



Western Region Communications Committee 2016 Report

Summary

2016 was a year of rebuilding for the Western Region Communications committee. In the first quarter of the year we set out to build two teams: media team and tech team. By the second quarter we were a new team composed of 11 youth and 3 adult volunteers. Eric Wagstaff of Wauna La-Mon'tay Lodge volunteered to lead the media team and Kyle McCaffery of Sikhs Mox Lamonti volunteered to lead the tech team. In the third and fourth quarter of 2016 we focused on launching a new website, increasing our social media efforts, and creating new content for the website to be promoted via our social media channels.

Teams

Media Team

Name	Section	Lodge
Eric Wagstaff	W-1S	Wauna La-Mon'tay
Zack Demars	W-1N	Sikhs Mox Lamonti
Elisha Valladares-Cormier	W-1S	Wauna La-Mon'tay
Ashton Mills	W-1S	Wauna La-Mon'tay
Matthias Leier	W-4N	Malibu
Tyler Grey	W-4N	Malibu
Wyatt Platts	W-1E	Tukarica
Ryan Thomure	W-3N	Amangi Nacha
Tristan Howard	W-6E	Yah-Tah-Hey-Si-Kess

Tech Team

Name	Section	Lodge
Kyle McCaffery	W-1N	Sikhs Mox Lamonti
Mac Richards	W-1N	Sikhs Mox Lamonti

Adult Volunteers

Name	Section	Lodge
Brian Love	W-2S	Tahosa
Jeffrey A. Rogers	W-1N	Toontuk
Ryan Jones	W-3S	Tah-Heetch
Kevin McKernan	W-2S	Tahosa

Leadership

Media Team Lead: Eric Wagstaff
Tech Team Lead: Kyle McCaffery
Adult Volunteer: Jeffrey A. Rogers
Adult Volunteer: Kevin McKernan
Adult Volunteer: Ryan Jones
Committee Advisor: Brian Love

2016 Goals

Our goals for 2016 were:

1. Recruit youth and adult volunteers to serve on the communications committee.
2. Set up two teams with youth leadership.
3. Launch a new website that is responsive to mobile, tablet and desktop devices.
4. Create new content focusing on events and opportunities in the Western Region for the website that is promoted using social media.
5. Increase social media engagement.

Results:

1. We recruited 11 youth and 4 adult volunteers. Our most active youth volunteers are: Kyle McCaffery, Eric Wagstaff, Elisha Valladares-Cormier, Methias Grey, Mac Richards, and Zach Demars; and our most active adult volunteer is Jeffrey Rogers.
2. Eric Wagstaff and Kyle McCaffery have both exceeded expectations this year. They both showed incredible leadership and communication skills.
3. The new website was launched on September 5, 2016. We are using an open source approach that uses GitHub for issue tracking, documentation and our code repository. The new website adheres to the Western Region identity and branding. It is responsive to mobile and tablet devices.

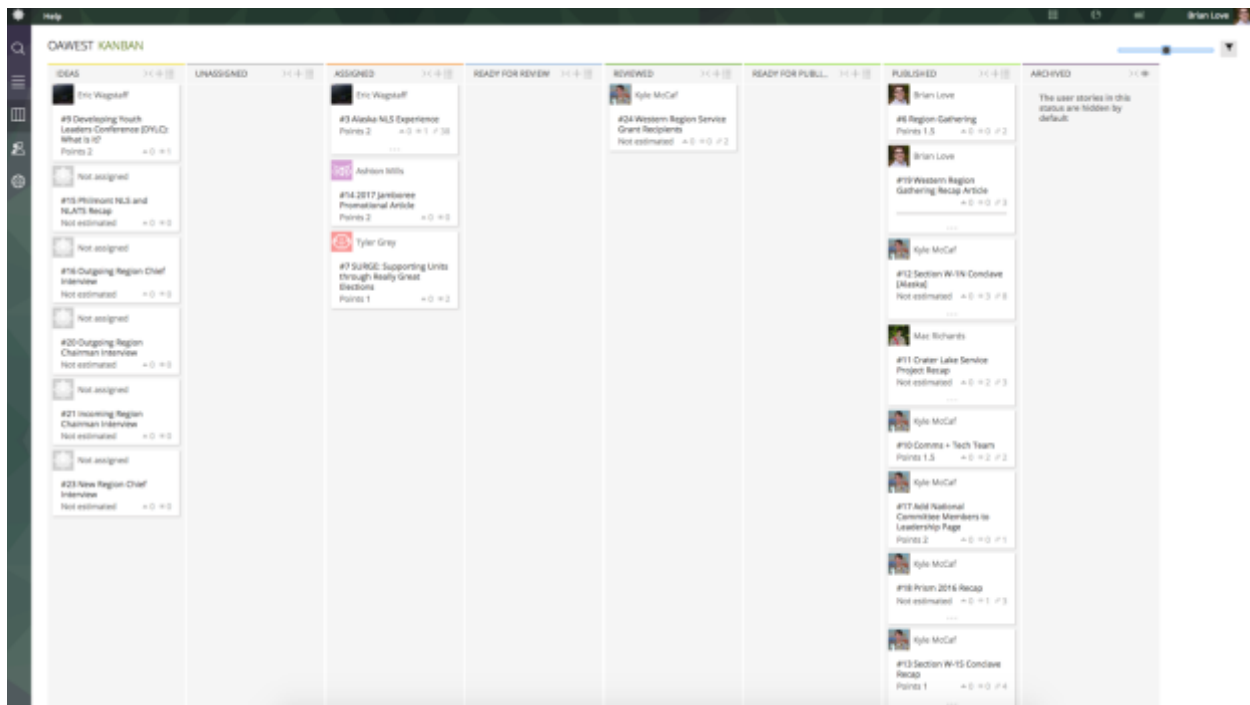
4. We created 23 articles or announcements that were posted to the website in 2016.

Tools

We are using a variety of online tools and platforms for project management, issue tracking and collaboration.

Taiga

<https://tree.taiga.io/project/bluve-oawest/>



Taiga is a project management platform that uses an agile methodology, and is free. We use this to track each story from idea to publication.

Our publishing process is:

1. Ideas - created by anyone
2. Unassigned - ready to be assigned to media team member
3. Assigned - assigned to media team member
4. Ready for review - ready to be reviewed by media team advisor
5. Reviewed - review complete by media team advisor
6. Unassigned for published - ready to be assigned to a tech team

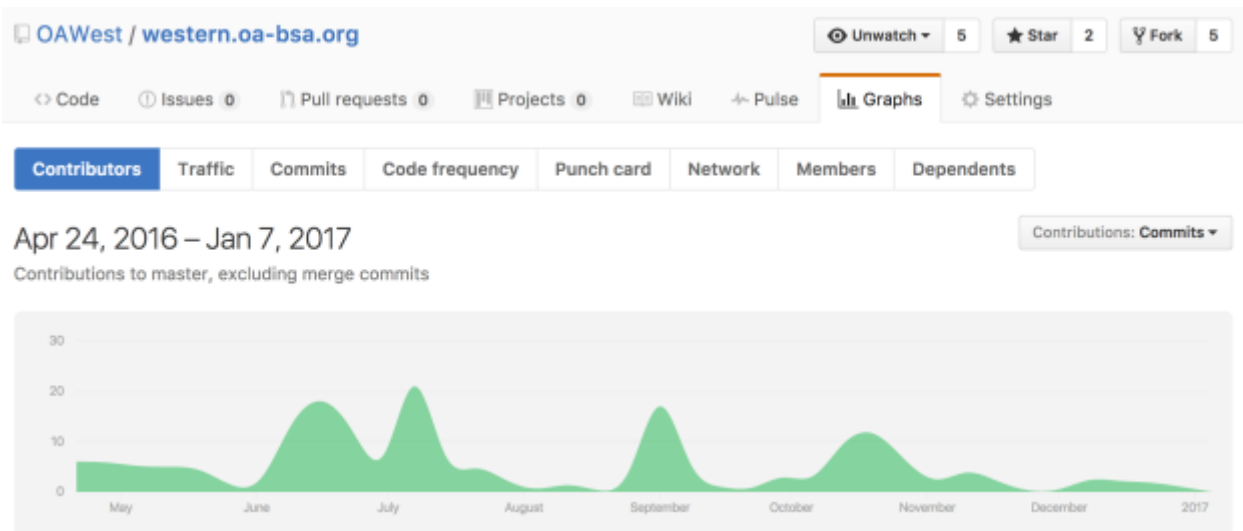
7. Ready for publishing - scheduled and ready for tech team
8. Published - tech team has published the content

The Kanban board in Taiga mirrors this process. Each story is assigned to a member of each team throughout the process. The story also contains all of the content: a document for the article and any photos that will be included. The Kanban board allows us to track where each story is in the process and who is currently assigned.

GitHub

<https://github.com/OAWest/western.oa-bsa.org/>

Here is a snapshot of contributions to our website on GitHub:



GitHub provides issue tracking and stores all of the code for our website. We could also use GitHub to host our website (for free) if we should ever need to move off of the national web server.

Issues: <https://github.com/OAWest/western.oa-bsa.org/issues>

Wiki: <https://github.com/OAWest/western.oa-bsa.org/wiki>

We also provide a public repository of the Western Region identity and branding documentation and assets on GitHub:

<https://github.com/OAWest/identity>

Target Audience




We believe our target audience to be composed of two primary groups:

1. Youth interested in NLS and events beyond the local lodge and section.
2. Adults interested in NLATS/DYLC, events beyond the local lodge and section, section resources, and contacting region leadership.

We believe the best way to communicate to these target groups is using a variety of platforms:

1. Instagram
2. Twitter
3. Facebook
4. Website

Based on data from 2016 traffic to our website the top 5 pages are:

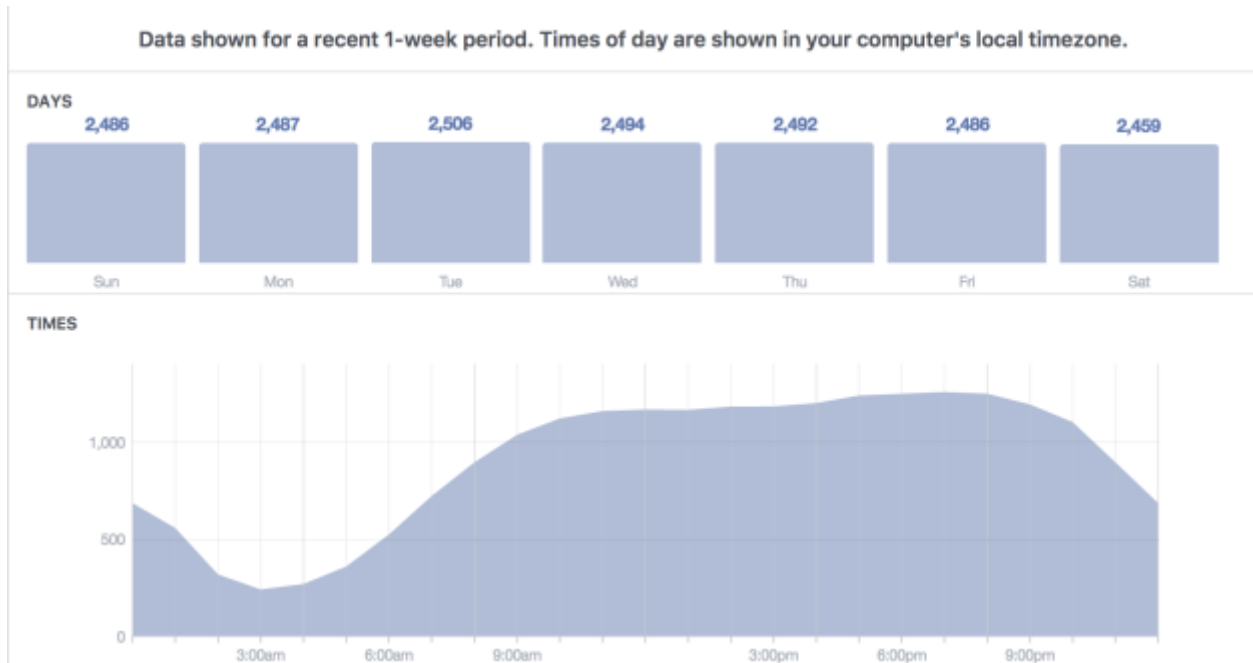
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	40,764 % of Total: 100.00% (40,764)	29,676 % of Total: 100.00% (29,676)	00:01:10 Avg for View: 00:01:10 (0.00%)
1. / 	10,140 (24.87%)	7,074 (23.84%)	00:01:11
2. /program/training/nls 	2,062 (5.06%)	1,718 (5.79%)	00:03:35
3. /sections 	1,533 (3.76%)	987 (3.33%)	00:00:33
4. /leadership/ 	1,319 (3.24%)	705 (2.38%)	00:00:36
5. /sections/ 	1,210 (2.97%)	655 (2.21%)	00:00:21

Our target audience is shifting to mobile. In 2016 mobile users increased on our website from 20% of traffic to 25% of traffic. Further, while we are engaging about 50 people per day on our website, we are engaging 2,000+ people per day on Facebook and 150+ people per day on Twitter.

A sample of a week of unique sessions to western.oa-bsa.org:



A sample of a week of user engagement on Facebook:



2017 Goals

Our goals for 2017 are:

1. Create 8 new articles per quarter to be published on the website.
2. Post 8 messages to Twitter and Facebook per month.
3. Share valuable content with our users from the national team, as well as other Boy Scout news sources.