

2013-2014 Out-Lines Recommendations

Submitted by the Out-Lines Renovation Ad Hoc Committee to the Social Board on Tuesday, February 19, 2013 and the Condo Board Thursday, February 21, 2013

The Out-Lines Renovation Ad Hoc Committee comprised of Ross White, Kay Hanks, Walt Just and Teresa Beally met on February 1, 2013 to discuss complaints, suggestions and ideas relating to the current publication of the community newsletter, the Venture Out-Lines. The following are their recommendations as to future publications.

*Change the current publication dates from the first and third Friday of each month to every other week, October through March, thus eliminating the problem of not having a newsletter on any fifth Friday of the month. Do not revert back to publishing the newsletter on a weekly basis. The committee believed in doing so would be taking a step backwards and not looking towards the future where more digital and less print sources of communication would be utilized. The exact cost savings, as of this point, cannot accurately be determined, however, there has definitely been a cost savings in the amount of paper being used. Last year, during the month of February, 323,000 pages were printed which did not include a publication of the VO Voices. This year's February print numbers were 178,600 pages which included 7,600 pages of the VO Voices. In spite of what some individuals believe, the current by-weekly Out-Lines is basically the same size as a comparable weekly edition from last season.

*Remove the monthly calendar from the back page. Include it as a back-to-back insert in the Out-Lines with the current month on one side and the upcoming month on the other.

*Change the front and back pages of the publication allowing for marketing of upcoming fundraisers and special events. The thought process would be to take a specific theme and work advertising around that theme. This would utilize both the front and back pages of the Out-Lines and afford clubs the benefit of having their fundraising event highlighted on these highly visual pages. For example; in the October 1st edition fall leaf graphics would be placed on the front and back cover and inserted in those graphics would be a snapshot of the upcoming week's special events to include the name of the event, date, sponsorship and page number where information can be located in the Out-Lines. The back page, again featuring leaf graphics, would allow for the second week's events. In the following publication the information from the back page would move to the front page and the upcoming second week's special event information would then be posted on the back page. The next October issue might feature Halloween graphics. November could feature pumpkins and gourds. December; holiday ornaments and Christmas trees. And so the theme process would continue.

To supplement the every other week publication of the Out-lines the following recommendations have also been made.

*Install three monitors in the Community Center, the first being in the Post Office Hallway on the wall next to the restroom by the copy machine. This monitor can be easily viewed by anyone entering the area from the main post office entrance. The other two would be mounted in the Baja Bistro. One on the wall next to the Memorial plaques and the other on the wall by the microwave. These two monitors would be visible by those entering from the Lobby or any of the side doors. The information which would be shown on these three monitors would be similar to what is seen on the Activity Office monitor. The club fundraising ads, special event information and designated Board postings would be viewed in a slide show format. All three units, plus the one in the Activity Office would be programmed and updated wirelessly on a daily basis. The cost of these monitors will be paid for either by the Memorial Fund or the Bingo account.

*The other recommendation to promote the various activities, special events, fundraisers and Social and Condo Board communications would be to offer a free weekly coffee and donut hour to be sponsored by the Social Club. This gathering would be held in the Baja Bistro and feature clubs who could promote their fundraisers and sell tickets for their events. The Recreation Department would provide information on upcoming activities, show video clips of featured concert entertainment, invite various class instructors to showcase their class and recruit volunteers. The Social Board would have an opportunity to educate the residents as to their responsibilities and the Condo Board could also use this venue as another means of communication. There would be door prizes, a 50/50 raffle and a few surprises thrown into the mix. These coffee sessions could also be taped and viewed on Channel 17 without editing similar to the Condo and Social Board meetings.

Initially there were several issues and problems relating to the publication of the Venture Out-Lines on the first and third Fridays of the month. However, time and a few adjustments has resulted in fewer complaints, clubs submitting their information on a timely basis, the new Out-Lines Coordinator staff member becoming more comfortable with the position and adequate time is now available to include last minute items needed by the Condo Board and the General Manager.

*By reverting back to a weekly publication we would also inherit the same problems that existed prior to the change. Repetition of ads and articles, confusion as to where items were located in the newsletter, increased errors and omissions, additional staff and volunteer time, increased costs and additional wear and tear on equipment . We also do not have adequate staff to cover the job duties should the Out-Lines Coordinator become ill.

Change can, at times, be difficult to handle. Change at Venture Out, is often difficult to handle. But change is good and Venture Out has never been afraid of a good thing.

Both the Social and the Condo Boards approved the ad hoc committee's recommendation and will be implemented beginning October 2013.

