Pacific Yearly Meeting
Communications Committee
Report to Representative Committee 2020

Summary

Communications Committee is requesting a budget augmentation of $13,811 for FY2019-20 to support the hiring of an IT administrator and the implementation of a directory/database. We are also recommending a new position of Daily Miracle Editor be created and that we amend our data privacy policy to cover our proposed directory/database.

Dear beloved Friends:

Communications Committee (ComCom) began our committee ministry with an in-person retreat, where we worshiped on the spiritual basis for our work, reviewed and updated our task list, and discerned where we felt most called to put our energies. We became clear that the ministry of ComCom was to nurture and grow the "beloved community" primarily by facilitating communication within PYM, during and outside our gatherings at Annual Session and Representative Committee. We also affirmed our belief that the spiritual work of the Yearly Meeting has been negatively impacted by the lack of infrastructure to support communication. We prioritized the following tasks: update our committee description to emphasize our work as ministry; hire an IT Administrator to fill a position previously filled by a volunteer; implement our privacy and data breach policies; recommend that a new position of Daily Miracle Editor be created; migrate our website to a new platform; adopt software that would allow us to create a PYM directory/database that could facilitate communications within the Yearly Meeting; and assume oversight of existing social media presences. Below we provide a brief update on these and other tasks.

1. We updated our committee description to emphasize our work as ministry.
2. We developed and approved a job description for the IT administrator, are recruiting for this position, and are requesting an augmentation to our budget to support this position.
3. We created a position description for the editor of the Daily Miracle and sent it to Nominating and the PYM Clerk for consideration.
4. We migrated our website to a new and less expensive platform.
5. We continued to refine a "directory requirements" document for a directory/database, decided that our requirements could be best met with a contact management software system, and used this document to evaluate different options, including CiviCRM, a home-grown system created by NPYM, and Salesforce. We considered the importance of going with open source vs. proprietary software, ease of implementation and use, potential overlap with our registration system, and cost. We hired Espenshade Consulting, a Quaker owned and run consulting company to assist us. After much discernment, ComCom is in unity that we should proceed with implementing the non-profit version of Salesforce for our directory/database needs, and that we hire Espenshade Consulting to assist us with the transition and first year of support.
6. We are recommending a minor amendment to our data privacy policy to be applicable to our directory/database efforts; and continue to work on implementing our privacy and data breach policies and expanding our social media presence. We recognize that we may need to further

amend our data privacy policy as work on the directory/database proceeds. We have brought PYM's Facebook group under the care of ComCom.

7. We continue our never-ending work of posting and updating information on the PYM website. In addition, we have begun a project to make scanned, searchable images of archived paper minutes from PYM business meetings available on the website. As of this writing years 1947-1959 and 1968-1976 are available.

ComCom is requesting the following augmentation to the committee's budget for fiscal year (FY) 2019-20: $2,160 for 6 months of an IT administrator; $10,901 for database implementation, and $750 for additional committee expenses, for a total of $13,811. We include as attachments to this report for informational purposes the following documents:

A. Proposal and budget from Espenshade consulting for Salesforce implementation
B. FAQ on why we chose Salesforce and what it involves for monthly meetings
C. Suggested minor amendment to the data privacy policy
D. "Dear Monthly Meetings" letter

We make these documents and the draft directory requirements document available on the ComCom page of the PYM website.

Members of our committee include: Lawrence Alderson, Arthur Kegerris, Allison Kirkregaard, George Mills and Kate Watkins (Clerk). Sharon Gates (Assistant to the Clerk), Jan Tappan (Historian/Archivist), the IT Administrator (currently vacant), and the YPC are ex officio on the committee. DJ Bloom (Statistical Clerk) and a member of the YPCC often also participate.

Pacific Yearly Meeting
Salesforce Estimated Costs – Rev A
Espenshade Nonprofit Consulting, LLC
2/7/2020

Initial Implementation Costs Anticipated for FY19/20:

Salesforce NPSP 10-user License $0

Espenshade Nonprofit Consulting (100 hrs) $8,500

Purchased companion products $1,410

Contingency (10%) $991

Total $10,901

Estimated/Proposed Budget for FY20/21:

Product or Service	Annual Cost
Salesforce NPSP 10-user License	$0
Mailchimp	$510
15% nonprofit discount; 5000 contacts; Essentials Plan	
Cazoomi Mailchimp Connector	$300
50% nonprofit discount; Basic Plan	
Online Directory access	$600
Soapbox Engage Directories App	
Ongoing Support	$5,100
Espenshade Nonprofit Consulting @ 5 hrs/mo	
Annual Cost Estimate:	$6,510

Assumptions/Open Issues:

- Assumes between 2500 and 5000 people (PYM members and Monthly Meeting attenders)
- ENC effort will depend on options for accessing the data.
- Pacific Yearly Meeting will be responsible for procedures and processes for user access, and will work directly with Monthly Meetings to acquire needed data.
- Salesforce built-in database export is assumed; third-party database backup and restore is not included.

Frequently Asked Questions
about the proposed PYM Directory/Database

Why do we need a PYM directory/database?

A PYM directory and database would allow us to communicate via phone, email and distribution lists to all members of the community, specific committees, and clerks or other groups/individuals within PYM, the Quarterly meetings and monthly meetings. A Yearly Meeting directory (which could also be used to produce Quarterly and Monthly Meeting directories) would also facilitate identification and communication with individuals in specific roles. Today, those seeking to contact PYM clerks and officers have limited resources to identify those individuals and obtain contact information. The absence of this resource makes the work of many PYM committees more difficult and labor-intensive.

Why do we need a contact management system (CMS[1]) to support our directory/database efforts?

A contact management system is a type of software that would enable PYM to easily store and find contact information, and to use this information for communication activities linked to contacts. The Communications Committee (ComCom) believes that a CMS would greatly facilitate the work of PYM and be of use to Monthly and Quarterly meetings as well. Additionally, we look to the experience of other Quaker organizations who have successfully implemented their directory and related communications systems using a CMS.

Why did we choose the non-profit version of Salesforce as our CMS?

With consultation from Friends who manage directories for various large Quaker organizations, we brainstormed and considered several options for our CMS, including Salesforce NPSP (Non-Profit Success Pack), CiviCRM, and a home-grown solution used by North Pacific Yearly Meeting. We evaluated our choices based on cost, ease of use and feasibility, need for additional customization, availability of resources to support implementation, and whether the software was open source or proprietary. Salesforce NPSP is used by several Yearly Meetings and Friends' organizations (including AFSC, FGC, Philadelphia YM, Australia YM and Friends Journal). Although Salesforce NPSP uses proprietary software, it is open access and the company has a long history of supporting non-profits. There is a large community of users and many free training materials. It is also flexible, customizable, and can adapt to future needs through separately available and/or built-in features.

How much will it cost?

Salesforce NPSP is free for nonprofits needing 10 or fewer user licenses. A license grants a specific person access and use the database, according to the permission level granted to the user. The only costs to us are for the initial implementation (~$10,000), ongoing end-user support (~$1-5,000/ per year) and the cost of some plug-ins (additional software, ~$1,500 per year) to make the program more usable/useful.

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[1] Not to be confused with a Content Management System, as this abbreviation is sometimes used.

Security and privacy

Salesforce uses industry standard security solutions and standards both for its commercial and its nonprofit versions. Data is stored securely in 'the cloud' on Salesforce servers, and a limited and defined number of PYM individuals will have editing privileges or be able to download the information. ComCom will establish and enforce processes and procedures that will restrict access levels and ensure that users who are granted licenses are approved and have the level of access appropriate for their work, and that this will be limited for security and privacy reasons. ComCom's current thinking is that 1-2 individuals will be authorized to download and share reports, and that these reports will be shared with PYM committee clerks and the Clerks & Assistant Clerks of the Quarterly Meetings, on a need to know basis. Information such as PDFs of directories will be made available in a secure folder (e.g. a Google Drive) to Monthly Meetings, Quarterly meetings and members of the Yearly Meeting.

Will F(f)riends be able to opt in or out of providing their information?

Yes and no. Individuals with a specific Yearly or Quarterly Meeting role will not be able to opt out of providing their name and contact information. Everyone else can decide whether or not to participate or how much information to provide. Monthly Meetings will be responsible for collecting the data that will go into the directory; individuals can decide if they want to submit any, all, or a limited amount of data.

Can we have access to data from previous years? Is there an audit trail?

Yes. It is possible to create reports using data from previous years, if we decide we want to do this. In addition, when changes get made, there is an audit trail.

Support

We have hired Espenshade Nonprofit Consulting (ENC) to help us with our discernment process. If ComCom's request for budget augmentation is approved, then ENC will work with us to implement and customize Salesforce NPSP for our needs. We expect that after the initial implementation we will need to budget for ongoing technical support as we become familiar with the system, but that this will decrease over time as we become more familiar with how it is used.

Will meetings who have an existing directory system need to migrate to the PYM directory?

Meetings who supply data to the PYM directory will have the option of having a directory created for their Meeting and worship groups. Data can be supplied either through an export file format, (potentially avoiding duplication of effort) or by having individual members submit their data for inclusion through a google form.

Communications Committee Report - Attachment C
Proposed Amendments to PYM Personal Data Privacy Policy

The full PYM Personal Data Privacy Policy (version 4.2) as approved at Annual Session 2019 is available at http://www.pacificyearlymeeting.org/wordpress/wp-content/uploads/2020/01/PYM-Personal-Data-Privacy-Policy-4.2-As-Approved.pdf.   Communication committee proposes the following underlined additions to the policy so that it more explicitly covers certain issues related to the database/directory as well as the PYM website.

What Personal Data we collect, and why we collect it

Personal data collection principally occurs and is managed through the website and the PYM directory database. Personal data that is extracted from the website, such as event registration records, are also governed by this policy.

Membership data and online directory

The Yearly Meeting has plans to implement an online directory, which would house all of the relevant information found in monthly and quarterly meeting directories, plus information on yearly meeting committee members, officers, representatives and liaisons. Data within the directory will be restricted for access by authorized users. Authorized users for each monthly meeting would have access to all of the directory information for their own meeting, plus more limited information on the Quarterly and Yearly meeting clerks, committees and so on. Authorized monthly, quarterly and yearly meeting delegates would be able to maintain and distribute directory information for their respective constituencies.

The data gathered and managed for the PYM directory will be used for publishing the directory, and individual contact information in the directory will only be shared with approved recipients within PYM and its affiliated organizations. Additionally, information within the directory system may be used for communications, including email, phone calls or correspondence by Yearly, Quarterly and Monthly Meeting committees and officers in carrying out their service in their respective roles.

Communications Committee Report - Attachment D
A message from Pacific Yearly Meeting's Communications Committee

Dear PYM Representatives,

Pacific Yearly Meeting (PYM) covers the largest geographic area of any Yearly Meeting in North America, making communication between Friends challenging. Friends travel long distances to attend in-person meetings, and much of the work of the Yearly Meeting happens by phone, email or other forms of remote communication. Friends' ministry has been hindered by not being able to easily access and use contact information to reach each other.

At the 2020 Representative Committee of PYM, ComCom requested an augmentation to the budget to implement a PYM directory database, using the Salesforce NPSP contact management system. In the attached FAQ, we describe our reasons for this solution and address some of the questions Friends may have around privacy and security. With this contact management system, we will be able to develop PYM and Quarterly Meeting directories (and Monthly Meeting directories for those meetings that want this), and to facilitate communication between yearly meeting and quarterly meeting committee members, and between committees and the larger body of Friends. While we are still working out many of the details, we wanted to give Friends a preview of what is coming, and to ask you to share this with your Meeting.

At this time, we are asking PYM Representatives to do the following:
- Inform your Monthly Meeting that over the next six months PYM will begin implementing a directory/database system for the entire Yearly Meeting
- Ask each meeting to designate a contact person to be the "monthly meeting directory manager." This should be a position filled by your nominating committee and could be the person currently responsible for updating your directory.
- Make Friends aware that ComCom will be sending the directory manager a request for Meeting members' contact information and communication preferences for publication in the directory. This information could be supplied using a spreadsheet that has all the requested information in the correct format. Alternatively, the directory manager could invite individual meeting members and attenders to enter their data into a Google Form provided by ComCom, similar to the forms used by Friends to register for the annual session. Parents will enter their children's information.   Friends who do not have access to a computer would need assistance to enter their data and select their communication preferences. Friends would be able to provide as much or little contact information as they would like.
- ComCom will also be sending the directory manager a list of common meeting roles (eg. "Clerk", "Treasurer", "Clerk of Committee XX"). We ask that the directory manager populate this form with the names of the individuals in the meeting filling these roles.

We see our ministry as one of growing our beloved community by strengthening our ability to communicate and connect with each other. ComCom welcomes your questions and ideas as we implement this process. Please email us at PYM.ComCom@gmail.com

Kate Watkins, Clerk of Communications Committee