

Technology Operations Guide

Responsibilities

- Define and manage website
- Maintain relevant data – master name list, volunteer list

Roles Summary

- Biosheets manager
- Booklet editor
- Bulk email manager [Constant Contact]
- Data manager
- Infosheets manager
- Phone call manager
- PowerPoint manager
- VOD program manager

Tasks

- Post new season on website
- Send eblasts as required
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SILL Data List - current and history archive

- Board minutes
- Booklet (pdf)
- Bylaws
- Board member list
- Board terms list
- Volunteer list (current only)

Biosheets Manger

- Create biosheets containing pared down biographies of GI speakers
- Contract with printer Sir Speedy and arrange for distribution. These are provided to all three GI venues
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Booklet Editor

- Booklet cover design. Work with artist, get Marketing Director approval [June]
- Solicit reciprocal ads [June-August]
- Create layout and determine number of pages
- Import data from Infosheets [July-August]
- Recruit and work with proofreaders
- Contract and schedule printing – Coastal Printing Craig Hawkins [September]
- Contract and schedule bulk mailing Andreck Meridith Bombella [September]
- Arrange for distribution in Sarasota and Venice [November]

Bulk Email Manager

- Keep master email list current from other sources. Sources are ticket vendor [Tix] customer/sales data, SILL white cards, Volunteer List, SILL Contact Us
- Manage email bounces – delete names as required
- Create information eblasts as requested
- Create targeted eblasts lists from ticket data as requested
- Create format for weekly coming event eblasts [January-March]

Infosheets Manager

- Obtain data from recruiters and post in infosheets. Infosheets is an Excel data book for all current year speaker [link tba]
- Includes speaker info, lecture dates, title, summary, books if any

Phone Call Manager

- Respond to incoming messages [ATT Business]

PowerPoint Manager

- Create pre-lecture PowerPoint slides for Global Issues for all 3 venues. There are 72 PowerPoints in all, all of which are customized.
- Locate and provide appropriate maps as requested. Maps are provided for roughly half of our 24 sessions
- Update PowerPoints as required, usually when speakers are changed
- Distribute PowerPoints provided by presenters to all venues. This entails obtaining them from speakers, dealing with transmission issues (which happen several times each season)
- Check PowerPoints for A/V issues requiring special attention and confirming that A/V files work, and sometimes editing slides for readability when fonts used are too small.
- Handle special requests (such as finding specific maps) and create slides on short notice.
- Alert venues to special A/V requirements and issues regarding delays in receiving transmissions.
- Run all PowerPoints in Venice on Tuesdays and Fridays. This occasionally involves sitting behind the screen during lectures.

VOD Program Manager

- Contract with web video vendor [Vimeo]
- Maintain database of lecture videos
- Create web pages to display lecture recordings to subscribers
- Weekly updates of VOD pages adding/removing access. Lectures are available for 4 weeks after posting date