



Village at Vistancia Association Communications Plan

Adopted Aug. 23, 2016

PURPOSE

A comprehensive Communications Plan is vital to the success of any communications program. This plan sets forth the roles, procedures and strategies of the Village at Vistancia Association communications efforts.

GOALS

The Association communications program exists to:

- Increase resident knowledge and awareness of the Association's governance, operations and activities.
- Provide timely and accurate information to residents in a manner that allows them to access it at the times most convenient for them.
- Increase attendance and participation in Association-sponsored events, clubs, classes, activities and programs.
- Improve resident satisfaction with the community, the Association and life in the Village at Vistancia.

TARGET AUDIENCES

Targeting specific segments of the population enables the Association to accomplish its goals. The primary audiences for the Association's communications efforts include:

Village at Vistancia Residents: Once an individual purchases or rents a home in the Village at Vistancia community, they must be presented with and have access to information that allows them to fully participate in the community and familiar with the organization's operations.

Potential Village at Vistancia Residents: When choosing where to relocate, potential residents will have access to official channels to learn about the community, as well as its lifestyle opportunities, governance, amenities and more.

Realtors: Realtors play a key role in the home sale process, including providing information about the community and the Association. Those involved with the communications program must consider the needs of realtors when creating and managing content.

Community Partners: The Association works closely with a number of outside organizations, including the city, police department, fire department, schools, civic organizations, businesses and more. Communicating news and events between community partners and residents is vital in creating an informed citizenry and engaged service providers.

ROLES

Various roles in the communications program are filled by representatives of the Association staff and Board of Directors and community residents. These roles are defined below.

Communications Coordinator: The Communications Coordinator is at the core of the communications program, leading organizational efforts and completing day-to-day activities. The Communications Coordinator serves as the chairperson of the Communications Committee and presents committee recommendations to the Board of Directors.

Community Manager: The Community Manager supervises the Communications Coordinator and provides support and guidance.

Communications Committee: Members of the Communications Committee will be appointed and approved by the Association Board of Directors. The Committee serves in an advisory capacity, helping steer the direction of the communications program and acting as the voice of the community's residents. One committee member will be a liaison of the Board of Directors.

Board of Directors: The Board provides oversight of the Communications Committee and provides final authorization on proposed efforts and expenditures.

Lifestyle Staff: Much of the information communicated through Association channels pertains to community lifestyle events, activities and programming. As such, lifestyle staffers play an important role in the communication process, assisting with content creation and management.

Other Staff: Other Association members contribute on an as-needed basis.

COMMUNICATION TOOLS

The following tools are used by the Association:

Association Website: The Association's primary website is myvistancia.com. The Association also owns myvistancia.net. Both domains are registered through Network Solutions. The site is currently hosted by At Home Net. The website is designed to be a central portal of information for residents. The site can also act in a revenue-generating capacity to offset hosting and maintenance costs. Thorough evaluation of site content, structure and design should be completed every three to five years. Routine evaluation should be ongoing.

Vistancia Living: Vistancia Living is a magazine distributed to all Association members. Content is created by the Association representatives and selected contributors. Advertising sales, design and distribution are currently conducted by Liontree Communications. The design and content of the magazine should be evaluated annually.

Email Newsletters: Email newsletters are used to reach residents directly. Two emails are sent weekly to all registrants; a Lifestyle eNews is sent on Monday and an Association eNews on Thursday. Special editions and targeted-recipient emails can be sent as needed. Email marketing clients will be reviewed on a regular basis to ensure the Association is employing the most cost-effective and efficient service. Design of the newsletters should be compatible with the Association's brand and can be modified as necessity or interest warrants.

Social Media: Social media outlets allow the Association to connect with its target audiences through a number of platforms. Use of social media is governed by the Association's Social Media Policy. The Communications Coordinator, with insight from the Communications Committee, will continually review social media opportunities, strategies and networks.

Event Fliers: Event fliers are the most basic means of promoting events and activities in the community. These fliers are designed by the Lifestyle staff or the Communications Coordinator and are posted in on-site displays, on the website, in Vistancia Living and on social media.

Assessment Mailings: Each quarter, the Association has the opportunity to send a one-page, black-and-white flier as part of the assessment mailing.

News Releases: Occasionally, the Association will desire to share news with a larger audience. In these situations, sending news releases to local, regional and state media will assist in maximizing audience reach. All news releases will be issued by the Communications Coordinator or designated party.

MEASUREMENT

Measuring communications results is vital to determining the success and viability of all program efforts. For each media, measurement takes its own form. Website analytics, email marketing open rates and social media statistics help provide relevant decision-making information. Additionally, a communications survey should be completed at least every two years to gauge resident feedback and interest in current and potential avenues of communication.

CONCLUSION

This Communications Plan is intended to be an evolving document, reviewed regularly and adjusted based on current needs and assessments or shifts in service providers.