

COMMUNICATIONS IMPLEMENTATION PLANS JUNE 2014 (Amended Aug 2014)

WEBSITE MANAGEMENT

At the 2014 AGM it was agreed to set up a Guild Website with a sub-domain for each Branch for their independent access and control. This would effectively remove the need for any separate Branch website providing a one stop shop and a more efficient and cost effective resource.

The Guild Webmaster, Jonathan Clark, has been working on the implementation of this proposal and has found that it is all technically possible to achieve. It appears, however, that all Branches do not wish to have the responsibility for their own independent sub-domain. The proposal has therefore been modified to have an alternative arrangement of a 'Branch Web Content Managers' who would coordinate / control the web data for their Branch. This data would be passed on to The Guild Website Manager who would post it onto the Guild website in the most appropriate way under Branch Heading / Latest News / Diary / Etc. This would eliminate the need for each Branch to have a person willing and capable of web site management. It would also enhance the 'one stop' ability with all the data being on the LDGCB homepage and not 'hidden' away on six separate pages.

The 'Branch Web Contents Manager' would coordinate and control the data on behalf of the Branch and act as a Reporter creating / forwarding news, programmes, articles, photos, etc. to the Guild Webmaster to turn into a webpage as requested.

The proposal for the Guild to have independent ownership and control of the website remains an objective. Jonathan will continue to work on this.

TO BRANCH SECRETARIES:

Would Branch Secretaries please contact Jonathan Clark direct to indicate which option their Branch wish to proceed with.

DATABASE

It was agreed at the 2014 AGM to establish a comprehensive membership database to enable Guild and Branch communications to be made quickly and efficiently. The database will effectively be in six sections, one for each Branch, and contain relevant details of each member in line with that given on the Guild Membership Form. It would also be able to track annual subscriptions.

A key benefit of the database would be a listing of the email addresses for all Members that can be used to enable direct communications to be made by each Branch to its Members or by the Guild to all Guild members. In cases where Members do not have direct email access it is proposed to create a mutually agreed "buddy" system where A. N Other e-mailer agrees to pass on all relevant communications.

Each Branch will be expected to directly maintain their section of the Database and access will be limited to Branch Secretaries / Treasurers or other nominated officer. A system of changing passwords will be used to maintain confidentiality.

Suitable software is currently being investigated. Branch Secretaries are urged to complete the database for their email contact lists including the 'buddy' arrangement.

20 June 2014 (Amended Aug 2014)