

REPORT OF THE IT COMMITTEE OF THE LIBERTARIAN PARTY OF NEW YORK FOR THE EXECUTIVE COMMITTEE MEETING OF MAY 19, 2021

WEBSITE

PAGE UPDATES. The following pages have been updated since the last report: Clinton County and Leadership. Candidates are also continuously added as soon as I receive their full information.

E-MAILS LISTED. Several State Committee members and County leaders still only have a personal e-mail address listed on the website, although it is recommended that we do not place personal emails on the website for security purposes. It is highly recommended that all state and county leaders get an LPNY email address.

PARTY RESOURCES PORTAL. This page is updated at least weekly on Tuesdays.

CONSTANT CONTACT

IMPORTS. On April 20, 2021, 9,024 contacts were imported from the CiviCRM database (2 new, 9,022 updated). On April 27, 2021, 9,038 contacts were imported from the CiviCRM database (14 new, 9,024 updated). On May 18, 2021, 9,055 contacts were imported from the CiviCRM database (42 new, 9,013 updated).

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 36 out of 59 (61%) of all State Committee members have an LPNY e-mail address. Contact me if you want/need an LPNY.org e-mail address.

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.

GOOGLE WORKSPACE ACCOUNT

I am continuously adding LPNY documents to this Google Drive account. Access to certain folders is dependent on members' committee positions and assignments.

VOTERVOICE

Rich Purtell and I had a demo of the VoterVoice software on May 4, 2021. We have access to a demo website and other resources. I forwarded these resources to the Executive Committee on May 5, 2021. The cost is \$5,500 per year (\$458.33 per month) and would allow us to easily get the word out on legislative action (such as providing an easy way for people to email their elected representatives, signing petitions, donations, etc.) The software also keeps track of analytics on each of the campaigns. It also comes with a texting campaign of up to 25,000 text messages (in which more can be added later). Reminders, thank-you messages, and follow-ups can also be sent. This software is part of Fiscal Note, which is a software that tracks legislation and is another software we may want to look into; it would allow a team to log in and keep track of legislation changes.

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 is be looking for a better alternative to these to better streamline communication amount LPNY state and county leaders across the state. Recently, I have tested platforms such as ConneCTeam, Microsoft Teams, and Rocket.Chat. After looking at the survey results, I have made the following conclusion:

- **We would benefit from two platforms.** 1) an email or email list group for official communications and discussions and 2) a chat platform for unofficial communications, something with which to engage more people outside of the county and state leaders (such as volunteers and supporters) to build our volunteer and donor base.
- **Official communications need to be interactive.** We need a platform for official communication besides Constant Contact sending 1-way announces without people being able to interact with each other, only the administrators. 61.3% of survey respondents prefer email and we can also use an email list group. 77.4% of survey respondents are willing to get an LPNY email address to use the email list feature. An email list such as Groups.io or Google Groups would be useful to allow people to opt out of emails or change their settings to get emails less frequently, so they are not bombarded.
- **Unofficial communication needs to be better organized.** Chat platforms such as Facebook Messenger are inefficient for separating conversations. 45.16% of survey respondents are not on Facebook Messenger or dislike using it for communication. 70.97% of survey respondents prefer or are willing to use Slack. 74.19% of survey respondents prefer or are willing to use Discord.
- **Expensive platforms such as Slack are not worth it for informal communication.**
- **People are willing to work together and make an effort to streamline communication. Any platform we choose, we can have a training/tutorial to show people how to use it.**

My recommendation:

- Google Groups (to go along with Google Docs) or Groups.io for official communication.
- Discord for unofficial communication (it's not like Facebook or any other messaging app, it doesn't cost money like Slack, and gives us the ability to separate conversations in channels, and the ability to set roles such as EC, SC, committees, county leaders, etc.)

Andrew Martin Kolstee
Chair, IT Committee, Libertarian Party of New York
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