PerkinsPond.org
The PPPA Web Site

Web Site Committee Recommendation
June 27, 2020

Agenda

- Benefits of a PPPA web site

- A Simple web site tailored to PPPA needs

- Planning Specs and Developer

- Cost and Choices

- Web Committee Recommendation

Benefits of a PPPA Web Site

- Supports the PPPA mission

- Timely information always available

  - How much are dues and how do I pay?

  - Is this weed invasive? Who do I ask?

  - When is the next meeting?

  - Who can I talk to about volunteering?

  - What do the ByLaws and Mission say?

Supports the PPPA Mission

- To actively monitor, protect, and enhance the viability of Perkins Pond and its watershed. Through:

  - Collaboration with local, state and federal organizations

  - Providing educational resources

  - Encouraging a sense of community

Communication of the Mission

- The Web site supports the Mission
  - o A web site gives an organization credibility
  - o The first place people look for information about the organization
  - o Creates awareness of PPPA activities to a wider group
  - o Increases feelings of ownership and stewardship
  - o Shows pride in our pond and why we care about it so much

Slide 5 Benefits

Accessible Information Supports Mission

- Supports Water Quality
  - o Increases attention to water quality
  - o Weed watcher contacts, invasive plant photos
- Recruit Members, Volunteers, Officers
  - o Show opportunities and make it easy to get involved
  - o Encourage dues payment and donations.
  - o Make it easy to get on PPPA email list
- Collaboration with other organizations:
  - o A more professional image for approaching or negotiating
  - o Project information is accessible to potential collaborators

Accurate Information Supports Mission

- Improving Educational Resources
  - o Provide rules and norms to renters and new owners
  - o Information about the pond
  - o Watershed land management

- Sense of community
  - o Publicize volunteer opportunities and successes
  - o Announce meeting times and places
  - o Describe project goals and results
  - o Anyone can look up information

A Simple Site Tailored to PPPA Needs

- A simple web site that mostly provides information.

- Only PPPA-specific requirements were added:

  ○ Easy way for non-technical users to update names, calendars. will avoid delays and charges

  ○ The site will be ready for mobile devices

  ○ Easy to pay dues, get on email list, see memorabilia

- Designed so more complex functions can be added in the future

Planning Specs and Developer

- Analyzed neighboring water body web sites

  o Assessed PPPA relevance of features seen

- Selected: Content, Requirements, Technologies

- Evaluated proposals from four web developers.

- Interviewed each developer.

- Selected Carnevale Design as having
  the best fit with our needs and resources.

Why Carnevale Design?

- 20 years of web development expertise

- Iterative process with prototyping and feedback

- Experience working with Non-Profits

- They manage all details of server hosting

- Lowest development and operating costs of all developers considered.

- Local developer working with clients in Sunapee, New London, Newport

Costs

- Web site development cost is $1200.

  - One-time expense

  - Lowest estimate from all developers contacted

- Operational costs $200 per year

  - Web hosting

  - SSL certificate

  - PerkinsPond.org domain registration

Why Not Go-it-alone?

- A simple web site might be created quickly by an individual at little cost. But …

  - Most people who could do this already have demanding jobs and other commitments

  - A volunteer with limited knowledge may make choices that limit long-term usefulness

  - Life and job must come first, it is not agile to await availability of the volunteer

  - A volunteer cannot be compelled to finish a project.

Recommendation

- Contract with Carnevale Designs to build a site,

  As described in the Carnevale Web Service Proposal

  dated April 16, 2020,

  At a cost not to exceed $1200,

  Based on the content and specifications developed by the Web Committee.

  (Documents at PerkinsPond.org)

Backup Material

Slide 15 Blank