

OHOC Communication Changes.

As part of OHOC 2003 / 2004 budget, the executive is recommending replacing the quarterly public newsletter containing the seasonal schedule with the generic bilingual info card. The club news publication will now include the seasonal activity schedule. Details of OHOC's new communication model are as follows.

- Continue to distribute the club news to all members on a quarterly basis with the activity schedule included.
- Continue to distribute the info card to distribution points that previously received the newsletter.
- Continue to use the web to advertise the schedule. This is currently done with additional trips and changes being captured on the web (these do not get captured in print media).
- Continue to use hot line to capture / advertise schedule and last minute changes.
- Continue to advertise schedule and last minute changes in regular email updates.

The benefits for doing this are:

- Reduced lead-time required for having the activity schedules completed. Currently the deadline for schedule completion averages 6 to 7 weeks prior to beginning of quarter. This could be dropped to 2 to 3 weeks.
- Saves volunteer resources.
- Reduced publication costs.

One concern that was raised is what effect of having no newsletter would have on attracting new members. We analysed how new members heard about the club from our database and obtained the following results. This info comes from the membership form section titled "How did you hear about us"

Category	How many	Percentage
Ad	7	2
Didn't specify	37	8
Friend	256	57
Infocard	18	4
Newsletter	73	16
Web	53	11
Total	444	100

Based on this only 16% heard about the club through the public newsletter. 74% heard about the club through methods that will remain and be enhanced. This 16% will still hear about the club through the info card, which will direct them to the hotline and the website for further info.