



Date: February 25, 2016
To: Columbia Association Board of Directors
From: Milton W. Matthews, President/CEO
Subject: Community Engagement

Introduction

The CA Board of Directors has requested staff provide methods for how community members may connect with CA, contact CA leadership and provide their input. The following is a summary of current measures in place and options that are in development or which can be made available.

Currently Available

CA Social Media: CA maintains Facebook, Twitter, Instagram, YouTube and Pinterest (with 9 different boards) with which community members may choose to interact with and follow. CA also maintains separate Facebook and Twitter accounts for Haven on the Lake.

Columbia Pathway App: This app has a "Contact Us" feature that allows the user to send information to Open Space about any broken tot lot equipment, or pathway in need of repair by taking a picture, pinging an area on the map and emailing it to the Open Space email address.

"Contact Us" Link on CA's Website: goes to a page which lists separately CA's president, the CA senior leadership team, board members, and villages with phone numbers and email addresses for each.

Member Surveys: CMSC administers a new member survey 30 days after a membership has been purchased. Sport & Fitness makes **comment cards** available at facilities; these comment cards are directed to the appropriate manager.

In Development

ColumbiaAssociation.org: This new website which will launch in spring will include, in addition to the "Contact Us" links mentioned above, a portal listing information specific to Columbia Residents including ways that residents may use to connect with CA (for example, Resident Speakout, volunteering for advisory committee meetings, Excite Columbia, etc.) as well as different types of information and publications that are available. We will also provide a **link to and description of Howard County Government's site** which seeks community input for various plans and initiatives.

Customer Experience Platform

CA is reviewing Customer Experience platforms whereby those who check into CA facilities would receive a prompt to provide feedback on their experience.

Options Going Forward

Chairman's Blog

The current chairman (working with CA's public relations specialist) will post blog content using "talking points" from board meetings as discussion topics.

- This will be done similarly to how the Board member letter has been handled in *CA Monthly* this year.
- When launched and when new postings are made, the blog would be promoted on CA's social media and in publications.

Episodic Involvement

Virtual & Physical Town Hall Meetings in Villages

(Example: 3 villages scheduled each calendar year)

These could include:

- Staff monitoring social media; comments shared on projected screen
- Real-time polls (apps) which tie into discussion; results shown on screen at event
- Panel discussions (CA board members, senior leadership team, village managers)
- Post-event write-up in *CA Monthly*, posted on website

Create Position of Community Engagement Coordinator at HCC

Paid internship for one year on an ongoing basis; prospective interns interviewed, selected by HCC director of student life

- Attends one board meeting each month
- Leverage Student Programming Committee to spread info to special interest clubs around HCC
- Makes connections with HCC social science professors to integrate CA leadership as subject matter experts, provide topical subjects for student projects
- Advertise events in HCC communications, partner communications

"The Next 50" Survey

Administer a survey sent with the June 2017 Annual Report and assessments mailing inviting community members to rate CA's programs and services and provide input for the coming years. A follow-up survey would be re-administered every 5 years.

(Community-wide surveys have been administered on an irregular basis. A communications-specific survey was conducted by Mason Dixon in late 2012. Another survey was done in 2014 in conjunction with Leadership Howard County for the Comprehensive Plan for Serving Older Adults.)