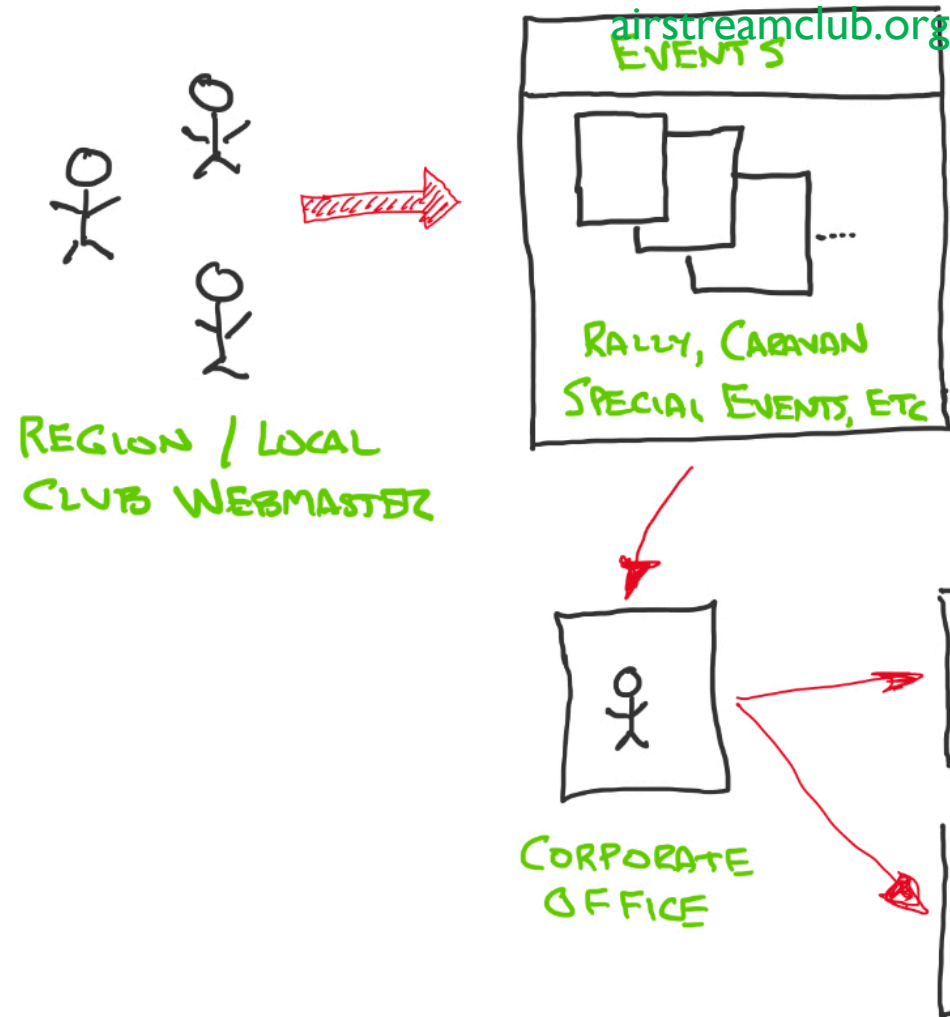


# ADOPTION OF CLUB-WIDE EVENT CALENDAR

*(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     |

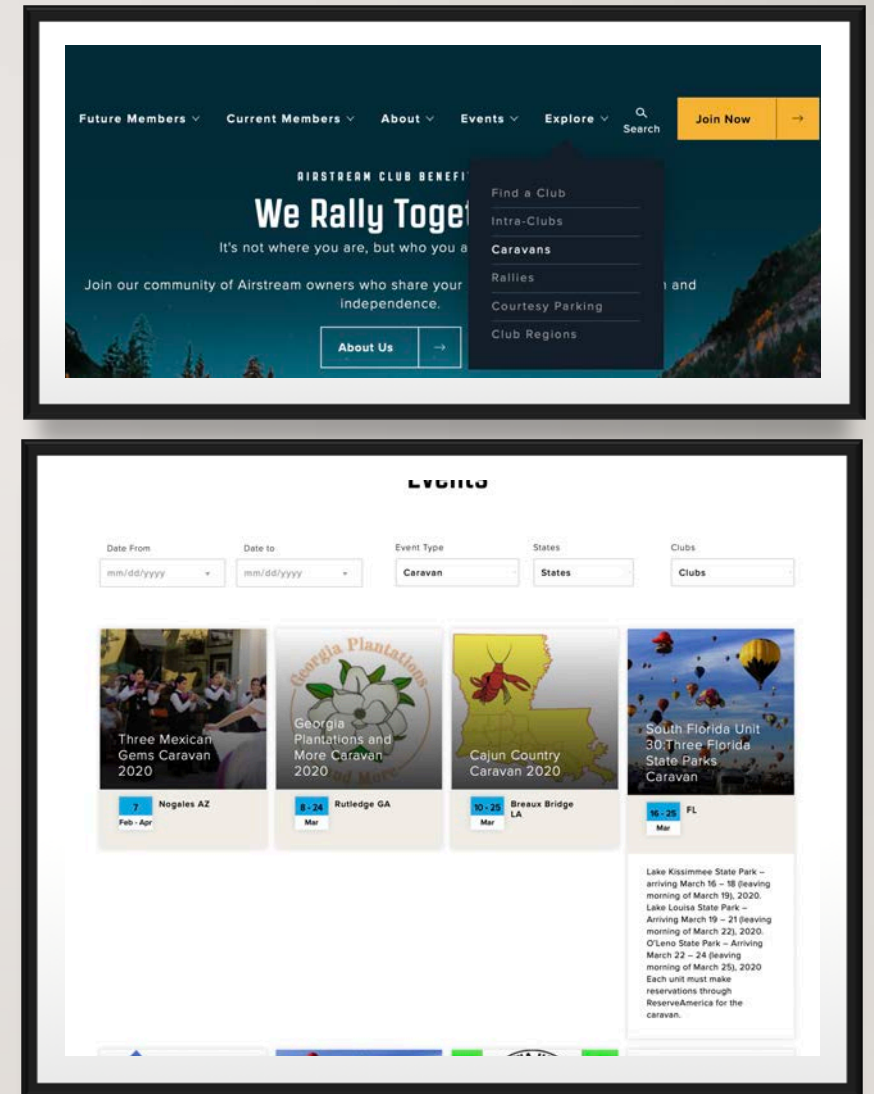
For dates falling on weekends or holidays, the deadline is the next business day.



# CARAVANS

(45 AS OF JANUARY 2020)

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# NEW CARAVAN PROCESS

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- 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](#)

[Join Now](#)[→](#)

1

General Information

2

Contact Information

3

Vehicle Information

4

Additional Information

5

Complete

6

## 2020 Three Mexican Gems Caravan Registration

Airstream Number / WBCCI Member Number \*

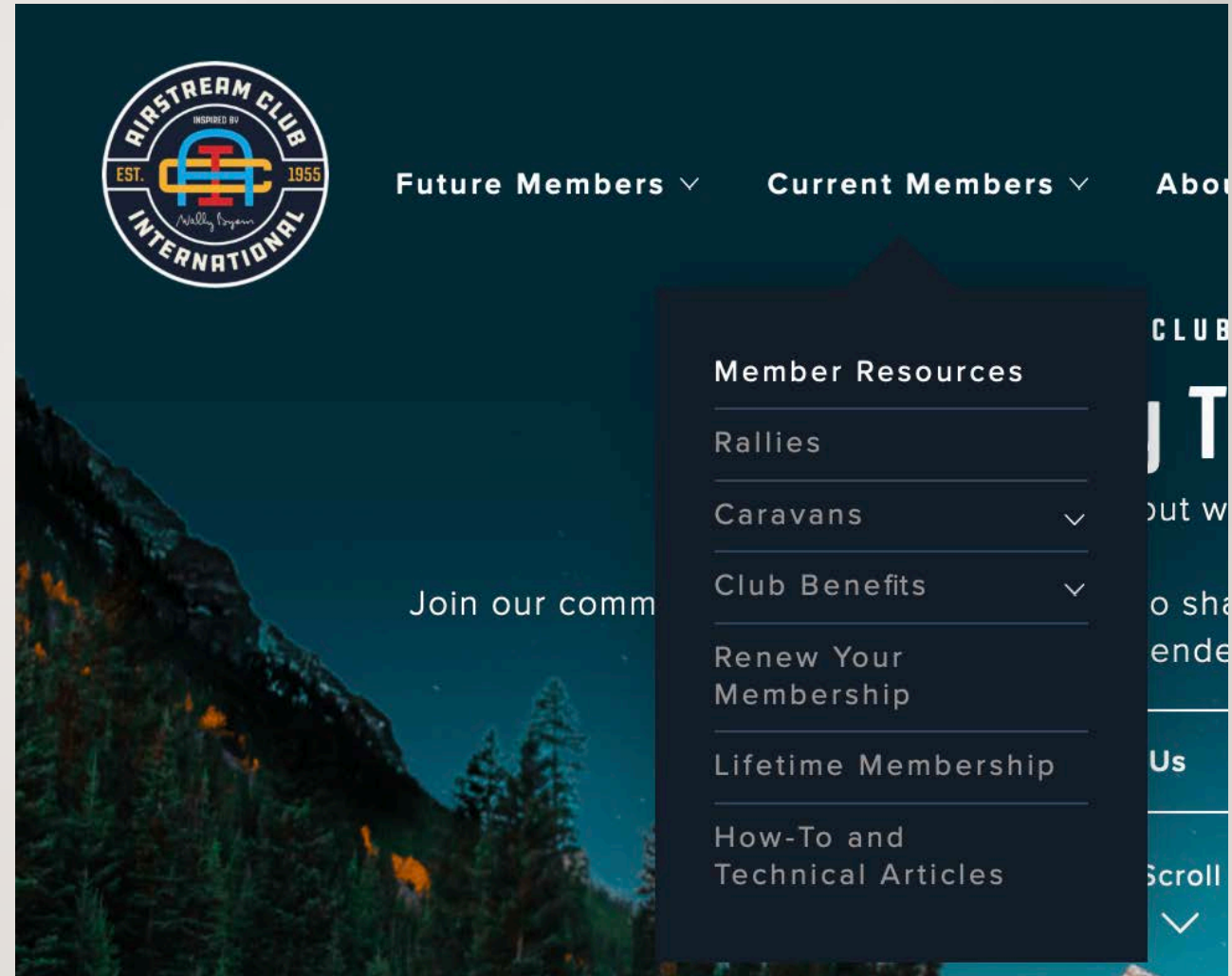
Number of Adults \*

Number of Children

Number of pets

# PUBLIC-FACING MEMBER RESOURCES AREA

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# PUBLIC-FACING MEMBER RESOURCES AREA

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## 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](#)

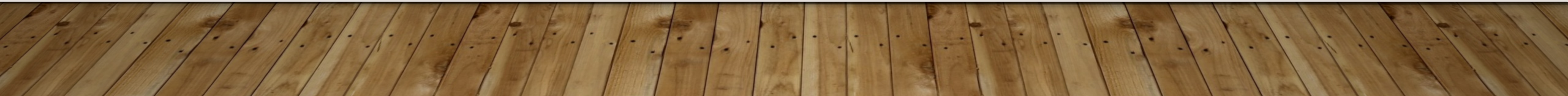
## Official Forms

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



# Q&A

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# PHASE 2

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MEMBERSHIP DATABASE AND MEMBER SELF-SERVICE PORTAL

# GOALS FOR DATABASE AND PORTAL

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- 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

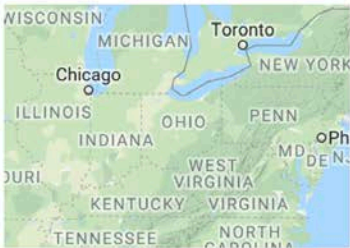
 **Herbert Rodriguez**

[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






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**

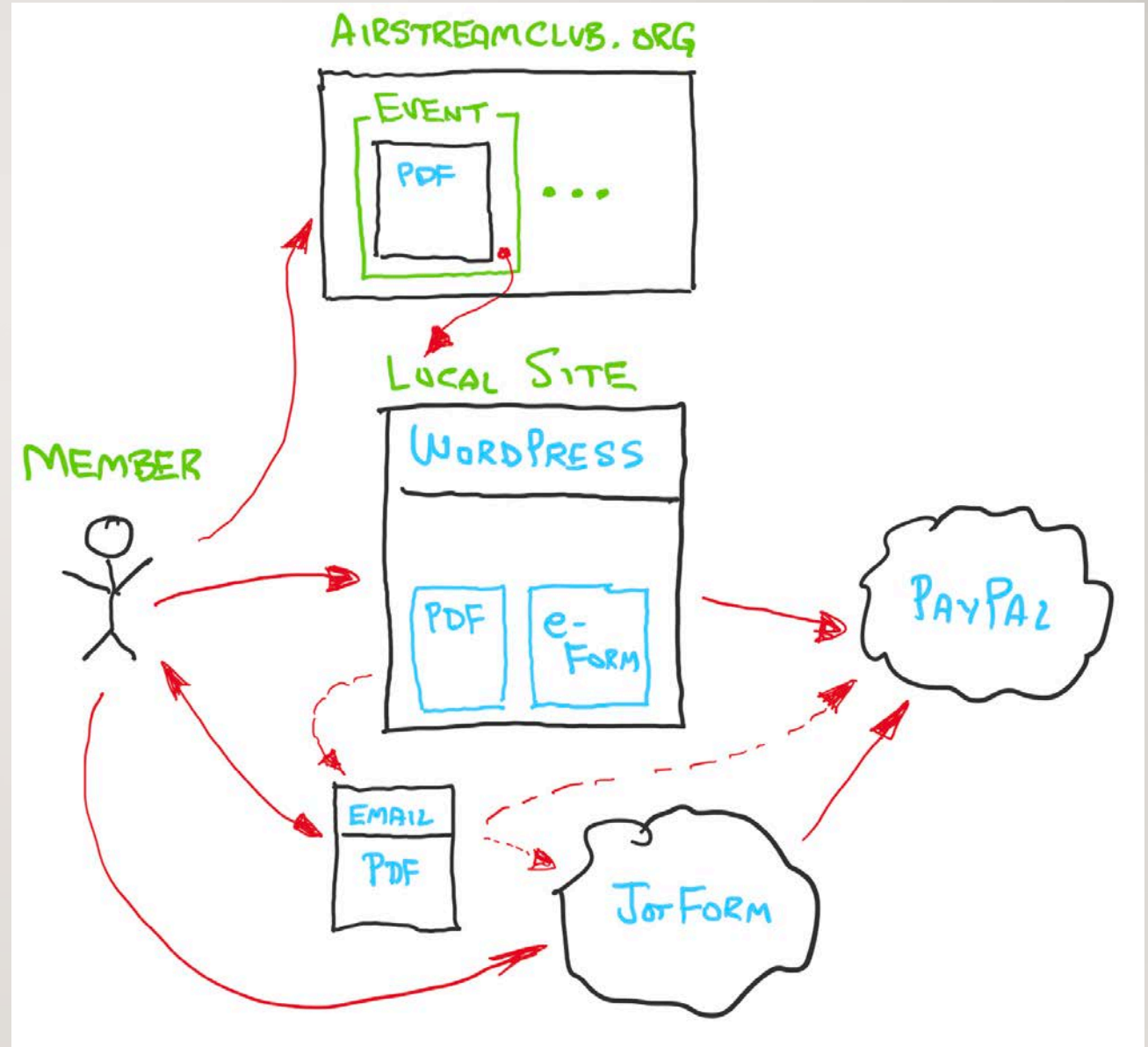
Date Chartered 1/10/1977

Region Regional

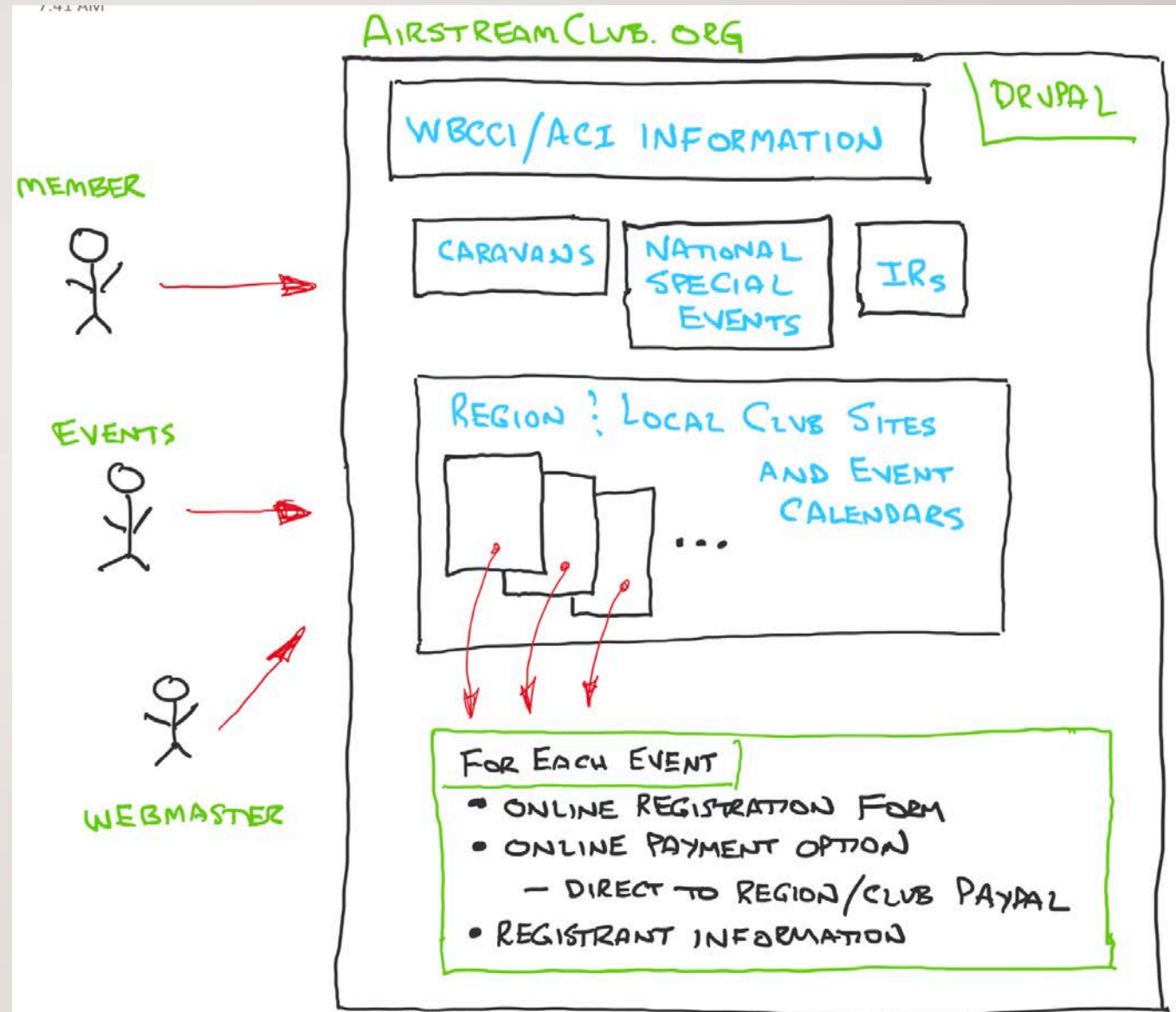
Club Number 5679

Last Legal Update 1/10/2019

# CURRENT EVENT REGISTRATION PROCESS

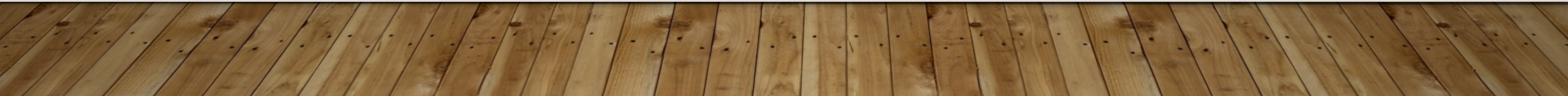


# NEW EVENT REGISTRATION PROCESS



# Q&A

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# COURTESY PARKING DIRECTORY

(LOGGED-IN MEMBERS ONLY)

## Courtesy Parking Directory

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

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](mailto: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

A map of the United States with several blue location pins. The pins are located in California (near Los Angeles), Nevada, Utah, Wyoming, North Dakota, Nebraska, and Ohio (near Chicago). The map also shows state names like SASKATCHEWAN, MONTANA, MINNESOTA, SOUTH DAKOTA, WISCONSIN, IOWA, MISSOURI, KANSAS, NEBRASKA, NEVADA, IDAHO, MONTANA, WYOMING, UTAH, COLORADO, ARIZONA, NEW MEXICO, TEXAS, OKLAHOMA, ARKANSAS, MISSISSIPPI, ALABAMA, GEORGIA, LOUISIANA, MISSOURI, ILLINOIS, INDIANA, OHIO, MICHIGAN, and WISCONSIN. Major cities like Los Angeles, San Diego, Las Vegas, Dallas, and Chicago are labeled.



[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



### 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 'Eric McHenry's Administration Account' page. At the top left is the 'RIVERSTARM CLUB INTERNATIONAL' logo. The top navigation bar includes links for 'Membership Directory', 'Courtesy Parking Directory', and 'Club and Intraclub Directory'. A user profile dropdown for 'Eric McHenry' is open, showing options for 'Profile' (Account Information, Personal Information, Membership Information, Preferences) and 'Directories' (Leadership Directory, Big Red Number Directory, Caravan Directory, Rally Directory), along with a 'Log out' button. The main content area 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'.

**RIVERSTARM CLUB INTERNATIONAL**

Membership Directory   Courtesy Parking Directory   Club and Intraclub Directory

Eric McHenry ^

## Eric McHenry's Administration Account

- Profile**
  - Account Information
  - Personal Information
  - Membership Information
  - Preferences
- Directories**
  - Leadership Directory
  - Big Red Number Directory
  - Caravan Directory
  - Rally Directory
- 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

# 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



# SELF-SERVICE MEMBERSHIP RENEWAL

(LOGGED-IN MEMBERS ONLY)

[Account Information](#)

[Personal Information](#)

**Membership Information** ^

**Renew Membership**

[Vehicle Information](#)

[Preferences](#)

## 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.

Membership  
Information

Personal  
Information

Dues

Payment

Summary

### 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

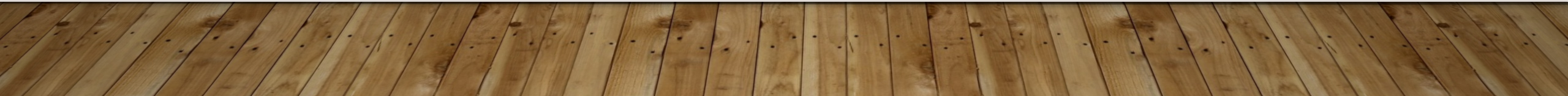
**Club/Unit Dues**  
\$10 - Ohio

**Total Dues \$75**

 [Edit](#)

# Q&A

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# STAFF (AND MEMBER) EFFICIENCY EXAMPLES

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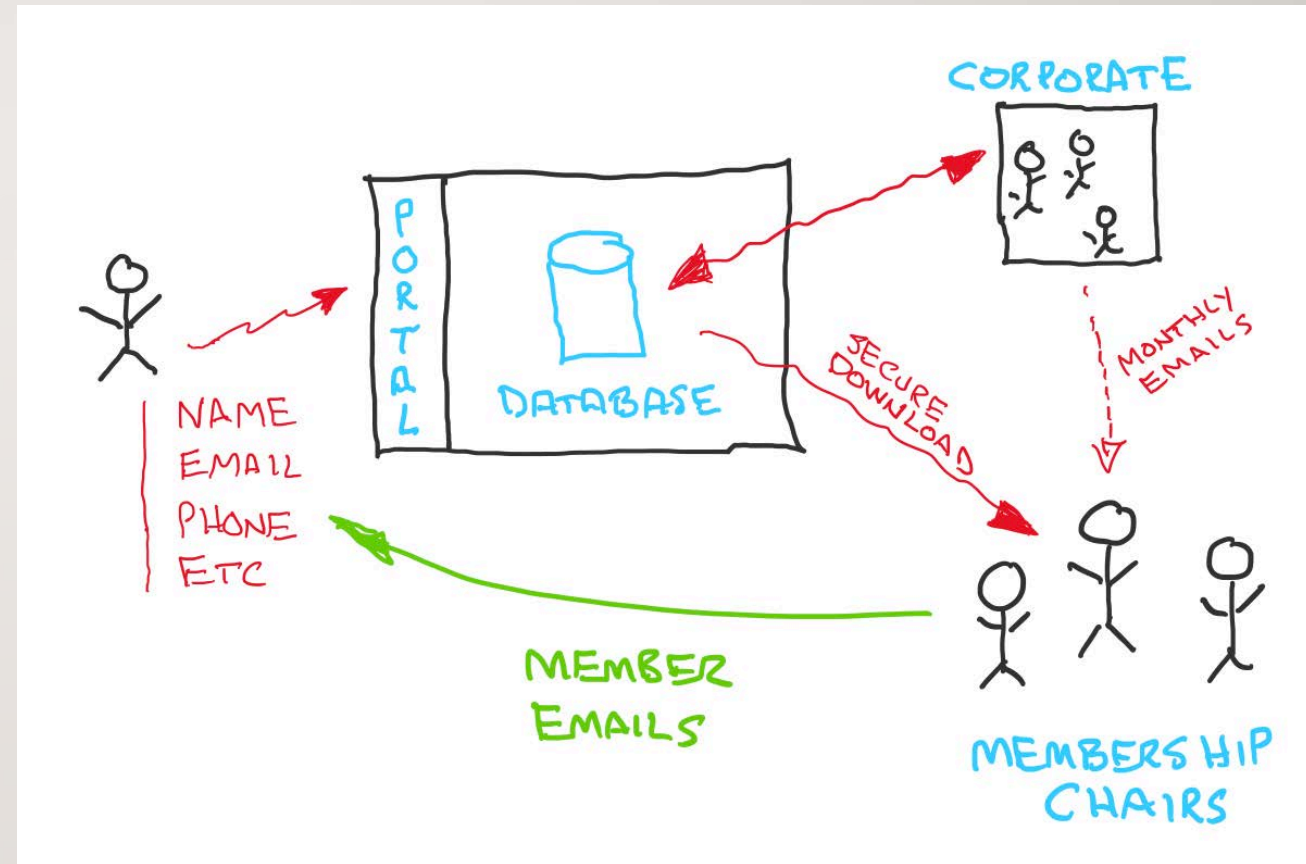
- Current vs. new VIN process
- Updating member contact information
  - Self-service vs. Staff
  - Accurate and updated (hopefully!)
- Online BRN research and lookup
- Online membership and Leadership lookup
- Region/Local Club member contact information
  - Email and mailing addresses



# NEW FOR MEMBERSHIP CHAIRS

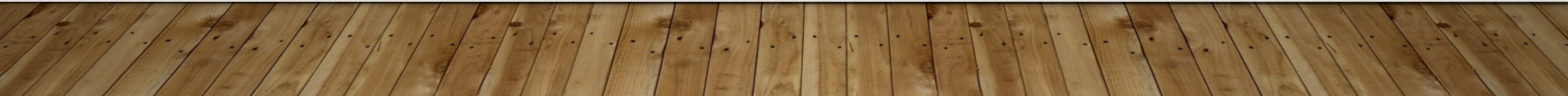
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- Secure, anytime download of member contact information.
- No need to keep separate member contact email “distribution list”
- Immediately reflects member contact information changes, new members, etc



# Q&A

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# SELF-SERVICE MEMBER COMMUNICATIONS PREFERENCES

(LOGGED-IN MEMBERS ONLY)

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

## Preferences

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### 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

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Nulla pharetra euismod  
lorem, non dapibus urna  
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### Airstream club of central Ohio

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modo tempor. Cras odio



# Membership Directory

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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

Select Club

Filter By Leadership Role

Select Leadership Role

## MEMBERSHIP DIRECTORY

(LOGGED-IN MEMBERS ONLY)

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,<br>Columbus, Ohio<br>43221 | Midwest | Ohio Valley<br>Airstream Club | Vice President,<br>Ohio Valley<br>Airstream Club | <a href="mailto:Joesmith@gmail.com">Joesmith@gmail.com</a> |
|  Smith, Joe   | Smith, Lisa    | #5006 | 1024 Long Street,<br>Columbus, Ohio<br>43221 | Midwest | Ohio Valley<br>Airstream Club | Vice President,<br>Ohio Valley<br>Airstream Club | <a href="mailto:Joesmith@gmail.com">Joesmith@gmail.com</a> |
|  Smith, Joe  | Smith, Lisa    | #5006 | 1024 Long Street,<br>Columbus, Ohio<br>43221 | Midwest | Ohio Valley<br>Airstream Club | Vice President,<br>Ohio Valley<br>Airstream Club | <a href="mailto:Joesmith@gmail.com">Joesmith@gmail.com</a> |
|  Smith, Joe | Smith, Lisa    | #5006 | 1024 Long Street,<br>Columbus, Ohio<br>43221 | Midwest | Ohio Valley<br>Airstream Club | Vice President,<br>Ohio Valley<br>Airstream Club | <a href="mailto:Joesmith@gmail.com">Joesmith@gmail.com</a> |
|  Smith, Joe | Smith, Lisa    | #5006 | 1024 Long Street,<br>Columbus, Ohio<br>43221 | Midwest | Ohio Valley<br>Airstream Club | Vice President,<br>Ohio Valley<br>Airstream Club | <a href="mailto:Joesmith@gmail.com">Joesmith@gmail.com</a> |

CLUB  
LEADERSHIP  
DIRECTORY  
*(LOGGED-IN MEMBERS ONLY)*

# Leadership Directory

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ipsum sit amet nunc vestibulum. Ut scelerisque non nulla a tempor.

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

Q

Filter By Region

Filter By Local Clubs






Filter By Standing Committees

Select Region

Select Local Clubs

Select Committee

85 Results

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



BIG RED  
NUMBER  
DIRECTORY  
(LOGGED-IN MEMBERS ONLY)

Big Red Numbers

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Search by by number(s) or name

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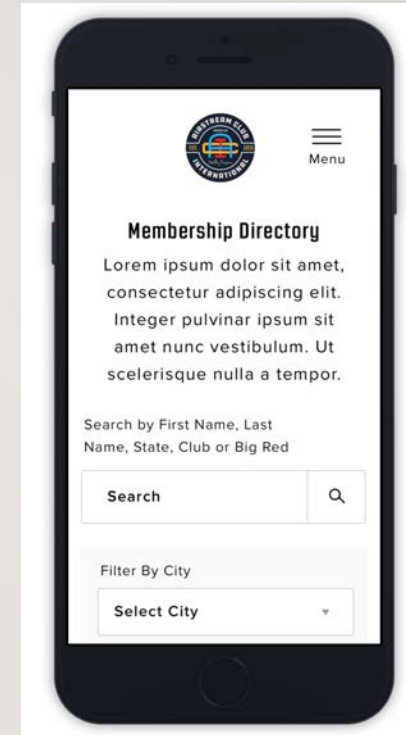
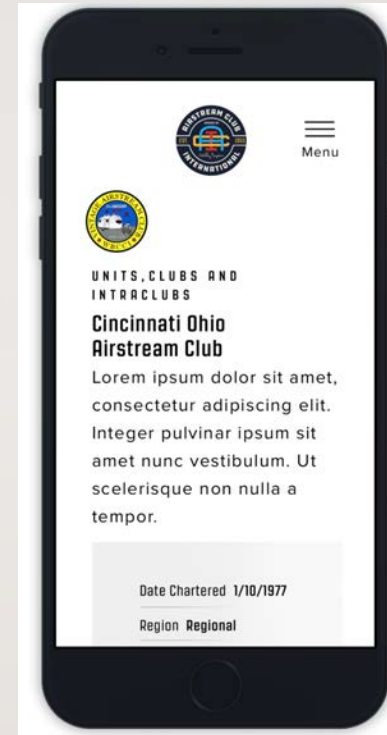
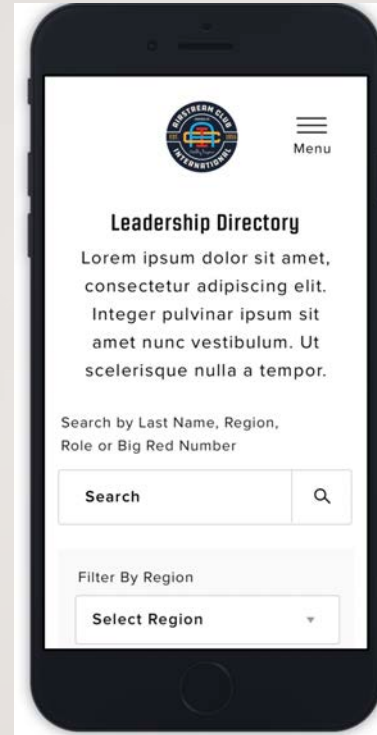
Filter Big Red Numbers

☐ 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

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# WEBSITE MIGRATION PLAN

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- 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) 1<sup>st</sup> wave of Local Club sites (~30)
- 4) 2<sup>nd</sup> wave of Local Club sites (~30)
- 5) 3<sup>rd</sup> and final wave of Local Club sites (~30)

# INFORMATION TECHNOLOGY COMMITTEE (ITC)

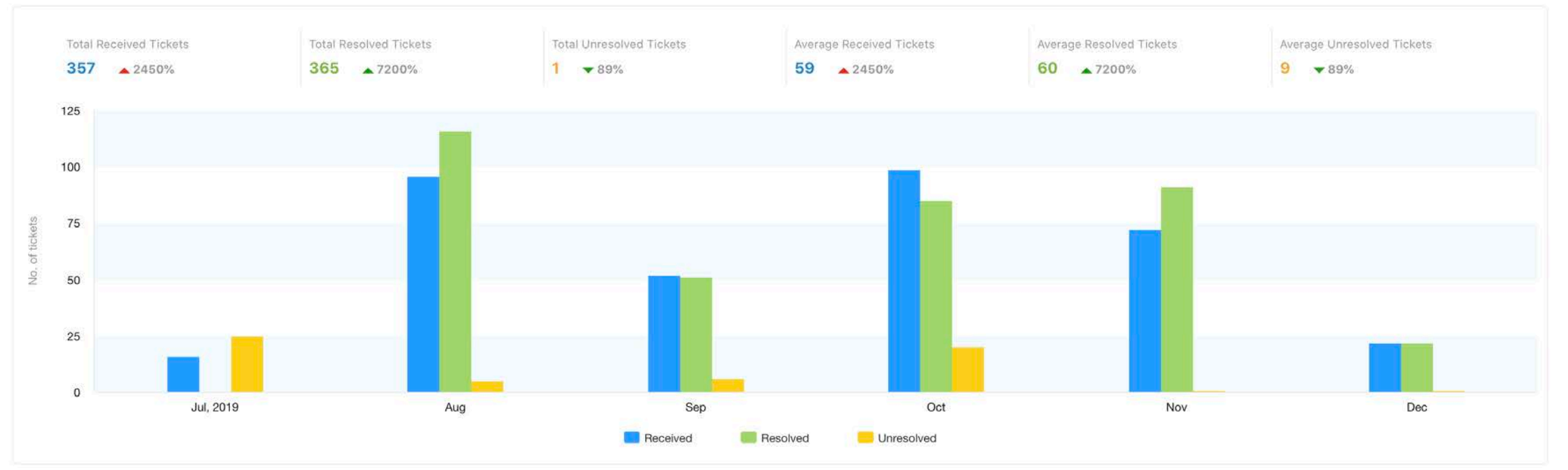
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- Provides assistance to webmasters (technical communication, training, password assistance, best-practice examples, etc).
- Utilizes new “helpdesk” tracking – send emails to [itc@airstreamclub.net](mailto:itc@airstreamclub.net)
- New blog for webmasters

# INFORMATION TECHNOLOGY COMMITTEE (ITC)

MONTHLY TREND OF TICKETS RECEIVED AND RESOLVED AND UNRESOLVED

Day Week Month Quarter Year





Thanks!

# WEBSITE AND DATABASE PROJECT UPDATE

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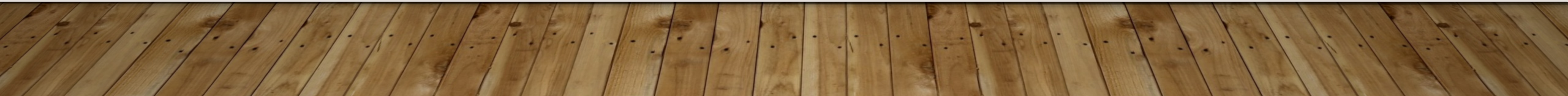
2020 MID-WINTER IBT – JANUARY 2020, LAS VEGAS, NV

ERIC MCHENRY, LORI PLUMMER, MARC NIJDAM



# BACKGROUND SLIDES

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# 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.

