

REPORT OF THE IT COMMITTEE OF THE LIBERTARIAN PARTY OF NEW YORK FOR THE STATE COMMITTEE MEETING OF MARCH 14, 2021

WEBSITE

BLOG. I am constantly making sure that our press releases and e-mails are on the blog on the website.

CLOUDFLARE. Andy Burns has reported the lp.org and lpky.org has moved to Cloudflare. He said, *"We've seen a markedly improved load time. This is a[n] easy win for better page speed performance."*

COUNTY PAGES. Several county pages (Allegany, Brooklyn, Columbia, Chenango, Franklin, Greene, Montgomery, Niagara, Ontario, Otsego, Putnam, Rockland, Saratoga, Staten Island, Suffolk, Sullivan, Warren, Washington, and Wayne) have been updated as far as information I currently have on their officers and/or County Contacts.

OTHER PAGE UPDATES. Updated pages include: Affiliates (including map), Links, and Pledge. See the page audit later in this report for an audit of the pages on the LPNY website.

E-MAILS. All Executive Committee members are now listed on the website with their LPNY e-mails. I just changed the e-mails for Pietro Geraci and Duane Whitmer from their personal to their LPNY. Several State Committee members and County leaders still only have a personal e-mail address, and those e-mails are listed accordingly on the website.

HOMEPAGE. The homepage is in need of a redesign, since it has been relatively unchanged since 2017. I need ideas in regard to the content and how it should be laid out. On February 2, I moved the links that were starting to clog the top to below the main image. I need more large, high resolution images, because I think the use of the statue of liberty for the past four years is getting old.

HEADER BAR. A ticket was sent to National Affiliate Support in order to improve the style of the menu navigation header. The "donate" button was fixed so it is more visible, but my request for bolder titles in the menu bar was not addressed.

PARTY RESOURCES PORTAL. I have added a password-protected resources portal to the website, which will include links to documents, guides, and training for LPNY state and county leaders to access. It is located at lpny.org/party-resources and the password will only be distributed to LPNY state and county leaders and changed on a regular basis. On March 2, 2021, I changed the old "resources" page to "links" to differentiate from the two pages.

CONSTANT CONTACT

IMPORTS. On December 19, 2020, 8,117 contacts from the CiviCRM databased were imported (27 new, 8,090 already in the list); 1,067 CiviCRM contacts are unsubscribed from the list and were not imported. On February 1, 2021, 8,204 contacts from the CiviCRM database were imported (1,024 new, 7,155 updated). 2,144 CiviCRM contacts had already unsubscribed. An import of the Anedot list on the same day added 133 contacts (26 new, 107 updated). On February 9, 2021, 8,210 contacts from the CiviCRM database were imported (5 new, 8,205 updated). On February 16, 2021, 8,225 contacts from the CiviCRM database were imported (14 new, 8,211 updated). On February 23, 2021, 8,233 contacts from the CiviCRM database were imported (11 new, 8,222 updated). On March 2, 2021, 8,537 contacts from the CiviCRM database were imported (177 new, 8,360 updated). On March 9, 2021, 8,262 contacts from the CiviCRM databased were imported (12 new, 8,250 updated).

LISTS. Using Constant Contact, I have streamlined all lines of communication to party leaders. In addition to the State Committee list, I have also created an Executive Committee list, a County Affiliate Leaders list (which contains all county officers), a County Chairs list, a County Contacts list, and a Potential County Contacts list. These lists will be regularly kept up to date and will allow us to send out relevant information to each group in a more efficient manner.

LPNY E-MAILS

It is recommended that all LPNY officials use an LPNY.org e-mail address. All 10 members of the Executive Committee have an LPNY e-mail address, while 37 out of 66 of all State Committee members have an LPNY e-mail address. Contact me if you want/need an LPNY.org e-mail address.

PLATFORM FOR COMMUNICATION

Ever since the end of the LPNY Yahoo Groups, we have not had a consistent platform for communication between LPNY state and county leaders. We have a Slack Account, Discord Server, and a series of Facebook Messenger chats. The IT Committee will be looking into a better alternative to these to better streamline communication amount LPNY state and county leaders across the state.

GRASSHOPPER

When calling the LPNY, the script is as follows: *“Thank you for calling Libertarian Party of New York. If you know your party's extension, please enter it now or press 8 for the name directory. For Fundraising, press 1. For Elections and Campaigns, press 2. For Communication and Media Relations, press 3. For Chapter Development, press 4. For all other inquiries, press 0 and the next available representative will assist you.”* This should probably be updated at some point since affiliates are not called chapters anymore and perhaps individual titles should be in the recording.

WEBSITE PAGE AUDIT

As recommended by Andy Burns, in December 2020, I began conducting an audit of all pages on the LPNY website. There were 124 pages on the website at the beginning of the audit. Of these, 112 were published, 6 were drafts, and 6 were private. I take a “snapshot” of the website every so often for the historical archives. This involves using an application to extract all the pages in HTML format, essentially creating a “snapshot” in time. When archiving, I will export a page as a PDF and then extract the information and move it to LPedia.

The following pages I am in the process of archiving and they have been converted to draft:

- 2016 Candidates
- 2017 Candidates
- 2018 Candidates
- 2018 LPNY Convention
- 2018 Petitioning Portal ¹
- 2020 Important Dates
- Capital District
- Giving Tuesday 2019
- Hudson Valley
- Vice Chair Vacancies

¹ We can keep this as we may need a variant of it in the future.

The following pages I am investigating their purpose and origin:

- 2974-2
- Action
- Ballot Drive 2018
- Redirect
- Test
- Updates
- Volunteer Application

GOOGLE WORKSPACE ACCOUNT

I created a Google Workspace Account for the LPNY, which Cody and I have access. I began adding documents that I had on my personal Google account to that account. Any other documents in Google Drive pertaining to the LPNY should be added to that account. Access to certain folders is dependent on members' committee positions and assignments.

YOUTUBE

A profile image and channel banner art has been added to the LPNY YouTube Channel.

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