

October 28, 2019

Swansea Tennis Club

### Communications Report

This report will focus on the website and the new software platform designed to be used for membership and program registration. The club required a new system as the old one was glitchy, poorly designed, made registration difficult for members and made the jobs of the Treasurer and the Membership Officer significantly more difficult to accomplish. Other features that were welcome but not necessarily urgent would include the ability to do online scheduling and court bookings, send out communications to the members, allow members to communicate and set up matches or informal competitions.

The start of this process was when we were contacted by Paul from Jegysoft at the end of November of 2016 about their product. Our President noted that as Communication Officer I should look into it and report back to the board about it. However it was much too early to be looking into software as the club would be shut down for two seasons so the information was saved to be used at a later date closer to the reopening of the club and the reconstruction of the courts. I started doing research into a registration platform at the end of May 2018 both on my own online and reaching out to the OTA and other local tennis clubs. The consistent feedback I got was that clubs seemed to be either using Jegysoft or a solution designed in house by programming club members. At this point I decided to look into Jegysoft with more detail along with numerous other software platforms such as Wild Apricot, TCP-Matchpoint, EZFacility, Regpack. By the fall I had set up meetings with representatives from Jegysoft, EZFacility and Wild Apricot as the rest were eliminated due to high cost, lack of support and lack of flexibility. By the beginning of December all proposals were sent to the rest of the board. Wild Apricot had incredible flexibility and was the cheapest option however all setup and coding had to be done by a board member and their support was weak. EZFacility was a solid option however was the most expensive and offered little support after the initial setup of the product. Jegysoft offered a competitive price, good flexibility, significant local support and was well versed in tennis platforms having worked with many clubs across Canada and Ontario.

I proposed the use of Jegysoft to the rest of the Board. Most of the Board seemed to agree but the President asked for a summary saying he did not have enough time to go through the detailed proposals. In mid-December I sent a summary of the options to the rest of the board and proposed the use of Jegysoft again. Most of the board seemed to agree however the President asked for a detailed summary of the option and kept asking more questions about the software saying the summary was not enough and more detailed information was needed even though the detailed proposals had already been sent. We had hoped to have registration start in the middle of February however this behaviour delayed the decision and implementation of the software pushing the registration into April. Many decisions were delayed in such a manner. In the end we agreed that Jegysoft had all we needed and would work the best with our present and potential future needs. I connected the other Board members with Paul from Jegysoft to sign an agreement with the intention of working with Paul to set up the system however the set-up process was taken over by the President with some input from the Treasurer and the Membership Officer. They worked with Jegysoft and set up the system for registration in April.

Overall the system has worked well and significantly improved the registration process and the ability of the Treasurer and Membership Officer to do their jobs. It allowed us to properly hold registration for returning members and then new members. The platform plugs right into Quickbooks and produces many different financial reports automatically for the Treasurer. It produces many detailed membership reports for the Membership Officer to use. It allowed us to communicate to the members with an updated email list. There were other options that we turned off such as online court booking, ladder/tournament organization and an online shop feature that could be used in the future but we did not have the time to implement right now.

There were some minor glitches and issues with registration and membership types but they were few and should be sorted out for the start next season. Unfortunately the software was unable to plug into our previous email system MailChimp. I worked on and ultimately produced a template on the platform for communications in HTML that looks more similar to the old one we had to replace the simple plain text that was provided by default.

I am confident it will continue to serve the club well and even improve in the years to come.