



## MIDLAKES COMMUNICATION DIRECTOR/WEBMASTER

### 2009 Season Challenges & Goals:

1. Website was redesigned for the 2009 Season
2. Form for updating contact information was introduced and proved successful
3. Submitting all results in a timely fashion – 100% improvement over 2007
4. Getting information out to the membership in the most timely and efficient manner using both e-mail and the website
5. Feedback form was designed regarding the website but few comments were made.
6. Manage e-mail (over 1500) from three sources and disseminate as needed

### 2010 Challenges & Goals

1. Create a forum so that League groups can communicate better and regularly throughout the season.
  - a. Coaches
  - b. Parent Reps
  - c. Officials
  - d. Division Reps
2. Improve the format for providing Diving and Water Polo information via the website
3. Encourage the general membership to visit the website for information
  - a. More photos
  - b. Anecdotes from the clubs
4. Encourage more ideas to make the website user friendly
5. League archives – design a way to store information for easy access

For those of you new to the league the manner in which we communicate throughout the season has improved immensely over the past 3 years. It was not that long ago that we created one singular packet of information in April of each year that was the ONLY source of information and communication during a season. I am glad to be a part of this evolution for the League.

*Cindy McGee*

Midlakes Communication Director  
Midlakes Webmaster