

2023 Year-End Report – Communications Committee

Members:

- Randy Kohout, Chair
- Dan Sturmon
- Tim O’Keefe, Web Master
- Priscilla Harris, VCA Assistant General Manager

Responsibilities:

- The committee shall report regularly to the Board.
- The Committee Chair, or their designate, shall report the committee's action to the Board at its monthly meeting.
- To enable standard, engaging, timely and effective communication of relevant information between VCA and VCA residents from the board, staff, and management company.
- To develop an annual communications budget (operations and capital/reserves), get board approval, then manage expenses to approved budget levels.
- Adhere to the rules and regulations outlined in the governing documents.
- To manage homeowner website and email accounts, generic email accounts, and Communication Policy.
- Decisions pertaining to website design and functionality.
- Decisions regarding communication content, content ownership, and timeliness of content release and distribution based on approved policies and procedures.
- Ensure no politics, religion, personal attacks, advertising, or editorializing exist.

2023 Accomplishments:

- Vistoso Community Association Website Statistics
 - Top Ten Website Pages Visited During 2023

Web Page	Visits	Web Page	Visits
Contact Us	1,711	ALRC Guidelines	897
Recreation Areas	1,600	Helpful Documents	842
FAQs / Questions	1,251	Governing Documents	768
Calendar	1,089	Forms	763
Paint Colors	921	Sub-Associations	689

- VCA Monthly Newsletter Unique Website Views

Web Page	Total 2023 Views	Average Views per Month
Greetings from the Board	2723	227
Did You Know	1302	109
Critter of the Month	580	48
AAA Landscaping	490	41
Member’s Corner*	266	22

** Member’s Corner initiated Aug 2023 so data is for only five months*

Note 1: The most total views were in June and the least in December

Note 2: There were thirteen, mostly positive, written comments for the year

- Worked to continuously improve and streamline the process of Newsletter development
- Created the Member's Corner section of the newsletter as way to publish insights from VCA Members on issues affecting the association.
- Obtained Board of Directors approval for an updated Communications Committee Charter.
- Obtained Board of Directors approval to create a VCA You Tube Channel.
- Refreshed and streamlined the organization of Website topic areas to make it easier for members to find information more quickly, and to eliminate unnecessary topic duplication

2024 Objectives:

- Continue to explore opportunities to make the monthly newsletter more engaging and routinely monitor website statistics.
- Work with the Board of Directors to effectively communicate the issues and opportunities regarding VCA street lighting along Ranch Vistoso Blvd.
- Create guidelines to utilize the VCA YouTube Channel and pilot at least one YouTube presentation.
- Continue working with the Board regarding VCA Sub Association President forums.
- Promote Town of Oro Valley initiatives, such as The Path Forward, that impact VCA Members.