



Communications

End-of-Term Report – April 2023

Cora Newcomb *Communications Chair*

EXECUTIVE SUMMARY

As the lead communicator for the League, the Communications Chair was responsible for keeping the members, prospects and subscribers informed, engaged, and connected through digital media: Website and Newsletter. Since December of 2020, I managed NCBWL's online presence--making sure the website's content is aligned with the league's vision, supports its mission, and reflects the voice or messaging of the organization. I also created and executed a strategic communications plan to drive engagement with active and inactive members, expand awareness within the diocese, cultivate relationships with prospective members and guests, and expand reach through email marketing and personal email. Analytics and all data are provided below. Here are the key stats from April 2021-23:

Site Sessions: 6921 (↑ up by 64%)

Page Views: 21,071 (↑ up by 27%)

Unique Visitors: 2913 (↑ up by 11%) - New Visitors: 97% (2835); Returning Visitors: 3% (78)

Session Duration: 7:31 (↑ up by 15%)

Subscribers: 378 (↑)

Email Delivery: April 2023 – 521/207 (↑ up by 152%)

Email Opened: April 2023 – 310/111 (↑ up by 179%)

Total number of Email Campaigns produced and delivered: 92 (29 of which were newsletters, 3 surveys, and 4 election-related communications)

HIGHLIGHTS

WEBSITE

Managed NCBWL's online presence through our domain www.ncbwl.org --making sure the website's content is aligned with the league's vision, supports its mission, and reflects the voice or messaging of the organization.

A. Website Development and Maintenance

1. Smoothly implemented web redesign without dismantling the original framework set by the previous Communications chair
2. Implemented the full spectrum in website development and maintenance – including content planning, information gathering, copywriting, pictures and photo editing, graphics, design, and layout. Maintained the League's website, updating it regularly (or as needed) with timely, accurate and relevant information about upcoming events, consistent with other social media efforts. Expanded the website by developing more pages to accommodate additional content and advanced functionality.
3. Expanded our reach as shown by an increase in the number of subscribers (378) and unique visitors to the website (2912).

Comparing email reach and engagements at the start of term and end of term (March 2021 and April 2023), we increased our email delivery from 207 to 521 and email opened from 111 to 310.

B. Analytics

Since December 2020, we had recorded 7380 Site Sessions; 3187 Unique Views (98% are New Visitors at 3128; and 2% are Returning Visitors at 59)

At the start of term (April 2021 to April 2023)

*Site Sessions: 6921 (↑ up by 64%)

*Page Views: 21,071 (↑ up by 27%)

*Unique Visitors: 2913 since April (↑ up by 11%); New: 97% (2835); Returning: 3% (78)

*Session Duration is 7:31 (↑ up by 15%)

Benchmark: Our Site Duration is better than 91% of sites in the same category; Average user across all industries spends 4:24; a reasonable benchmark is 2-3 minutes)

*Conversion Rate: 12

Benchmark: (87% higher than average sites like ours; Average user across all industries converts at 2.35%; a reasonable benchmark top 25% are converting at 5.31%)

NEWSLETTER and EMAIL

1. Created and executed a strategic communications plan to drive engagement with active and inactive members, expand awareness within the diocese, cultivate relationships with prospective members and guests, and expand reach through email marketing and personal email.
2. Managed 3 email campaigns per month: meeting announcements (last week of the month), monthly newsletter (1st Wednesday), and meeting reminders (2nd Wednesday). Since December 2020 (5 months before official term), produced a total of 92 email campaigns, 29 of which were newsletters, 3 surveys, and 4 election-related communications.

All email communications and campaigns were released in synchrony with the website. To illustrate the effectiveness of our email marketing as a tool, see below:

Traffic Source

Email Marketing: 2524 (37%)

Direct: 2004 (29%)

Google: 1264 (18%)

FB: 200 (3%)

Unknown: 13%

Reach

Email Campaigns: 92

Email delivery increased by 152%. Opened email increased by 179%.

April 2023 – 521 (Opened avg. 310). Compared to March 2021–207 (Opened 111).

Key Observations

- The most popular page: Home Page
- Visitors spend more time: Upcoming Events
- Most popular traffic source: Wix Email
- Visitors who receive email marketing spend more time on the website

Other related functions:

1. Managed the online registration process one month in advance of each meeting. Handled monthly RVSPs three days before each meeting and provided the guest list to the President, Treasurer and Membership Chair.
2. Managed most emails and inquiries generated through the Wix website. Active email communications helped in improving conversion from email inquiries and subscriptions to visits, which relatively converted visits to membership, and membership to active participation.
3. Uploaded quarterly and monthly meeting minutes and agenda.

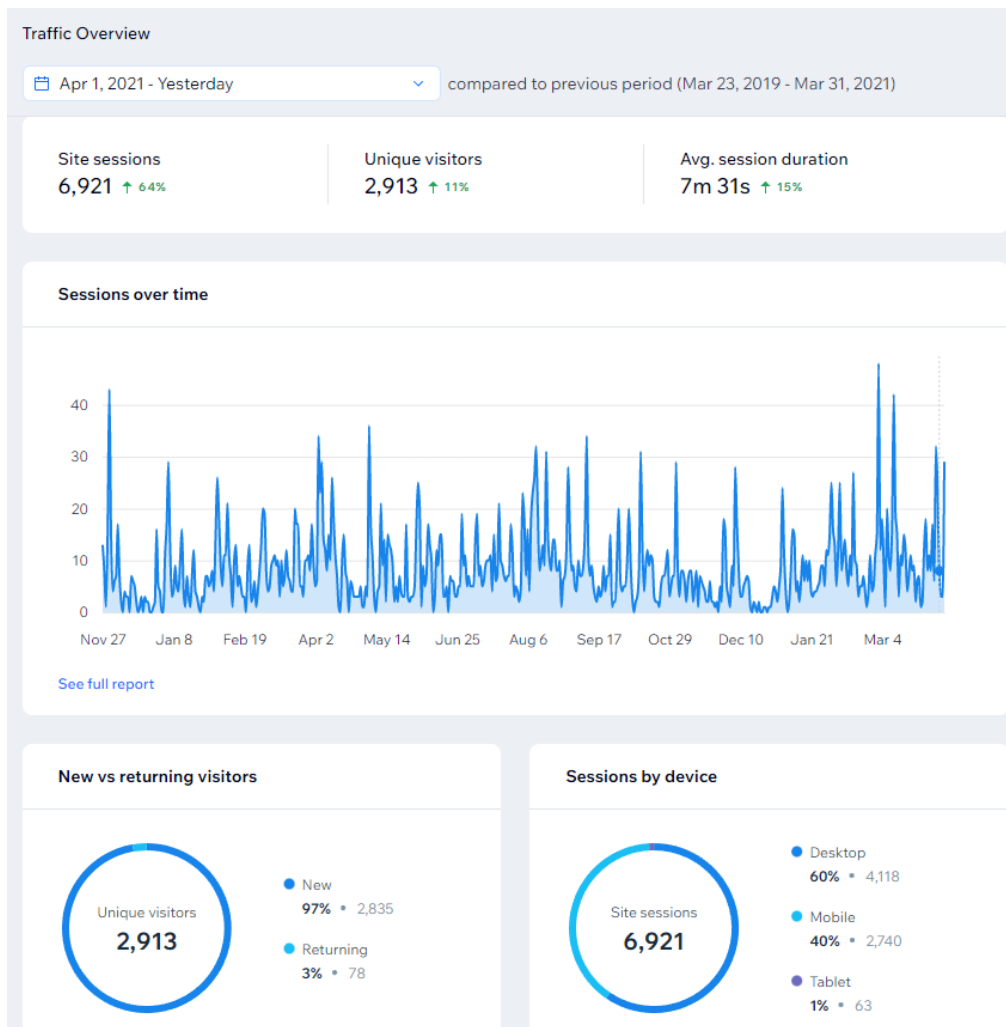
4. Supported the League's recruitment efforts by creating printed and digital materials and attending events. Actively established personal connections to increase visibility of the organization. Actively promoted NCBWL at my own parish by distributing flyers at 4 masses in one weekend.
5. Conducted 3 electronic surveys and gathered feedback about the way meetings are conducted—covering meeting time, program, location, and food. Results were submitted to the President.
6. Conducted electronic polls for both 2023-25 Slate and revised Bylaws. Gathered and submitted results (with 55% of members voting) to the President.
7. Designed (and printed) various materials: Flyers, program, cards, display, QR Code and print ad as needed – including program and flyers for the Installation Ceremony and Annual Meeting for 2023 at the Catholic Pastoral Center; and print ad for Bishop Spaulding's anniversary published on *The Register*, among others.
8. Provided real-time and remote support on web-related issues.
9. Updated the Communications Chair list of functions to reflect current and additional functions.
10. Created a 5-page Communications Guide for the incoming Communications Chair to assist in the transition process. It will also serve as a useful reference for future communications chairs. Helping the incoming board with the transition process.
11. Distributed all correspondence received to appropriate chair or board members.
12. Supported the president, other board members and committee chairs with internal and external communications and graphic design work. Also supported major events such as Business Spotlight, Pearls of Wisdom, and Annual Meeting and Installation of the Board 2023-25.

Membership and Board of Directors Meetings:

- Attended all but 3 monthly membership meetings in 2 years.
- Attended all but one in-person Board Meetings. Missed 1 Zoom meeting in 2 years.

-End of Report-

Note: See Illustration and Glossary below



Glossary of Terms:

Site sessions

A session is a visit to your site. It ends after 30 minutes of inactivity.

Unique visitors

The number of people that visited your site. A visitor is considered unique when they connect from a different browser or device (IP address).

Page View

The number of pages visited on your site.

Session Duration

The average time people spent on your site.

Conversion Rate

It shows the percentage of web visitors that take a desired action like registering after a visit.