



WEBSITE AND DATABASE PROJECT UPDATE

2021 INTERNATIONAL RALLY – LEBANON, TN

ERIC MCHENRY, LORI PLUMMER

THREE CRITICAL COMPONENTS

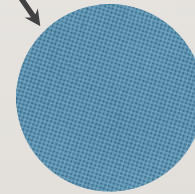
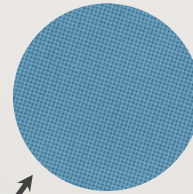
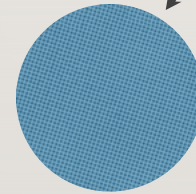
Phase I



Public-facing website

Phase 2

Membership
Management Database
Solution



Self Service Portal for
Regions, Clubs, Intraclubs &
Members



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 Club 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

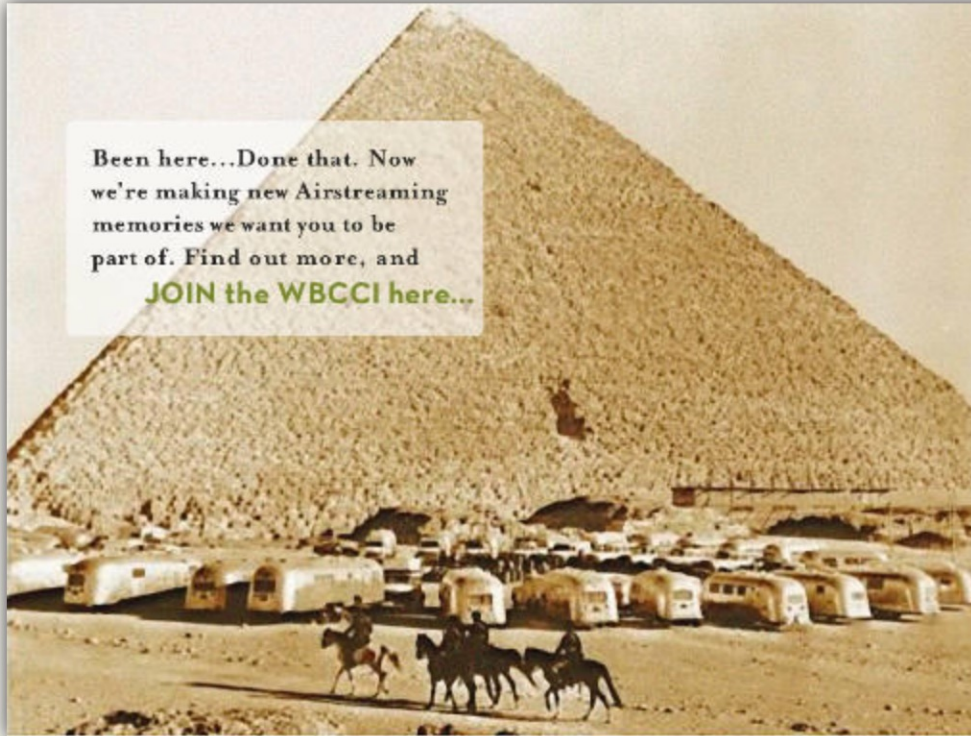
Region 11

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
in
Ra

ell

U

K

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



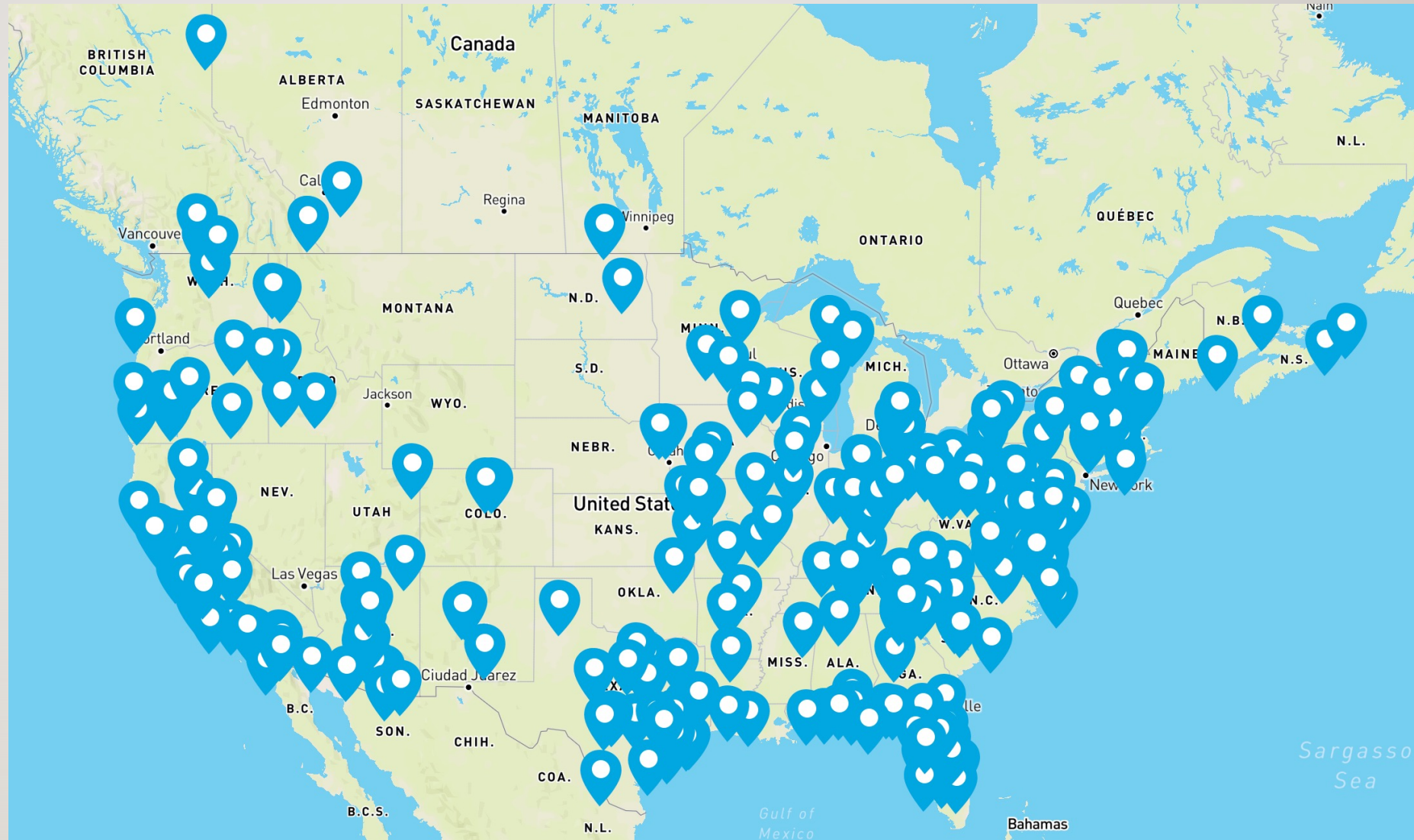
WHAT WE NEEDED FROM OUR DATABASE

- WBCCI / ACI 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 Intra-Club memberships, etc.

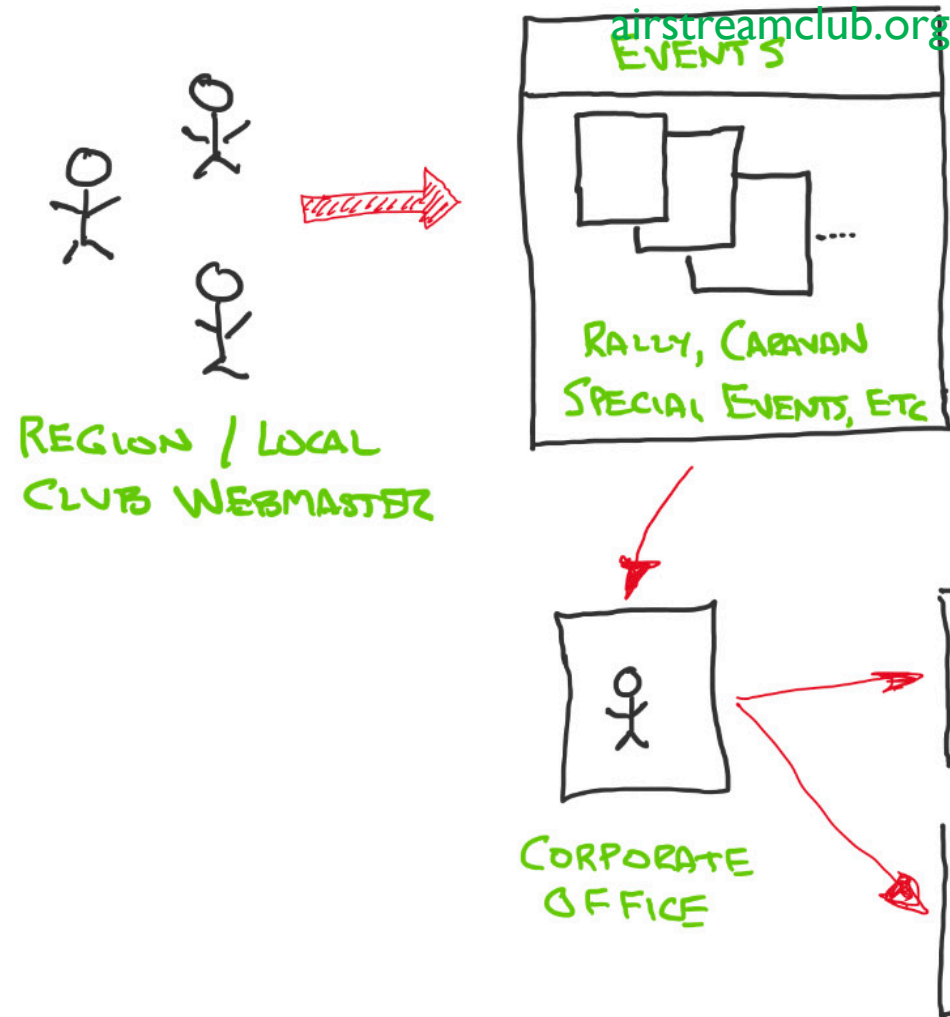
WHAT WE NEEDED FROM OUR MEMBER PORTAL

- Members
 - Self-service profile updates
- Regions, Clubs and Intra-clubs
 - Event (calendar) input and updates
 - Online membership, club and leadership directories
- Access to member-only benefits
 - Courtesy parking
 - Discount programs
 - Blue Beret magazine

(330 EVENTS FROM JULY 2021
THROUGH JUNE 2022)



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.

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
- Tweaking of Club website templates

SOFTWARE ROADMAP

April 2021 (complete – June 2021)

- Back-end data query tool
- Address validation

May 2021

- Anniversary membership date
- Enable registration, payment and tracking of Affiliate Memberships

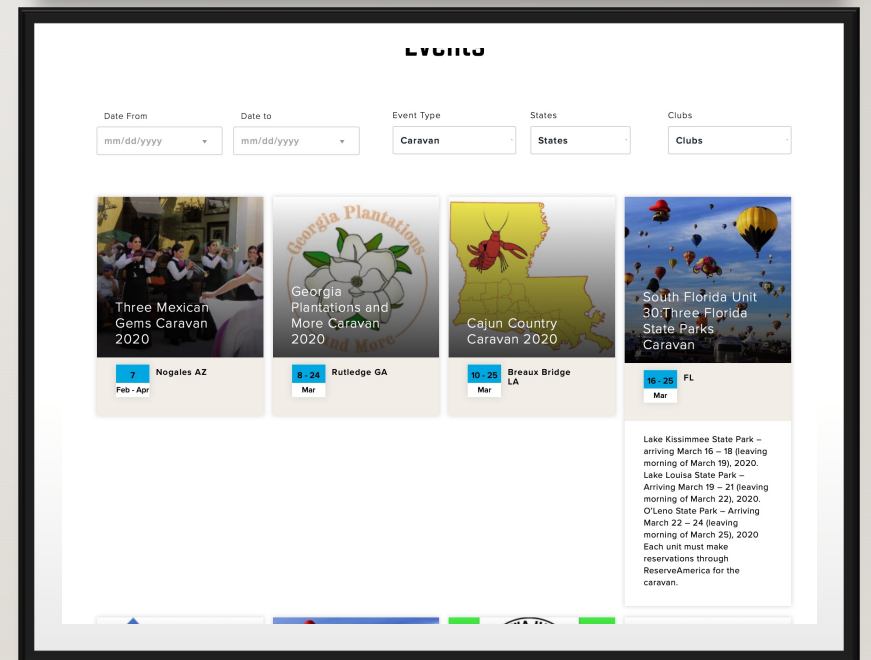
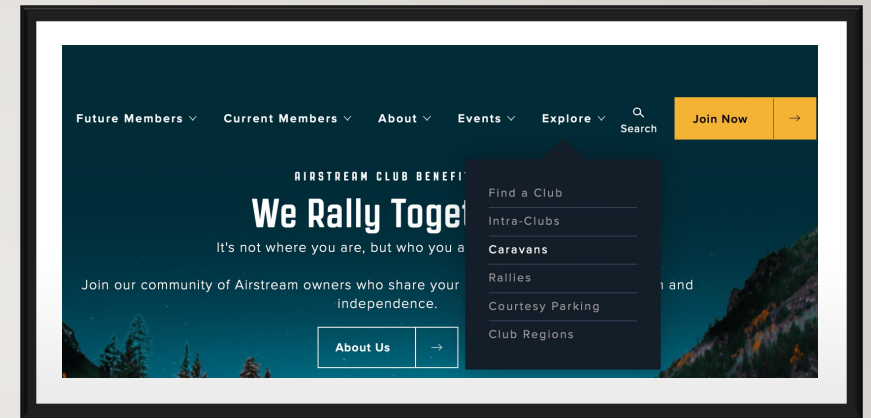
June 2021

- IR database
- Auto renewal with email notification schedule
- Improved membership emails w/ MailChimp API
- Join, Renew, general communications
- Email lists (back office)

July 2021

- Turn on Caravan History in Member-portal
- Enable registration, payment and tracking of Intra-Club Memberships
- Site usability improvements
 - Identify high use areas, areas to improve, missing features
 - Update Local Club style sheet for aesthetics and ease of use.
 - Improve map zoom performance for Courtesy Parking

CARAVANS



CARAVAN DEPARTURE LOCATIONS


(35 UPCOMING CARAVANS
LISTED)



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](#)

[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

MEMBERSHIP DATABASE AND MEMBER SELF SERVICE PORTAL

STATUS UPDATE

GOALS FOR MEMBERSHIP DATABASE AND MEMBER SELF SERVICE 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




Region 01

Includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, the Maritime Provinces and Quebec, Canada.

Club Leadership Table


President

 Douglas Hart

1st Vice President

 J Barden Fuller


2nd Vice President

 RJ Dominic

Corresponding Secretary

Vacant

Recording Secretary

 Joyce Rousseau



Pam Bleakney

Contact

✉ pam5432@verizon.net



NEW LOCAL CLUB WEBSITES




UNITS, CLUBS AND INTRACLUBS

AKRON OHIO AIRSTREAM CLUB

Club Leadership Table

President

 **Dennis Kiehl**

1st Vice President

 **Brian Wilch**

2nd Vice President

Vacant

3rd Vice President

Vacant

Corresponding Secretary

Vacant

Recording Secretary

Karen Kiehl

Treasurer

Linda Stallard



LaVerne Ketchum,
Membership Chair
Akron, OH

Contact

✉ air1650@aol.com

☎ 330-309-1715

Region **Region 04**

Club Number **77**

NEW EVENT REGISTRATION PROCESS

MEMBER



EVENTS



WEBMASTER



AIRSTREAMCLUB.ORG

WBCCI/ACI INFORMATION

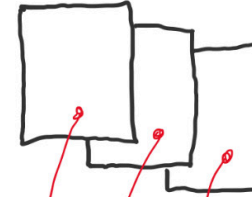
DRUPAL

CARAVANS

NATIONAL
SPECIAL
EVENTS

IRs

REGION ? LOCAL CLUB SITES
AND EVENT
CALENDARS



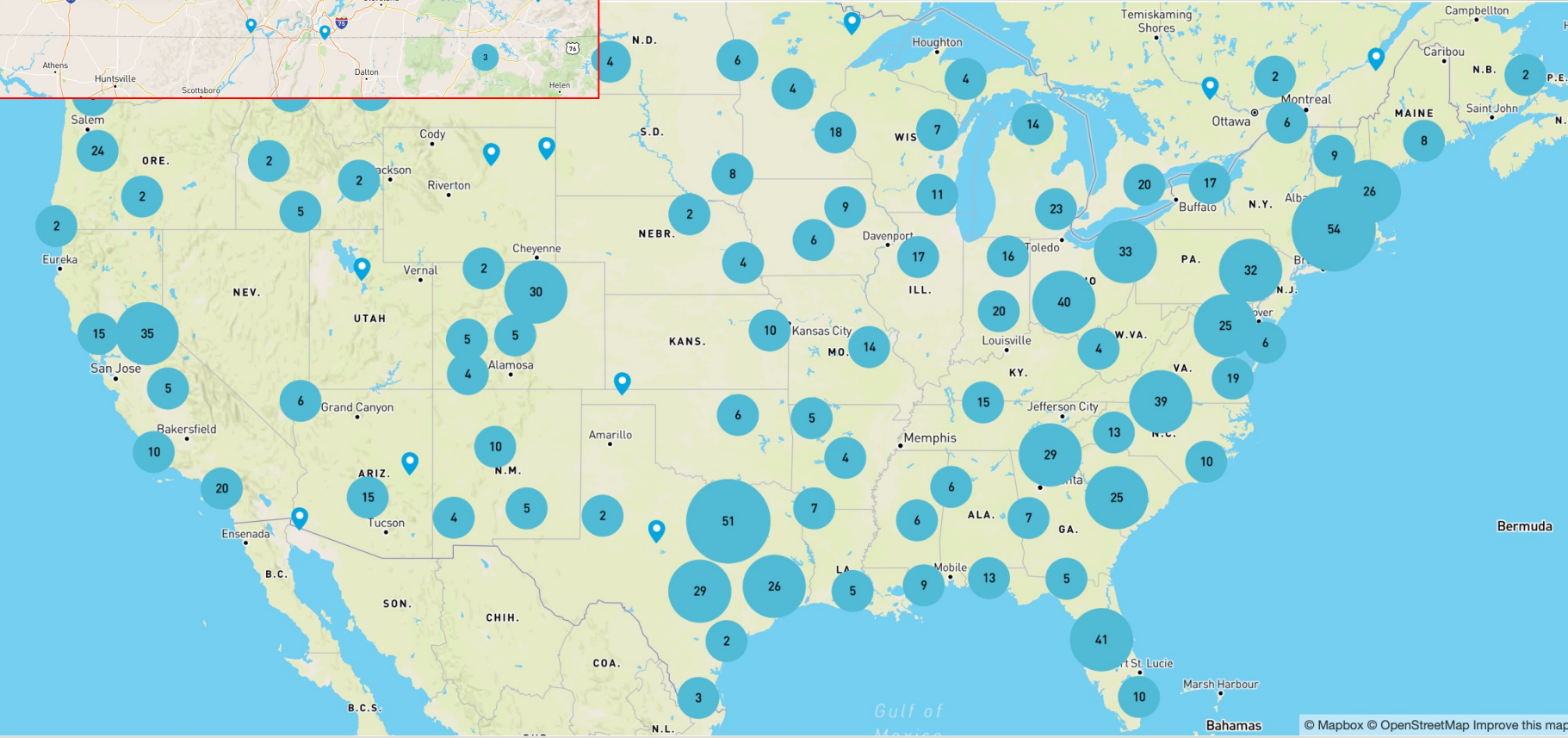
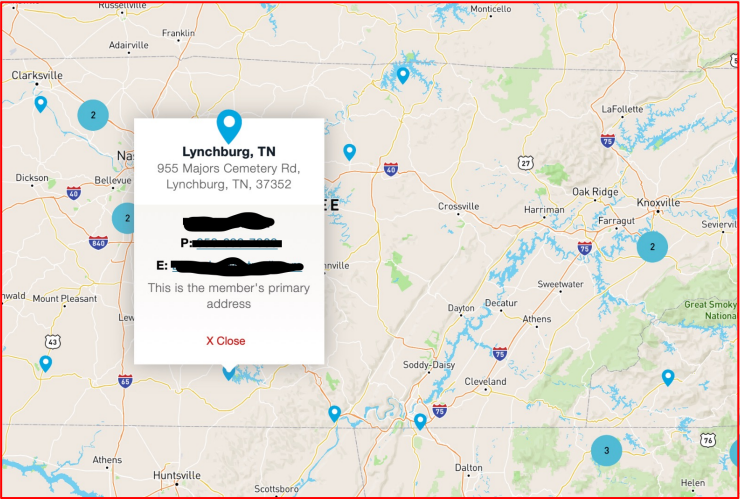
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FOR EACH EVENT

- ONLINE REGISTRATION FORM
- ONLINE PAYMENT OPTION
 - DIRECT TO REGION/CLUB PAYPAL
- REGISTRANT INFORMATION

COURTESY PARKING DIRECTORY

(LOGGED-IN MEMBERS ONLY)

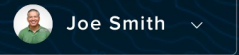




[Membership Directory](#)

[Courtesy Parking Directory](#)

[Club and Intraclub Directory](#)



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 'FIRSTTEAM 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), 'Directories' (Leadership Directory, Big Red Number Directory, Caravan Directory, Rally Directory), and 'Log out'. 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, the directory name, and the text 'Directory of members contact information'.

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

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

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](#)

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 →

STAFF (AND MEMBER) EFFICIENCY EXAMPLES

- 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

Membership Directory

Search the digital Membership Directory by Name, State, Club, or Big Red Number. All current members will be displayed with the exception of those who wish not to be published. Membership data is updated every hour.



Club Filter
- Any -

Region Filter
- Any -

Role Filter
- Any -

1 Results

Download Results CSV

Primary Member	Partner Member	BRN	Address	Region	Club	Primary Email	Partner Email
 Eric McHenry	 LaVerne McHenry	00153	[REDACTED]	Region 12	GREATER BAY AREA AIRSTREAM CLUB	[REDACTED]	[REDACTED]

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

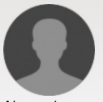





Membership Directory

Search the digital Membership Directory by Name, State, Club, or Big Red Number. All current members will be displayed with the exception of those who wish not to be published. Membership data is updated every hour.

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

Club Filter: WATCHUNG NJ AIRSTREA... Region Filter: - Any - Role Filter: - Any -

46 Results [Download Results CSV](#)

Primary Member	Partner Member	BRN	Address	Region	Club	Primary Email	Partner Email
		03279	62 Spring [Redacted] [Redacted]	Region 02	WATCHUNG NJ AIRSTREAM CLUB		
		05229	[Redacted] [Redacted] [Redacted]	Region 02	WATCHUNG NJ AIRSTREAM CLUB	cal [Redacted]	[Redacted]

CLUB DIRECTORY

(LOGGED-IN MEMBERS ONLY)

Club and Intraclub Directory

We've got more than 100 local clubs across the world. This directory, available ONLY to current WBCCI (Airstream Club International) members lists the leadership for each Club.


Search

Q

Filter By


Select Name (A-Z)

109 results




AKRON OHIO
AIRSTREAM CLUB

View More >



AL-MON-O
PENNSYLVANIA
AIRSTREAM CLUB

View More >



ALABAMA
AIRSTREAM CLUB


View More >

ALBERTA
SASKATCHEWAN
CANADA
AIRSTREAM CLUB

View More >


Amateur Radio
Club

View More >




ARIZONA
AIRSTREAM CLUB

View More >



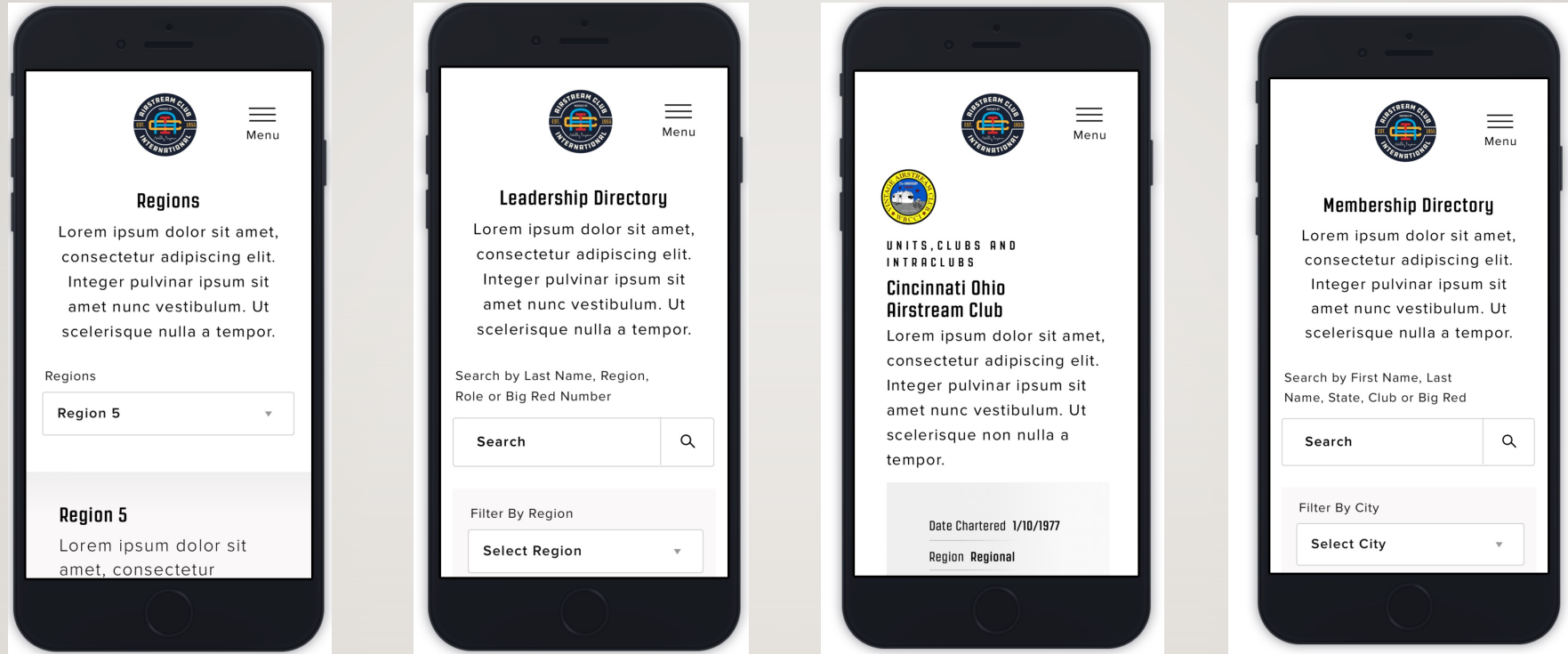
ARKANSAS
RAZORBACK
AIRSTREAM CLUB

View More >



BIG BEND
FLORIDA
AIRSTREAM CLUB

View More >



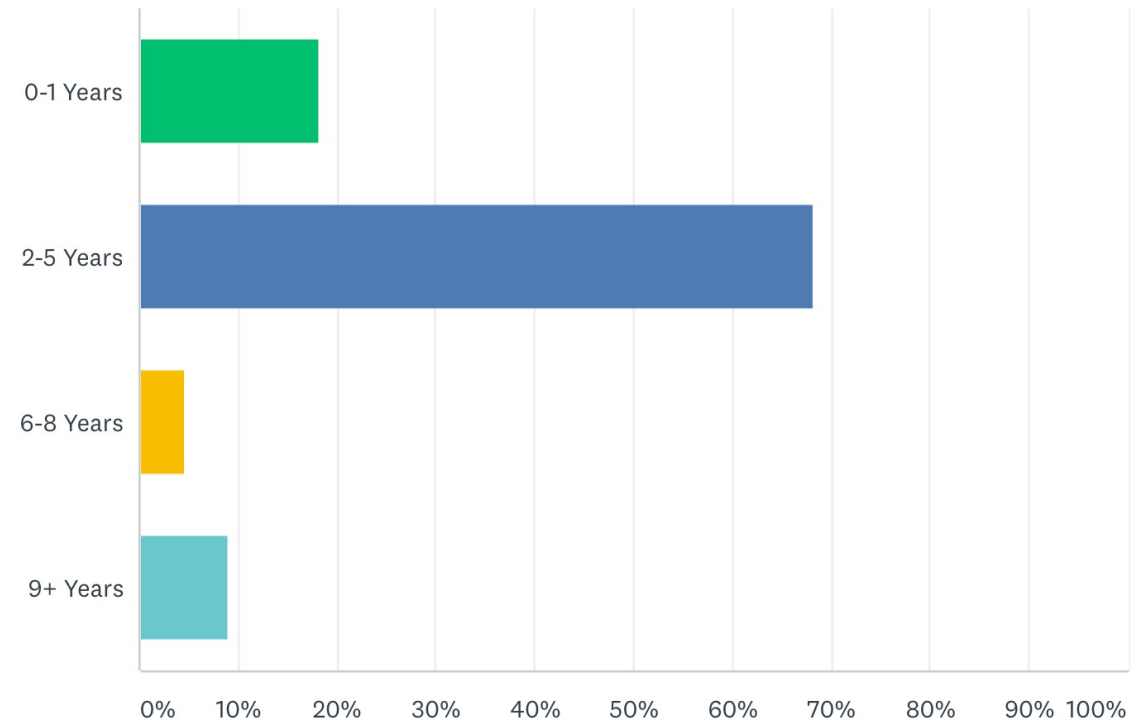
MOBILE

JUNE 2021 WEBMASTER ZOOM MEETING

(POST-MEETING SURVEY)

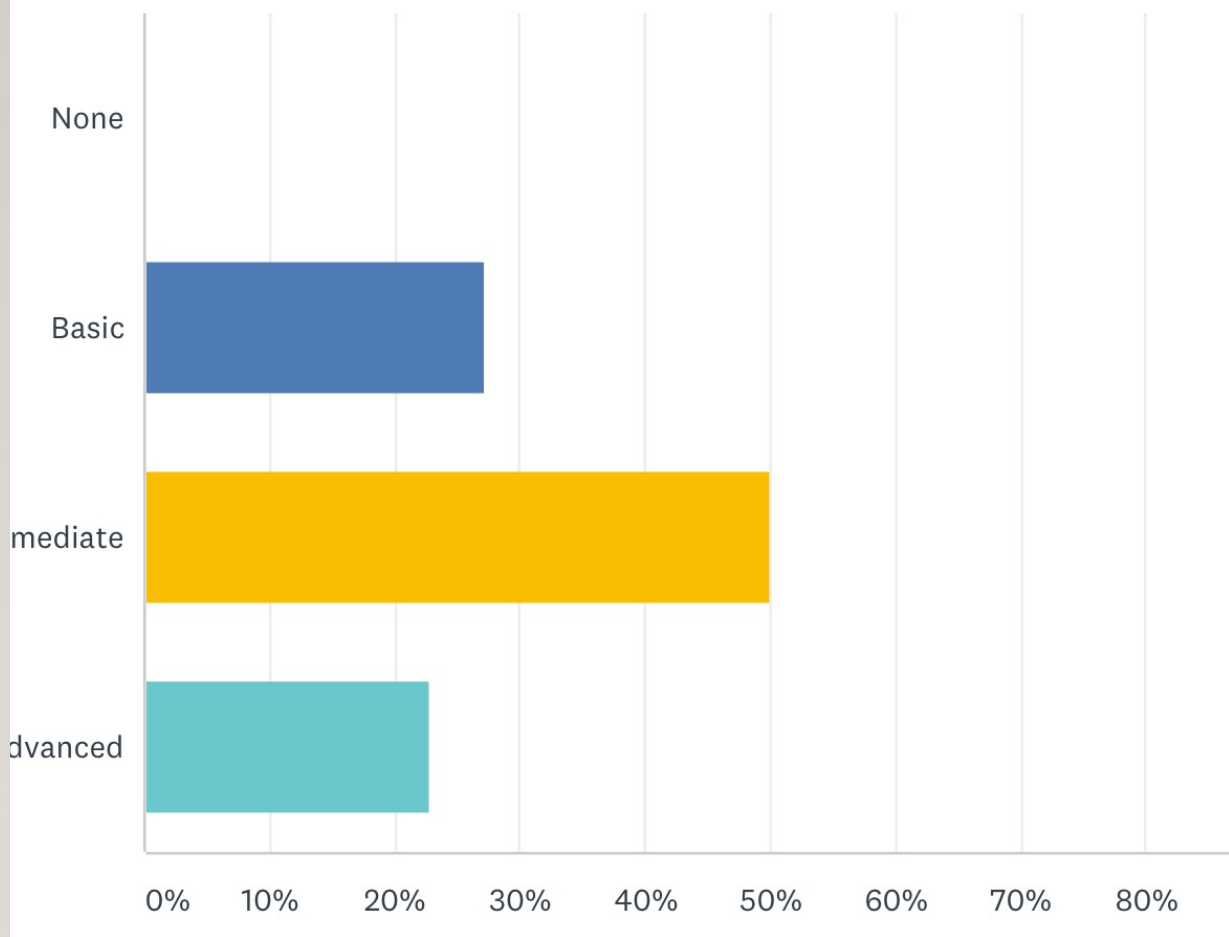
How long have you been webmaster for your Club or Region?

Answered: 22 Skipped: 0



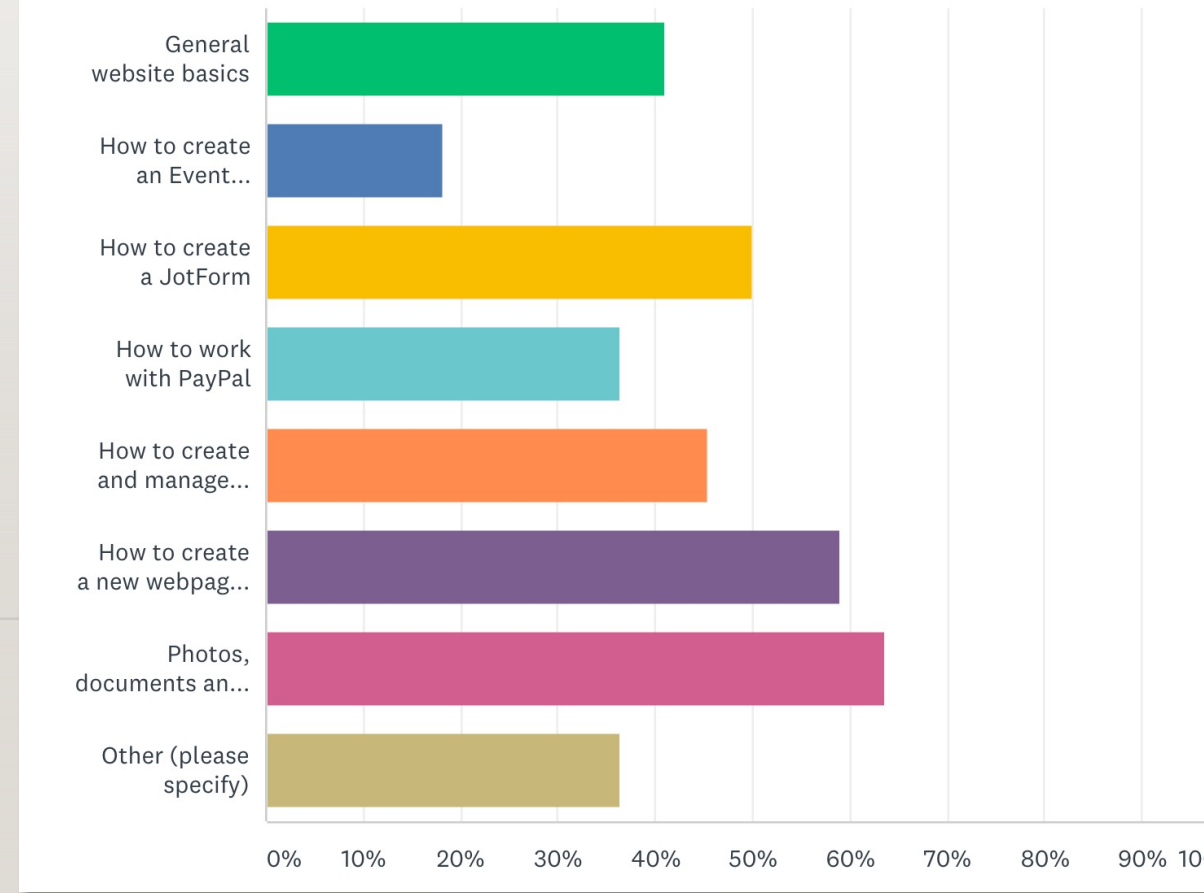
How would you rate your technical / web background?

2 Skipped: 0



What "deep dive" topics do you want covered (check all that apply)?

Answered: 22 Skipped: 0



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



Small number of test sites, managed by skilled webmasters (~5-10 sites). Goal is to fine tune the process and create documentation and training.



All Region and Intra-Club sites (~15)



1st wave of Local Club sites (~30)



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
- Monthly Zoom-based webinars focused on training and resources



Thanks!

WEBSITE AND DATABASE PROJECT UPDATE

2021 INTERNATIONAL RALLY – LEBANON, TN

ERIC MCHENRY, LORI PLUMMER

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