



Southwest Neighborhoods, Inc.
Communications Committee
Action Plan 2011-2012

Southwest Neighborhoods, Inc. (SWNI) Mission: SWNI empowers citizen action to improve and maintain the livability of southwest neighborhoods.

Committee purpose: Oversee and enhance communication with the board, the committee, the neighbors and the city.

Action Item	Lead	Status
Server		
• Purchase and install new server	Sylvia	In-process
• Create server administrator documentation	Sharon	In-process
• Server administration, support and backup monitoring	Michael	Ongoing
• Administer <i>swni.org</i> email forwarding	Michael	Ongoing
• Host non-Drupal neighborhood websites		On hold
• Server replacement recommendation to board	Committee	Completed
Website – <i>swni.org</i>		
• Train staff and document Drupal administration	Sharon	In-process
• Improve website theme and content	Sharon	Ongoing
• Post events and meetings to online calendar	Sharon	Ongoing
• Maintain SWNI committee pages	Leonard	Ongoing
• Maintain SWNI board/events/grants pages	Sharon/Payal	Ongoing
• Recommendation for CMS: upgrade/replace		On hold
• Sell advertising on website		On hold
• Add donation collection capability to website		On hold
• Update contact info – all pages	Sharon	Completed
• Drupal webmaster documentation	Sharon/MK	Completed
Internet Service Provider (ISP)		
• Increase DSL bandwidth/speed		On hold
• Replace <i>spiritone.com</i> emails with <i>swni.org</i>	Sharon	Completed
SW News Monthly Newspaper		
• Update Advertising Rates	Payal	In-process
• Integrate website and newspaper calendars		On hold
• Move publishing process to the server	Sharon	Completed
• Improve color quality of paper	Sylvia	Completed
• Create publishing procedures document	Sharon	Completed



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Constant Contact Email Newsletters		
• Promote SWNI events with newsletters	Sylvia/Payal	Ongoing
• Switch to annual, non-profit payment method	Sharon	Completed
Social Media		
• Merge two SWNI Facebook accounts	Payal	On hold
• Post SWNI events to Facebook page	Payal	On hold
• Set up SWNI social video sharing account		On hold
SmartAccess Partnership with PCM		
• Administer PCM <i>SmartAccess</i> partnership	Sharon/Payal	Ongoing
• Administer 2011 ONI grant	Sharon	Completed
• Apply for 2012 ONI grant	Sharon	Completed
Office Support		
• Update Document Management Policy with security	Sharon	In-process
• Configure new workstations	Sharon	In-process
• Develop a backup/recovery plan	Committee	On hold
• Technology budget recommendations 2012-2013	Committee	On hold
• Post SWNI Board Handbook to website	Sharon	Completed
• Workstations hardware recommendation to board	Committee	Completed
• Create an inventory of software/hardware	Sharon	Completed
Committee Administration		
• Hold every-other-month committee meetings	Sharon	Ongoing
• Submit monthly <i>SW News</i> article and board report	Sharon	Ongoing
• Maintain committee action plan	Committee	Ongoing