

Communications Committee Report - March 2011

Committee met on March 15. In attendance: Ava, Vini, Joe, Lorena, Barbara, Rick, Sherie.

RIRA on Wikipedia

- Vini tried to create a page, but was rejected. Not enough sources and original content available. Frank showed interest in trying it again.
- It was suggested to add information about RIRA to the [Roosevelt Island page](#) instead.
- Ava will ask Ethel to write a RIRA section on Roosevelt Island's wiki page.

Website Stats

- Around 50 visits a week
- Top traffic sources: Direct (33%), Facebook (21%), Google (16%), Roosevelt Islander (14%), The Wire online (10%)
- Top content: home page (42%), calendar (12%), updates (8%), about (5%), get involved (3.7%), SCE (2.9%), Public Safety (2.7%), files (2.5%), election (2.4%)
- Public Safety page has no content, and "Election" very little, despite being among the top visited content.

Public Contact Email

- Made public contact@riraonline.com - will go to Matt and Joe to field.

File access

- Will create separate folders under "files" and arrange by date. Will post applicable documents under each date.

Reporting of Roosevelt Island issues

- Barbara reported that Public Safety Committee gets many emails about unresolved issues. Suggested that we could post them on the website.
- Conclusion was that those issues should be posted on [Roosevelt Island's SeeClickFix page](#), for RIOC notification.
- Barbara will try to post the issues to SeeClickFix. May post as "RIRA".

Community Calendar

- Will be managed by RIRA – to be used by everyone – involved will be Rick, Barbara (add events to calendar), Janet (reach out community organizations), and Vini (technical stuff).
- Will speak with RIOC about using single calendar. – Vini & Rick
- Sherie proposed to post advertisement of calendar – possibly on Red Bus.
- Will reach out to island organizations for content.

Get more publicity for the website

- Rick can send press release to building email lists. Ava will write press release.
- Update community/organization list – discuss with Dick re ownership, SCE working on this as well.

User-managed email groups

- Available at <http://groups.riraonline.com> (needs a Google Account for authentication)
- Chairs can view and manage members of their groups by themselves.
- Members can manage the groups they are in (subscribe/unsubscribe and choose email delivery options)
- Also provides an archive and a web interface to read the messages online (accessible by members only)

Training on online tools

- Vini will provide training on how to edit the website, add calendar events and manage the email groups to committee chairs. Date to be decided, but will likely be on the week of 11-15 April.