November 10, 2010

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TO: Rod Collins DCOS, Rich Thomas DCAPT-SBT, DIR-IU, Board, Staff, and CS Team
SUBJ: Communication Services – **GOALS 2011**

1. District Website Features & Enhancements
    ▪ Staff review to improve information provided in each content area, link to national when information is available on national site
    ▪ Develop new website area for 'tech information' and 'uniforms'
    ▪ Increase usage of What's New with staff submissions with new information
    ▪ An Online Store to become available, to include online registration for D-Train
    ▪ D-Train 2011 will have a webpage with registration information and award information following
    ▪ Video of District Events and Training to be recorded and posted on a 'streaming servers' for access by members
    ▪ District website to continue usage of HTML code until members function comfortably with login capabilities and staff is available for a continuum of service using a PHP code data driven website

2. Flotilla & Division Website Support
    ▪ Currently, all district units are listed on the national Flotilla Finder for prospective members
    ▪ Those unit websites which are outdated, will receive a static website with current contact information for prospective members
    ▪ An ADSO will provide support for those units wishing to use the national or district template
    ▪ District Best of Web Awards will be for units using branding standards
    ▪ Promote usage of Goggle Calendars for unit sites for ease of posting dates

3. CS Officer Providing Technical Member Support – BRINGING NEED TO THE FORFRONT
    ▪ The role of the CS Office will focus on technical information for the unit members: browser usage, internet security, email, Auxiliary resources, NTC, eLearning, POMS, AuxData, AuxInfo, on-line Auxiliary purchases, etc
    ▪ Provide individual assistance for program usage of PowerPoint, Excel, and Word when members need those applications for their missions
    ▪ Support usage of Goggle/Yahoo Groups for Division Staff Communications and Flotilla Member Communications
    ▪ CS Officers to include a "Tech Tip" during each meeting as part of the CS report. Also, to prepare a member training session at least once a year. District CS Staff will develop PowerPoint presentations to be customized as needed by the CS Officer.

4. CS Officer Training & Support
    ▪ Encourage CS Officer attendance of AUX 04, the C-School course created to train CS officers in website design, PowerPoint usage, and to enhance technology training for the Auxiliary members
    ▪ Optional video equipment availability for recording events and posting on the 'streaming server'
    ▪ PCA Fair workshops for webmasters and video usage

5. District Technical Services
   - Continue to provide and promote district email distribution lists: all members, division members, and appointed officers, such as OP, CM, CS, VE, etc..
   - Provide technical support and training for District Go To Meeting usage. Encourage District Staff Officers to meet with their Unit Officers frequently
   - Provide technical training of Auxiliary internet resources and program applications during PCA Fair Training

6. Research & Development for future capabilities
   - Keep abreast of national project development with applications for districts, such as Websites WithOut Webmasters (WOW), adapt to district CMS usage
   - Encourage and provide a format for District CS Officers and other technical members to exchange development capabilities.
   - Seek graphic artist to create a district logo for website usage
   - Evaluate usage of a Help Desk for possible implementation.