SCA GAZETTES

REVITALIZING OUR CONTENT INFORMATION SYSTEM

Authored by

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| SOCIETY FOR CREATIVE ANACHRONISM, INC.

Introduction: Part of growth is admitting when something that you are doing is no longer effective. This proposal addresses the issue that has become a pervasive opinion in the SCA, our content information system, our newsletters, are no longer effective in delivering the real-time information for the group we serve. This proposal outlines a plan to develop our content information system into a series of blogs with RSS feeds.

Justification: Per the Communications Survey conducted Spring 2015, 80% of survey respondents indicated that the kingdom newsletters were not their primary source of receiving information about Membership activities and events.

Proposal: Establish "The SCA Gazette" BLOGs/structure to provide an official source for information sharing and syndication.

 "The SCA Gazette structure" [BLOGS] would:
- Serve as the default source of direct news, announcements, Board Minutes and Commentary, and content news release point for all three levels of the Society, which will close the gaps in information distribution by pushing news and relevant information to the customers.

<div align="center">SOCIETY   -----   KINGDOM   ------   LOCAL GROUP</div>

- All information posted on the blogs would be considered acceptable information for republication in all level newsletters.

- Provide RSS Feed for customers to subscribe to get automatic notifications of news in areas they designate. The feed would increase customer satisfaction and increase/improve the timeliness of information shared.

  Definition: RSS (Rich Site Summary) definition; originally RDF Site Summary; often called "Really Simple Syndication", uses a family of standard web feed formats to publish frequently updated information: blog entries, news headlines, audio, video. The RSS feed would be a component of establishing the "syndication" for official SCA information and publications.

Information Management Structure:

1. The Society, Kingdom, and local Group Chroniclers or their warranted designatee would now be the managers of the <u>content</u> on the Gazettes. These officers would remain under the management of the Publications Manager, since the Chroniclers would remain **content managers.**

2. Kingdom websites will be the official source of information for each **Kingdom's published calendar and event information, officer and local group contacts, and information** with continued management by website managers under IT.

3. The Society Gazette, Kingdom Gazettes, and Local Group Gazettes will be connected to websites by link. So, if I go to the SCA.ORG, I can find link to Society Gazette, and every Kingdom Gazette. If I go to a Kingdom website, I can find the link to the Society Gazette, the Kingdom Gazette, and every local group Gazette. Each kingdom may choose where they put links on their website to maximize use by membership.

4. *Any post made on the Gazettes [BLOGS] would be tagged so that the search process would enable finding the news report based on the key issues noted. (Refer this point to the Communications Committee to develop a common tagging system for Gazette posts.)*

5. All decisions regarding policy, changes in structure, and management will be by the Board with recommendations from the Board Appointed Communications Committee. The Publications Manager, Society Chronicler, Society Social Media Officer, the Society Webminister and Editors of TI and CA will be members of this committee, which will constitute one half of the Communications Committee.

Actionable Benefits:

- Chroniclers can release information on Gazette [BLOGS] as received, providing a real-time membership experience.

- Any information released on the Society Gazette requires immediate release on Kingdom and Baronial Gazettes. Real time release.

Information Case Scenarios:

- **Case #1: At the Kingdom level, an event announcement is submitted for distribution.**

  Old Method: The Calendar Deputy would approve or refer to Kingdom Seneschal for approval. Local group would receive approval and then it would be sent to chronicler. This announcement would normally sit in the Chroniclers email until the newsletter could be formatted and released on the appropriate day.
  New Method: Calendar Deputy approves, and forwards to Chronicler who manages Gazette. It is post to Gazette within 24 hours. Changes to events can also be released in real time.

- **Case #2: At the Society level, a board announcement is made for immediate distribution.**

  Old Method: Posted in traditional manner and seen by only a fraction of the populace.

  New Method: Announcement is posted on website, and pushed for release on Society Gazette, with every Kingdom Chronicler subscribing to the RSS feed, and upon receiving immediately posting on Kingdom Gazettes, and trickling down to local group Gazettes in the same manner.

- **Case # 3: Regional War is sponsored by a local Barony who would like the information released Society wide.**
  Old Method: Have it released on SCAToday, send to kingdom chroniclers and some would post in the manner and fashion that suited them.
  New Method: Release on Baronial Gazette [Blog]. Kingdom Chronicler receives the announcement from RSS Feed and immediately posts on Kingdom Feed, and the Society Chronicler receives and immediately receives from RSS feed and posts it on Society Gazette. With 48 hours, it has been released society wide.

Cost: refer to https://www.elegantthemes.com/blog/resources/whats-the-real-cost-of-running-a-wordpress-site

- Proposal will be referred to Communications Committee to determine an appropriate level of parody among all Gazettes. What blog manager will we use, what bells and whistles should each Kingdom Gazette [BLOG] have as a minimum.   Kingdoms will have freedom to improve and innovate their Gazettes as the Kingdom Chronicler and the Kingdom see fit to suit the character of the kingdom and what the Kingdom budgets will allow.

Timeline for implementation:

Action on this proposal will be affected by the formulation of the Communications Committee.
Formulation Phase: (9 Months)
Step 1: Communications Committee (6 months)
- formulates directive on Blog platform, minimum standards, tagging systems, and policy.
- Countdown for going live with each blog.
- Kingdom and baronial checklist for implementation.
- Marketing campaign to inform membership-society wide of this change.
  Submit to board for opinion and revision.
Step 2: Ombudsman reports boards opinion and asks for any would be policy revisions or changes.
Committee returns to board for approval. (Board Meeting to Conference Call, 6 weeks)
Step 3: Board releases proposed plan to society for commentary. (Board Meeting to Conference Call, 6 weeks)
Step 4: Final board vote.
Implementation Phase: (5 months)
Step 1: Build Gazettes (2months)
Step 2: Test Phase. (1 month)
Step 3: Release Gazettes. Links posted on Websites. (1month)
Step 4: Inaugural announcement from the board to the Society.
Celebration Phase:
Step 1: Victory dance that we have an effective content information system for the SCA.