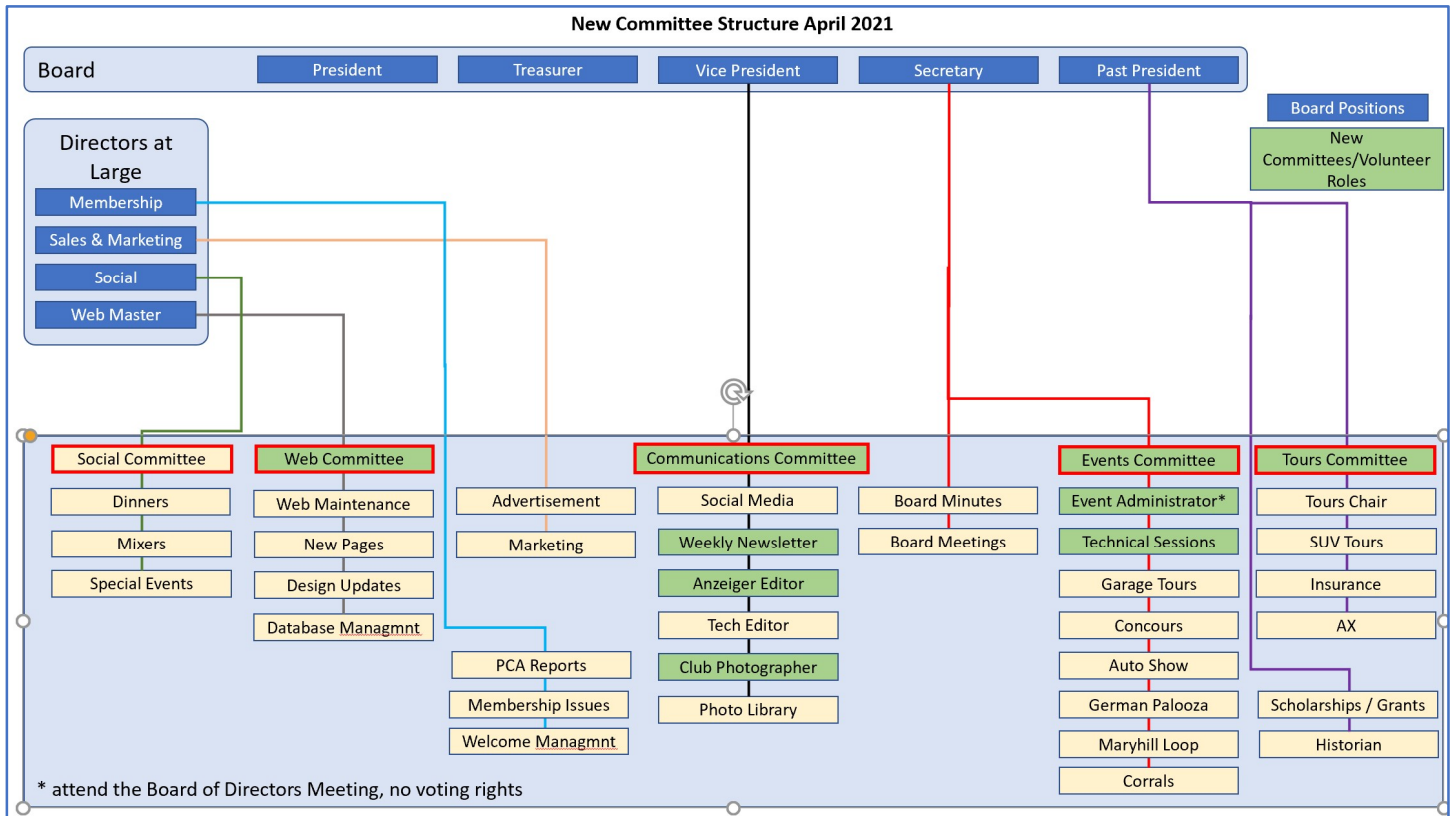


ORPCA Structural Reorganization

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)

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

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

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

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:

Event Web Administrator

This person is responsible for working with the ORPCA Board, Program Chairs and club members to maintain the list of events on the web with pictures, if needed, with RSVPs or Tickets. Training will be provided. :

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
- 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

Technical Sessions Chair

This person is responsible for organizing monthly tech sessions whether virtual or in person. This includes finding a committee to assist in finding speakers/locations to hold these. Also includes working with the Event Web Administrator to schedule these events. Training will be provided.

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
- Find committee members to help with managing these events
- Work with Sales and Marketing to find organizations that are willing to provide Tech sessions
- Create a yearly schedule of dates and then add topics