

# JUNE TLIA BOARD UPDATE

June 9, 2024

Below is the Communications Committee Report for May 2024:

## Monthly Newsletter

- The Communications Committee wrote, assembled, published, and sent out the TLIA monthly newsletter electronically via eBlast as well as posted it on the website on Wednesday, May 1.
- Six hard copies of each newsletter were printed and delivered to TLIA member residences that do not have access to computers.

## eBlasts

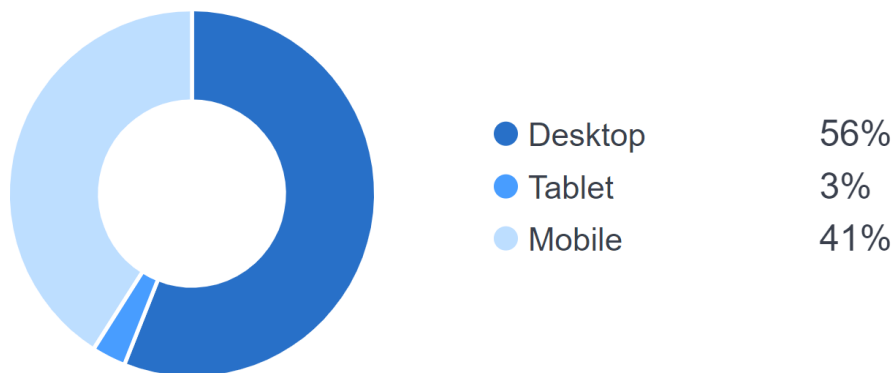
- In May 5 eBlasts were sent:
  - Beach
    - 0.16 for swim lesson registration reminder.
    - 0.50 for swim lesson registration reminder.
    - 0.33 for beach opening day.
  - Beautification
    - 0.16 for watering volunteers needed.
  - Communications
    - 0.50 for newsletter release and June graduation recognition submissions
    - 0.50 for June graduation recognition submissions and newsletter access error fixed.
  - Events
    - 0.25 for progressive dinner hosts needed.
  - Grounds
    - 0.33 for Zupancic playground installation volunteer request.
  - Lake
    - 0.25 for East boat landing temporary closure notice.
    - 0.16 for East boat landing construction start timing.
  - Member Services
    - 0.33 for beach/boat tag ordering.
    - 0.33 for beach/boat tag ordering.
  - Tennis
    - 0.50 for youth tennis lesson registration reminder.
  - Youth
    - 0.33 for End of school/summer kick-off party reminder.
    - 0.33 for End of school/summer kick-off party reminder.

## Committee Tasks

- Reviewed, facilitated printing of, and hung Fourth of July schedule and Fun Friday posters on the community boards.
- Coordinated with 100<sup>th</sup> Anniversary Committee for monthly article.
- Prepared and facilitated review of Invasive Series – Asian honeysuckle and Japanese knotweed article.
- May newsletter article submission saw 10 day-of-deadline submissions, some with extensive editing due to format.
- May activity for the TLIA website (5/1 - 5/30)
  - 701 users logged in (4% decrease from prior 30 days)
  - 5,300 webpages viewed (5% increase from prior 30 days)
  - 1m 9s average duration (35% decrease from prior 30 days)

Top Website Pages	Hits
TLIA Homepage	2,105
Member Only Content	698
May 2024 Newsletter	461
Public Documents	163
Login	136
Newsletters	91
Communications Request Form	66
Member Services	65
Communications Committee	56
Events Committee	56

## Device Breakdown



- eBlast Open Stats
  - May 1 newsletter release, East Lake Shore Dr. boat launch temporary closure, Progressive Dinner sign-up, and June graduate submission reminders: 66% unique opens with a 37% click to open rate.
  - May 8 Swim lesson reminder and tennis lesson reminders: 62% unique open with a 6% open rate.
  - May 15 ESLD boat landing construction starting, watering volunteers requested, swim lesson sign-up, pickleball league registration reminder, June graduate recognition submissions, and newsletter access issue corrected: 69% unique opens with a 12% click to open rate.
  - May 22 beach opening reminder, beach tag request reminder, and end of school/summer kick-off party reminder: 67% unique opens with a 13% click to open rate.
  - May 28 Zupancic playground installation volunteer request, end of school/summer kick-off party reminder, and beach/boat tag request reminder: 68% unique opens with a 5% click to open rate.
  - June 1 newsletter release and wedding on Rest Island notification: 70% unique opens with a 39% click to open rate.

*Submitted to TLIA Board on 6/9/2024.*