

Good Evening

I'm Tom Uhl. Dick Lipman and I co-chair the website committee.

Inquiring minds want to know, "Where do you buy your pizza?"

But, more on that in a minute.

The mission of the web site committee is to maintain and improve the community's website. The Greenbriar Oceanaire website is a continually changing image of our community and it is your link to home where ever your travels take you.

The website is also a public window into our community. Over the past four months it has been accessed from over 50 countries worldwide and 45 of the 50 states. Many real estate agents link to our website. Many potential new residents see Greenbriar Oceanaire through the lens of the website long before they first drive up Greenbriar Boulevard. We need to focus on making that virtual first impression as impressive as our landscaped entrance and the that first view of the clubhouse.

The health and vitality of the website is determined by its information content – pictures, graphics, presentations, tournament results, anything you can attach to an email we can post. Most of the website content comes from the community's clubs and the committees. Each organization represented on the website has a website committee member assigned as a liaison. We not only solicit new information to be posted, we ask for feedback on how to improve the website's use and usability.

From this feedback we identify problems to be fixed and new features to be considered.

Perhaps the best new feature we have added recently is the Condolences page. A resident suggested this idea to Dick Lipman. It took him 8 months of persistent effort to work out the details. From the number of pageviews we can see they it has been well received. We are always interested in your ideas.

An example of recent improvements addresses the usability of the website: The architecture of the web pages requires many clicks to drill down to a specific page. In response we have created Quicklinks. A Quicklink is added to an email or flyer to take you directly to the subject information in one click. Additionally, we are combining Quicklinks with Event pages. An event may be a seminar, like CPR training, a club meeting or social, or a fundraiser.

Too often postings for upcoming events have been crammed between something like a club's mission statement and last year's Christmas pictures. An Event page is a standalone web page that contains all the information related to that event without the need to open a flyer or to expand an image.

For any significant event available to the entire community we try to highlight it by adding a Quicklink icon on the website's home page.

The digital world is continually evolving, and the website must respond.

While desktops and laptops are not extinct, they are being relegated to the Jurassic Park of technology. More than 60% of all access to the website comes from smartphones and iPads. In response, we must reformat our 150+ webpages to be more mobile friendly.

Following this mobility trend, we have expanded the scope of the website to include new online services. The goal is to enable you to participate in community activities at any time and from anywhere. Thus far in 2018 these online services have been used by three clubs to create online membership forms and over 30 online signup sheets. We are presently evaluating online services for events requiring reserve seating.

Even more important than providing greater online access to community activities, these online services reduce the clerical work performed by the volunteers who administer club membership lists and event sign ups. Many times, they find themselves elbow deep in paper trying to interpret the hieroglyphics that some of us call handwriting only to have to type all the information into a word document or spreadsheet anyway. So, let's give them a break, reduce the paperwork and try doing more things online.

Going forward we want more feedback and more of your great ideas. We are adding a Straw Poll to the website. It will start off with a question of general interest, like "Where do you buy your pizza?" and hope that you take the time to answer a few website related questions. Do you have a question you want to ask the community? Send us it to us and we will add it to the straw poll.

Over this past year there have been many other changes and improvements to the website than what I've presented tonight. As a committee, we recognize that we need to do a job better communicating this information on a continuing basis not just at this annual meeting.

We hope you find the website useful and that it well represents the great community that we all call home.

Thank you