# ORPCA Structural Reorganization

The Board of Directors has been working on a new organization structure over the last several months. A small committee consisting of Heinz Holzapfel, Carole Hedstrom, Larry Hannan and Peg Ryan worked on ideas for how to subdivide the work of running our club and presented it to the board. The new structure was approved at the April Board meeting. While this structure may morph over the next months and into next year, we feel that this is a good start. There are three new committees that will be formed and will be overseen by a Board member or Director at Large. These include the Web, Communications and Events Committees.

Below is the new structure and below this are descriptions of the new Committees and any new volunteer roles. Anyone interested in any of the new roles, please contact Vice President, Peg Ryan at vicepresident@oregonpca.org.
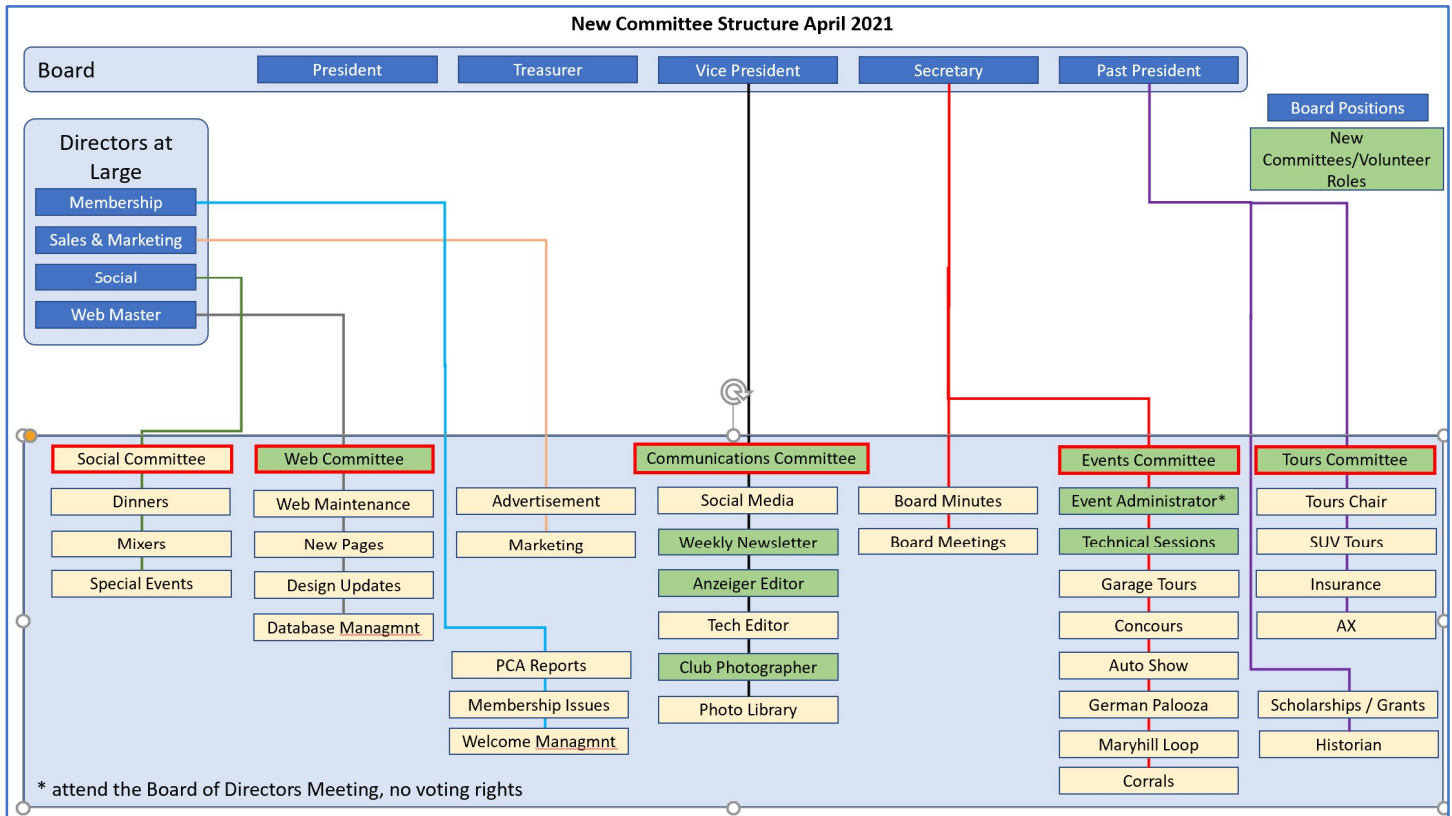
Web Committee
The Web Committee is overseen by the Director at Large - Webmaster. The committee is responsible for the web operations of the Club. This includes the web maintenance, new pages, design update and database Management. Extensive training will be provided. Here are the new volunteer roles:

NEW: Web Maintenance
- This person is responsible for the weekly / monthly / yearly maintenance of the front-end of the ORPCA website
- It is estimated that this role would take about 3 hours per week (maybe less as you get used to the tools)

Tasks include:

- Weekly: Past-Events images and link uploads
- Monthly: Anzeiger and Panorama uploads, Maintenance of online Anzeiger archive
- Yearly: Creation of featured images for events

In order to be successful in this role a person would need:

- Basic understanding of WordPress and Elementor (Page Builder)

NEW: New Pages
- This person is responsible for adding new pages to the ORPCA website
- New Pages follow the design templates / design guidelines of the ORPCA web site
- It is estimated that this role would take about three hours per week (maybe less as you get used to the tools)

Tasks include:

- Add, review and edit event pages, verify correct settings for attendee data collection and featured images
- Add new pages for special events, notifications, updates

In order to be successful in this role a person would need:

- Basic understanding of WordPress and Elementor (Page Builder)

NEW: Design Updates
- This person is responsible for the design updates of the ORPCA website
- Competitive analysis of fellow PCA club sites
- General knowledge of new design methodologies and trends
- It is estimated that this role would take about three hours per week, however, most of the time is concentrated around the year-end web site updates (maybe less as you get used to the tools)

Tasks include:

- Develop, test and demonstrate design updates on the ORPCA development site. Design includes site Navigation, menus, page design and page template creation, effective use of media (images, video, social networking content)
- Stage deployment on the ORPCA stage site and mirror to the ORPCA production site
- Identify, integrate, test plug-ins necessary for desired site functionality

In order to be successful in this role a person would need:

- Very good understanding of WordPress, Plug-ins for calendar -, event -, membership -, media -, order - management

NEW: Database Management
- This person is responsible for the database management for the ORPCA website
- We maintain a membership database in WordPress, a financial transaction database in Stripe and a website performance database in WP Engine as well as multiple databases for events, forms (waivers) and products.
- It is estimated that this role would take about three hours per week (maybe less as you get used to the tools)

Tasks include:

- Weekly:
  - Monitor automatic site backups
  - Mirror complete site to staging area in alignment with "New Design" position
  - Monitor from entry uploads, verify correctness and update the membership database as needed
- Monthly:
  - Upload of PCA membership database
  - Download of Stripe financial transactions database into an Excel database and correlate transactions with membership dues, event and refunds and verify correctness of data on the ORPCA member database
  - Download of website visitor data and update website visitor Excel spreadsheet
  - Generation of database exports into Excel for active members, new members, grace period members, lost members and member anniversaries

- o Upload Stripe, Visitor and Membership data to the BoD area of the ORPCA website
- o Generate the monthly webmaster report together with the other committee members and provide / present to the board
- Yearly:
  - o Setup BoD (together with "New Site" position) for the coming year and archive past years data

In order to be successful in this role a person would need to:

- Good understanding of Wordpress, import and export plug-ins, very basic php programming, good understanding of Excel (databases and formulas)

Communications Committee

The Communications Committee is overseen by the Vice President. The committee is responsible for the communications of the Club. This includes the weekly newsletter and the Anzeiger. Extensive training will be provided. Here are the new volunteer roles:

NEW: Weekly Member Newsletter
- This person is responsible for the weekly member email communications and other special announcements to the members
- The weekly email to members happens 49 weeks of the year
- There are about five special announcements each year
- It is estimated that this role would take about three to four hours per week (maybe less as you get used to the tools)

Tasks include:

- Gather information on all upcoming events. Confirm that these are happening.
- Check for PCA activities/events that would be of interest to members
- Look for other interesting Porsche events or information that could be shared with the members (even outside of our region)
- Look for other non-Porsche events to be shared with members
- Update the ad once a month based on guidance from the marketing and sales manager
- Write up the email blast and test it before sending out
- Mail out the Weekly email at 9am on Wednesday
- Update the front page of the web with the same information that is in the weekly email
- Attend monthly board meeting to help understand the events that are happening

In order to be successful in this role a person would need to:

- Understand all Oregon PCA and PCA activities that are happening
- Attend many of the local activities
- Enjoy writing, editing and have good grammar and writing skills

NEW: Anzeiger Newsletter Editor
- This person is responsible for producing the Anzeiger Newsletter content 11 months of the year
- This person is also responsible for selecting one article summary to be sent to the National newsletter, Panorama, "From the Regions Editor" each month along with a high-resolution picture
- It is estimated that this role would take about 20 hours per month

Tasks include:

- Work with club members to generate articles and high-resolution pictures from events that happen each month

- Get new creative topics to add
- Pull pictures from SmugMug or Dropbox to add to articles
- Add pictures and captions to all pictures to be included in the articles
- Get all articles edited and ready for publication by the 25th of the month
- Send all articles and other information to Anzeiger designer
- Review versions of the Anzeiger prior to publishing for errors (TOC, missing info, incorrect links)
- Publish the Anzeiger on Mail Chimp by the fifth of the month
- Work with the Webmaster for publishing the Anzeiger picture and links onto the website

Panorama – From the Regions article includes:
- Using the recent Anzeiger as a source, provide a high-resolution picture of something special that happened recently in our club. Include a short statement about the picture and send to the "From the Regions" editor of Panorama.

In order to be successful in this role a person would need to:

- Understand all Oregon PCA and PCA activities that are happening
- Attend many of the local activities
- Enjoy writing, editing and have good grammar and writing skills

NEW: Club Photographer

- This person is responsible for organizing photography for all ORPCA events
- This includes getting photographer(s) to attend events and collecting the photos from those people onto the club Dropbox for Photo Library Curator
- It is estimated that this role will take about one to five hours per month

Events Committee

The Events Committee is overseen by the Secretary. The committee is responsible managing the events of the club. Extensive training will be provided. Here are the new volunteer roles:

NEW Event Administrator
- This person is responsible for working with the ORPCA Board, Program Chairs and club members to create and maintain the list of events for the year.
- This person will attend the yearly event-planning meeting and create a list of events for the following year and will keep this list up to date on a monthly basis
- This person is responsible getting events on the web including standard events and newly scheduled events as well as PCA events (Note: Social events are handled by the Social committee). Some editing may be required of information provided by event organizers.
- This role also includes is adding RSVPs or Tickets as needed and managing/reporting on those reservations
- Also included is managing the Communicable Disease waiver needed for events and reporting on this waiver to event organizers
- It is estimated that this role would take about 20 hours per month.
- This person will attend the monthly Board meeting to provide updates on events as well as learn about new events being planned.

Tasks includes:

- Maintain an Excel spreadsheet of all events for the current year. Post an update to this form once a month to the web.
- Get events uploaded on to the web with pictures, if needed, with RSVPs or Tickets

- Manage and report to event organizers on reservations from events
- Manage and report to event organizers on the online Communicable Disease Waiver
- Assist with uploading Communicable Disease Waiver as needed

In order to be successful in this role a person would need to:

- Be technically competent in web activity to learn how to add events and learn how to manage the required forms for events and report on these on a weekly basis
- Understand all Oregon PCA and PCA activities that are happening and add these to the web
- Attend many of the local activities
- Enjoy writing, editing and have good grammar and writing skills

NEW Technical Sessions Chair
- This person is responsible for organizing monthly tech sessions whether virtual or in person.
- This includes finding speakers/locations to hold these.
- Also includes working with the Event Administrator to schedule these events

In order to be successful in this role a person would need to:

- Be technically competent in automotive topics
- Gather topics of interest from club members
- Work with Sales and Marketing to find organizations that are willing to provide Tech sessions
- Create a yearly schedule of topics