

Warren S Johnson Society

Project Description

Revision Date: January 2, 2016

Project Name: WSJSociety.com Update
Initiation Date: December 3, 2015
Objectives: <ul style="list-style-type: none">x Improve performance of WSJSociety.com in service to membersx Engage an editorial team for continued improvement of the websitex Assess total web presence for services to members e.g. Facebook, LinkedIn

Member Interests/Needs/Opportunities
<ul style="list-style-type: none">x Continued connection with friends and associatesx Access to company news, activities, and available resourcesx Opportunity to contribute

WSJ Society Interests/Needs/Opportunities
<ul style="list-style-type: none">x Provide improved, beneficial opportunities for membersx Build the community to include eligible member candidates not currently servedx Continued support for web resources

Project Outcome	Benefit/Measure
Update to WSJSociety.com structure	Improved service to members/ Web traffic
New WSJSociety.com content	Increased member engagement/ Page Time
Web presence recommendations	Known options for improved service/ Plan for options, e.g. Facebook, LinkedIn
WSJSociety.com Editorial Team	Improved service delivery/ Team in place

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Resources/Responsibilities	
Communications	Form team & lead the project
McDill	Limited technical support on request
Board	Support project e.g. comment & promote

Milestones & Timeline	
Society Activities	Society activities, luncheons and reunions provide opportunities to engage members directly in the process. The goal is to have some significant change or question to bring to members at each event.
Quarterly Newsletter	The Newsletter engages all current members. A report on the progress of the project will be submitted for publication in each Newsletter with an invitation for members to checkout changes and respond with their ideas.
“From the Editor”	“From the Editor” will be used to keep members up to date on the progress of the project. Notes will be published with each step achieved, however small, to engage members in the process.

Execution
<p>This project is more than a technical upgrade. It is about services to members, member engagement, and new relationships. It's more like a new business start-up and the intent is to treat it that way, a lean business start-up.</p> <p>The customer development stage of the start-up process will involve significant learning about the society membership and web technology. Elements of the process will include:</p> <ul style="list-style-type: none">• Research e.g. member & candidate interests, web practices• Business model canvas to provide focus and change management• Lean start-up processes (see http://steveblank.com/ or the Strategyzer website).• Google Analytics to track performance• Basics of WordPress, Buddy Press, HTML, CSS.• Wherever the process takes the project. <p>This will be a collaborative project conducted as much as possible via web resources to enable participation from any location. There is no set timeline for completion. The process and team performance will drive timing. The intent is to have an enjoyable learning experience while building a team and delivering the desired project outcomes.</p>

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Priority
<p>The Newsletter is the primary means of communicating with existing membership. Support for it will continue to be first priority.</p> <p>Similarly, existing program activities, including quarterly luncheon and biennial reunion are currently the primary means of engaging and serving the membership. Communications support for them will continue to ensure their on-going success.</p> <p>Overall web presence, currently WSJSociety.com, offers a means to expand the society's services to eligible member candidates from all segments of Johnson Controls alums. That will take time. This will be an on-going continuous improvement project.</p>

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