Parkfairfax Website Governance Group

Report for December 2011 Board of Directors Meeting

Submitted by Rick Fletcher (WGG Committee Acting Chair for the meeting)

Introductory Notes

This report covers mid November through early December 2011, with minutes from our regular meeting plus related appendices.

January 5, 2012: Website Governance Group Regular Meeting (8:15 p.m.)

Executive Summary

At this meeting, the highlights were as follows:

- *December website administrator report* – discussed, approved, and attached as an appendix with monthly website page hits included as a separate appendix.
- *Status of quarterly website content audit* – audit completed, see results and discussion below.
- *Enhancement request: adding Alexandria Police Liaison page* – approved in the form of adding a "Police Resources" page and a related Quick Link to it on the home page; see discussion below.
- *Enhancement request: improving "RSVP to Event"* – "RSVP to Event" to be deactivated at this time, will reconsider activating/improving if/when functionality appears more useful, see discussion below.
- *Enhancement request: improving "Sign Up for Alerts"* – tabled; a related agenda item for January Board meeting discussion will be drafted by George; see discussion below.
- *Next regular WGG meeting* – The committee voted to cancel the February meeting due to schedule conflicts. Our next meeting is Thursday, March 1, 2012 at 7:45 p.m.

Minutes

1. Attending: Dave Bush (Board Liaison to Technology Committee), Alice Cave (Board Liaison to Communications Committee and Technology Committee member), Sarah Clark (Parkfairfax Assistant General Manager), Rick Fletcher (Technology Committee Chair – Moderator), George Gardner (Parkfairfax General Manager), Jan Schrader (Communications and Technology Committee member), and Barbara Wilmer (Communications Committee Chair).

2. Discussion Items

    a) Parkfairfax December website administrator report from Elaine Hussain (dated Dec. 1, 2011).
        - The December website administrator report is found as an appendix to this report.
        - Committee page updates – Elaine updated committee pages based on chairs' inputs to her, and added a WGG committee page based on Rick's input.
        - Other changes – Elaine made various other updates/edits based on website audit feedback.
        - Requests for WGG action – none.
        - Statistics:
            - 497 owners and 58 residents have requested, and received, accounts on the new site.
            - Website page hit statistics for December 2011 indicate significant usage of the website, and are included as a separate appendix to this report.

b) Completion of in-progress quarterly website content audit.
    - Recap: the WGG began our first quarterly audit of website content in early November 2011.
    - Goal: ensure that key website content is a) accurate, b) current, and c) necessary.
    - Status:
        - Audit was completed at the end of December 2011,
        - Board Minutes and Administrative Regulations (ARs) – Alice found a couple of points that needed updating, and communicated these to Elaine who made the updates.
        - Committee Pages – Rick contacted committee chairs and various committee pages have now been updated by Elaine per the chairs' responses; WGG now has a committee page of its own with content submitted by Rick.
        - Announcements – Elaine audited these and removed outdated ones.
        - Photo galleries – Jan and Barbara coordinated updates of website photo galleries with Elaine such that a new "Holiday Tree Lighting" gallery was created.
        - Website links and other content – Barbara Wilmer and other WGG members found a few issues re completeness, accuracy, "dead link" behavior, etc., notified Elaine about them.

c) Enhancement request: adding contact information for APD liaison Officer Hurrin on the website
    - Purpose: Facilitate ability of Parkfairfax owners and residents to contact Officer Hurrin.
    - Discussion:
        - A lively debate about not only the original enhancement request, but also what police or crime-related information should be displayed on our website, was held.
        - Attendees expressed concerns that we may need clarification from the Board as to what crime-related information our website should display.
        - Most of this debate was more relevant to the "Sign Up for Alerts" enhancement, and is covered in the section about that enhancement (later in this report).
        - Consensus: we should create a new website page to display contact info for Officer Hurrin and the Alexandria Police Department, with this contact information limited to that which is already public information for Parkfairfax owners/residents.
    - Action:
        - The enhancement, as redefined to encompass a new page that consolidates police contact information for Parkfairfax website users, was approved.
        - The new page will be titled "Police Resources" page, and will be accessible both from the "Resources" drop-down menu, and as a "Quick Link" item on the home page.
        - On this page, put contact phone numbers and email address for Officer Hurrin that are already shown in each month's Parkfairfax newsletter.
        - Also on this page, put or have links to contact information for the Alexandria Police Department, notably the non-emergency and emergency phone numbers.
        - The WGG asks the Parkfairfax site administrator to make these changes as time permits.

d) Enhancement request: improving the "RSVP to Event" functionality already on our website.
    - Purpose: To either improve "RSVP to Event" to support site users' responding to actual events, or disable/remove the functionality until/unless it is deemed useful.
    - Discussion:

- Background here is that “RSVP to Alert” was implemented in a website prototype but never built out for the final website, such that current behavior is to display a list of placeholder events and not support site users’ responding to them.
- Consensus was that at this time, “RSVP to Event” was not particularly useful to site users, and thus could safely be removed from the website’s “Contact” menu.

o Action:

- The enhancement action, removal of “RSVP to Event” menu item from the “Contact” menu, was approved.
- The prototyped “RSVP to Event” functionality that is currently implemented should not be deleted at present, as we may revisit it later if/when it is deemed worthy of build-out.
- The WGG asks the Parkfairfax site administrator to make these changes as time permits.

e) Enhancement request: improving the “Sign Up for Alerts” functionality already on our website.

o Purpose: To either improve “Sign Up for Alerts” to support sending alert email messages to signed-up users, or disable/remove the functionality until/unless it is deemed useful.

o Discussion:

- Background here is that “Sign Up for Alerts” was implemented in the final website to allow users to sign up for email messages about urgent events, but current behavior does not use the list of signed-up users to actually send them alert emails at this time.
- On an earlier Parkfairfax site, another “alerts” facility was tried for about a year and then terminated; our new site’s “Sign Up for Alerts” functionality has no relationship to this earlier facility or its back-end processes or its costs/issues.
- Management is receiving, and saving, contact information for site users who have signed up for alerts via our website.
- We broadly discussed what events warrant alert emails, and what new process needs to be put in place to support identifying these events and then emailing the alert messages.
- While much of the debate centered on alerts for crime-related events, the committee also noted that many other types of events (e.g. related to storms or other urgent impending/occurring matters impacting site users) also could warrant alerts here.
- Dave spoke for many of us when he cited the recent car-jacking on Gunston Road as an example of an event that warranted an alert, since a) it had high impact on residents, and b) it would have been much better to put out an accurate alert vs. have residents rely on third-hand accounts of the event which may or may not have been entirely accurate.
- We also discussed differences between the site’s current “Announcements” functionality and a built-out “Sign Up for Alerts” functionality:
  - “Announcements” notify site users of current events important to Parkfairfax.
  - In order to use “Announcements”, a person must be viewing and (depending on the level of the announcement) logged in on our site; thus, a user must actively “pull” an announcement from our site by viewing and possibly logging in to the site.
  - “Announcements” are reasonably current, but not meant to serve as urgent alerts.
  - Email alert messages supported by “Sign Up for Alerts” would be “pushed” to signed-up users during time-sensitive windows for events warranting urgent alerts.
  - Email alert messages are specifically “opt-in”, only to users who sign up for them.
- This discussion identified outlines of what back-end management process the website would need to integrate with in order to have alert emails sent to signed-up users:

        - Management would need to promptly identify events that warrant alerts.
        - Management needs clear criteria to enable doing this quickly and accurately.
        - Management would then need to draft and send email alerts in a timely-enough manner, given the time-sensitive criteria for each alert (e.g. if an event warranting an alert has a time-sensitive window, management needs to identify that window and ensure the alert email is sent ASAP within it).
        - Management would need to have staff resources dedicated to doing this on a priority basis, within the context of other work those staff members are already doing.
    - The WGG believes that alerts are warranted for significant impending and occurring events, to inform signed-up users ASAP given an event's time-sensitive window.
    - Consensus was that at this time, "RSVP to Event" should be tabled pending Board discussion of and advise to the WGG about a) whether they approved the idea of sending signed-up site users email alerts, and b) any concerns or constraints on this functionality.
  - Action:
    - Changes to "Sign Up for Alerts" were tabled pending Board discussion.
    - George will draft a related agenda item for Board action at the January meeting.
    - The agenda item will cite the WGG's January report (i.e. this document), and ask for Board discussion and guidance on a) whether they approve the idea of sending signed-up site users email alerts, and b) any concerns or constraints on this functionality.
    - Based on Board guidance, the WGG will revisit "Sign Up for Alerts" at our next meeting.

3. Next Steps
   a) George will draft an agenda item for the January Board meeting re asking for discussion and guidance on our "Sign Up for Alerts" enhancement.
   b) Elaine will, as her work schedule permits, work on implementing the new "Police Resources" page and its links, and on removing the "RSVP to Event" menu item from the site's "Contact" menu.
   c) All WGG members will follow up on any lingering audit item actions or issues.
   d) The committee voted to cancel the February meeting due to schedule conflicts; our next meeting is Thursday, March 1, 2012 at 7:45 p.m.

4. This meeting adjourned at about 9:15 p.m.

Appendix: Website Administrator Report

Parkfairfax Condominium

UNIT OWNERS ASSOCIATION

MEMO

TO: Website Governance Group

FROM: Elaine Hussain

DATE: January 5, 2012

RE: **Website Report**

Known issues: None

Enhancements:. A committee page for the Website Governance Group with the same layout as the other committee pages has been added. Updates and edits have been completed on the committee pages. Any edits received from the website audit have been completed as well.

Other: There are currently 497 owners and 58 residents signed up to use the website.

Appendix:

Top Posts for 30 days ending 01-05-2012 (Summarized)

2011-12-06 to 01-05-2012

Title	Views
Home	1,703
Home page	412
Contact	255
Parkfairfax Staff	161
Photo Gallery	148
Floor Plans	119
Community and Landscape	108
Request a User Account	108
New Resident Information	107
Buildings and Utilities	104
Community Maps	99
December 2011 Newsletter	97
About Parkfairfax	93
Welcome Packet	90
New Owner Information	85
Parkfairfax Management Staff	83
Resources	75
Community Info	70
Holiday Tree Lighting	64
Calendar	62
Parkfairfax Management Company	55
Monthly Board Meetings	54
Site Map	54
Policy and Administrative Resolutions	54
Board of Directors	51
Administrative Forms	48
December 2011 Board Packet	47
December 2011 Newsletter	47
Unit Services Program	46
Financial Documents	38
Resident Services	35
General Information	34
VA contractor reaches deal on $1B I-95 project	33
Covenant Specification & Applications	33
Landscape Information	32
Hot Lanes	31

Gardens 31
Governing Documents 30
Buildings and Utilities Committee 27
Metrobus 25 Service to Parkfairfax Restored 27
January 2012 Newsletter 26
Landscape Committee 26
Help 25
Pay Condo Fee 24
Recreation Committee 23
Transportation and Land Use 19
January 2012 Newsletter 19
Contractor Information 16
Alexandria Residents Cautioned to Avoid Four Mile Run 15
Reports 15
Woodlands Committee 15
November 2011 Newsletter 15
Committees 14
Doggie Dip! 14
Activities Committee 14
Covenants Committee 14
Mini Surveys 14
USP Pictures 13
Asbestos Information 13
#2657 (loading title) 13
Receive Selected Website Content by Email 12
#497 (loading title) 12
Asbestos Management Update 12
RSVP to Event 12
By-Laws 11
Order Unit Resale Documents 11
September 2011 Newsletter 11
Parkfairfax Community Survey 11
Tips for Kitchen Renovations 10
#498 (loading title) 10
October 2011 Newsletter 10
Tips for Bathroom Renovations 9
Communications Committee 9
Alexandria Federation of Civic Associations 9
Reports 9
Parkfairfax Certificate of Insurance 8
Sign up for Alerts 8

September 2011 Minutes	8
Sales Documents	8
Technology Committee	7
Review Committee for the Woodlands Management Plan	7
Luley Lawsuit Final Order	7
Website Governance Group	7
Members	6
Transportation and Land Use Committee	6
Reports	6
May 2011 Minutes	6
July 2011 Minutes	6
Annual Budgets	6
Strategic Planning Documents	6
Appraisals	5
Contracts	5
Financial Reports	5
June 2011 Minutes	5
April 2011 Minutes	5
August 2011 Newsletter	5
June 2011 Newsletter	5
March 2011 Minutes	4
November 2011 Minutes	4
Annual Meeting Materials	4
Finance Committee	3
Disclaimer	3
Terms of Reference	3
Terms of Reference	3
Contact	3
October 2009 Minutes	2
September 2009 Minutes	2
Annual Tree Lighting Festivities	2
Reports	2
Contact	2
Contact	2
Terms of Reference	2
Members	2
January 2010 Newsletter	2
Members	2
Contact	2
FY 2012 Assessment Rates	2

November 2011 Agenda	2
Declaration	2
Reports	2
Members	2
Members	2
Members	2
Reports	2
January 2011 Minutes	2
February 2011 Minutes	2
Reports	1
Members	1
May 2011 Newsletter	1
July 2011 Newsletter	1
Contact	1
Audits	1
Terms of Reference	1
Contact	1
October 2011 Agenda	1
Members	1
Terms of Reference	1
Report a Covenants Violation	1
November 2011 Board Packet	1
Reserve Studies	1
Members	1
Contact	1
July 2011 Agenda	1
Reports	1
September 2011 Packet	1