

**Discussion Item**

Communication Survey Results and  
Recommendations

# Communications Committee Annual Meeting 2024 Update

- Celebrated our one-year anniversary as a committee, March 2024
- Our focus: The current communications vehicles – Weekly Email, Website, Official Parkfairfax Facebook, Buildium, Forum Monthly Newsletter
- Information is going out, but production is achieved in a silo. There is a need for connectivity, some redundancy, and possible elimination.
- We have read, reviewed, debated, formulated, contemplated, anticipated, uncovered, discovered...and while that was good for us to fully understand the current Parkfairfax communications landscape, we needed input from the community, so....





## Communications Survey 2024 Highlights

- Average 279 responses
- Usefulness of current comms – Weekly Newsletter #1, Website and Forum tied at #2
- Preferred method for news/updates/information - Weekly Newsletter #1, Website, Buildium, Forum, SMS Text all tied at #2
- Preferred frequency – Overwhelmingly weekly
- Preferred frequency of the Forum – The current monthly
- Forum format preference – Highest was current PDF and tied at #2 was modern, mobile friendly email via subscription service and paper copy delivered to the front door.
- Ad space in newsletter & website to generate revenue – 63% Yes, 21% No
- Opt in to receive SMS Text? – 57% Yes, 21% No
- Large amount of freeform feedback that needs to be categorized

## What's Next/What to Expect

- Compile a plan of all changes to present to the Board & Management
- Meet with the Board & Management for final direction and joint agreement a
- Both a layered implementation timeline and what skillsets are required to achieve a successful launch will be included
- Volunteers vs paid resources
  - If paid resources are needed to successfully launch initiatives, is that available?
- Define required initial resources for development and launch
- Define long-term resources for continued success post-launch

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## Communications Policy

The Community Outreach Committee created a communications plan for the Association. This plan simplifies the media tools at the disposal of the Association to inform residents of Board actions and discussions as well as maintenance and repair projects. The communications plan provides a framework for how these tools are to be used by management and the Board.

### 1. Newsletter

- Will be published monthly.
- Will be delivered via email by default or printed upon request to management.
- Will include a quarterly report from the Manager and from the Board. (The report from the Board should be written by a Board member with approval from others.)
- Outreach Committee will proofread and provide formatting edits for all articles.
- May include any announcements or articles by committees.
- Articles from community residents must be approved by the Outreach Committee prior to publication.
- Management, in coordination with the Finance Committee, will recommend advertising rates to be approved by the Board during annual budget discussions.

### Website

- The website will be the primary information repository for the Association. This feature requires a webmaster in charge of eliminating errors on the site, fixing problems that occur in the software, and providing a “help desk” function to office content managers. The website will be a consistently reliable source of information for Parkfairfax residents.
- The Outreach Committee, in coordination with Management and other Committee Chairs, will be responsible for ensuring that the website remains up to date.

### Weekly Announcements Email

- The Weekly Announcement Email will be the primary means of communication between management and residents for routine information.
- Will be used at Management’s discretion.
- The email should not be used as a vehicle for long announcements.
- Management is the gatekeeper for publishing.

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## **Association Official Facebook Page**

- The Facebook page is the Association's digital message board and will be used for general information and updates that management wants to relay to residents.
- The Facebook page may also be used to alert residents of maintenance or repair work in their vicinity as it is occurring. A photo can be attached to show the activity. This communication effort can provide news in real time.
- Management is the gatekeeper for publishing or editing any official posts from the Association.

## **Bi-Annual New Residents Orientation**

The Community Outreach Committee will host a 90-minute orientation for new residents twice a year in the Spring and Fall. This event will include an overview of the association committees, instruction about how to request maintenance and general Q&A session for new residents.