

**THE BURKE CENTRE CONSERVATOR**  
**Transition Plan for Conversion**  
**from Print to Digital Format (approved 11/20/23)**

- **SUMMARY:**

For many years, an ongoing goal of the Board of Trustees has been to automate Conservancy operations for the benefit of all members, volunteers, visitors, vendors and staff. Over time, the Board and staff members have implemented numerous operational updates that have successfully automated Conservancy systems through technological improvements such as payment processing, the posting of the **Conservator** newsletter online, the ability to provide push notifications, the addition of a mobile app, the establishment of a digital pool pass system, the use of fillable online forms, and many others over the years.

For more than a decade, consideration for shifting the community's newsletter, **The Burke Centre Conservator**, to a digital format has often been discussed as a potential option due to significant cost-savings that may be gained by eliminating printer and postage costs, staff time gains, and timelier delivery of community information.

Expressed concerns for shifting the newsletter to a digital format have included the tangible loss of the paper version which many members of the community continue to enjoy despite the availability of it now online. The newsprint version also serves as the Conservancy's primary communication tool for members, and some members feel it is a physical record that should be maintained in addition to the digital version.

Ongoing challenges for producing and delivering a newsprint version of the **Conservator** continue to increase, which include substantial postal delays that are often unpredictable and unavoidable. Similarly, the printing industry has been dramatically impacted by the overwhelming shift from print to digital publishing over the past decade. It is more difficult to schedule printer projects with the limited hours and schedules of workers in this field. In recent years, these factors have contributed to major delivery delays, making communication less effective for readers who can at times receive information after the fact.

- **ENUMERATE/ENGAGE PLATFORM:**

Based on requests from the Architectural Review Board to automate the ARB application process, a platform was identified that would sync with the Conservancy's existing database system. Following the Board's recent approval of this upgrade, the ability to automate all Conservancy operations has become a reality and the ongoing Board goal to do so may finally be achieved. The new platform offers an intuitive, user-friendly system that can automate Conservancy administrative functions with ease. This would include the ability to fully shift the **Conservator** from its current newsprint format to an online communication.

- **GOALS & OBJECTIVES:**

A proposed transition plan follows below for Board and community consideration.

- A. To improve the timeliness of information delivery to all BCC members and external audiences.
- B. To provide community news, updates, alerts, messaging, events, etc. out to a wider audience In Real Time.
- C. To significantly reduce printer/postage costs. Ultimately these costs will be eliminated from the operations budget.
- D. To shift staff time from newsletter production in its current format to allow for the design of an online information hub where all data can be entered and maintained using one platform. This will allow for the access and distribution of information in incalculable methods, all from one source at one time.
- E. To maintain a growing and evolving library of fresh information that is kept up to date so that members always have access to the most current version of data.
- F. To greatly enhance the type of information that is produced so that it is appealing and interesting to all age groups, and potentially more inviting to demographic groups that have been less involved with the Conservancy.

**\*TRANSITION PLAN DRAFT\***

**I. Initiation and Planning (November 2023-December 2023)**

- A. Once approved, confirm and promote Goals & Objectives that have been established for transitioning the ***Conservator*** from newsprint to digital format.
- B. Confirm and appropriately budget for the anticipated transition period of November 2023 through June 2024.
- C. Identify staff members who need training on digital platform and schedule regular in-house training sessions with assistance from Enumerate/Engage team members as needed.
- D. Reach out to existing newsletter contributors to gather their input regarding the shift from print to digital publication. This includes churches, schools, instructors, advertisers, charter and recognized non-charter groups, etc. Discuss opportunities these groups will have on the new platform to manage and communicate with their respective committees, groups, clubs, etc.
- E. Announce a timeline and provide links to share components of the existing newsletter within the new platform and start encouraging email registrations and online visits to the new platform.
- F. Offer alternative options and/or transitional assistance for audiences that are accustomed to and/or would prefer traditional newsprint.

G. Continue publishing the monthly ***Conservator*** in newsprint format through June 2024. Redundant and static data will be shifted to the digital format. This, with the number of advertisements expiring after the first of the year, will result in the number of printed pages being reduced each month.

H. Work with community volunteers who have offered to assist with providing fresh content to help reach additional audiences within the community, and technology to provide content in newsletter format automatically from the digital platform.

## **II. Evaluate Content (December 2023-January 2024)**

A. Assess existing content and identify updates or revisions needed for the digital format.

B. Identify newsletter features that may be good candidates for the gradual phasing out of printing frequency over the next 6 months such as Classes, Places of Worship, recurring Phone Numbers, etc.

C. Work with existing newsletter contributors toward the most effective methods for shifting from print to digital publication of their information.

D. Designate information components for use in a digital version of the newsletter. These will be the features chosen for push notifications out to the community in an electronic newsletter format (similar to Supervisor Walkinshaw's electronic newsletter) when updated such as minutes summaries and trustee articles.

E. Work with community volunteers to develop fresh content.

## **III. Finalize Content Plan (January-March 2024)**

A. Develop an outline for the content/layout of the digital newsletter.

B. Adapt the layout and design of the newsletter for the digital platform, optimizing it for online readability and for optional printing by readers.

C. Build a searchable content index of all information available on the entire platform with direct links to the information.

D. Increase promotional efforts to visit the new platform and register.

## **IV. Content Migration (March-May 2024)**

A. Begin transferring existing content to the digital platform. Ensure all articles, images, and features are formatted correctly.

B. Thoroughly test the digital platform to ensure it functions correctly on various devices (desktop, mobile, tablets).

- C. Gather user feedback from a small group of Board/ARB members and other beta testers or community members and make necessary adjustments.
- D. Increase promotion of the digital newsletter and registration on the new platform.
- E. Work with committees, clusters, charters and other groups to establish their own pages on the new platform.

**V. Launch & Final Transition (May-July 2024)**

- A. Soft Launch the digital newsletter in a limited capacity (e.g., a few articles or issues) to gather more user feedback and iron out any remaining issues.
- B. Officially announce the transition to the digital format. Encourage subscribers to migrate to the digital version. Offer excitement for registering on the new platform with fun drawings for gift cards, e.g., be automatically entered in a GC drawing for the first 500 registrations, etc.
- C. Continuously monitor user feedback and make improvements as needed. Address any technical issues promptly.
- D. Complete the transition with the publishing of the last printed issue and full switch to the digital format starting with the July 2024 issue.
- E. Assess the success of the transition by analyzing feedback, monitoring new registrations, etc.
- F. Continue to collect feedback from readers and make adjustments to the digital format based on their suggestions.
- G. Maintain a regular publishing schedule for the digital newsletter, ensuring fresh and engaging content.
- H. Foster community engagement through comments, discussions, and social media interactions.

**VI. Transition Assistance**

- A. Provide Clear Instructions:
  - Offer step-by-step guides on how to access and navigate the digital newsletter. These guides can be in print and video format.
  - Include instructions on how to subscribe to email notifications for new digital issues.
- B. Email Assistance “Hotline”:
  - Set up a dedicated email support for those who have questions or encounter technical issues. Ensure that a staff member is available to provide help

during business hours. This project could also be supported by community volunteers.

- C. Personal Assistance:
  - For older readers who may have limited digital literacy, offer in-person workshops to help them get started.
  - Organize community workshops with the help of volunteers where older readers can come together to learn about the digital platform and share their experiences.
  
- D. Printed Version Option:
  - Offer a printed version of the digital newsletter for pickup at the office for those who prefer to read content in print.
  
- E. Larger Text and Accessibility Features:
  - Ensure that the digital platform allows readers to adjust text size and contrast settings for better readability. Highlight these features in the instructions.
  
- F. Personal Outreach:
  - Enlist the help of community volunteers to reach out to older readers individually, either through phone calls or personalized emails, to guide them through the transition and address any concerns.