



OPEN MEETING

**REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE***

**Monday, July 15, 2024 - 1:30 p.m.
Board Room / Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the committee meeting via a Zoom link at <https://us06web.zoom.us/j/82817619487> or by calling [669-900-6833](tel:669-900-6833), Access Code: 828-1761-9487.
2. Submit comments or questions via email to meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

NOTICE AND AGENDA

THIS MEETING MAY BE RECORDED

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for April 15, 2024
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the board of directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

Items for Discussion:

7. Urban Insight Website Presentation – Chuck Holland
8. Media and Communications Report – Ellyce Rothrock

Items for Future Agendas:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: Monday, October 21, at 1:30 p.m.
- Adjourn

*A quorum of the GRF board or more may also be present at the meeting.

Joan Milliman, Chair
Ellyce Rothrock, Staff Officer
Telephone: 949-268-2345

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OPEN MEETING

**REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION
MEDIA AND COMMUNICATIONS COMMITTEE**

**Monday, April 15, 2024 – 3:30 p.m.
Board Room / Virtual Hybrid Meeting**

REPORT

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Cris Prince, Donna Rane-Szostak, Peter Sanborn, Juanita Skillman, Georgiana Willis; Advisors Catherine Brians, Theresa Frost, Tom Nash, Carmen Pacella, Lucy Parker

Members Absent: None

Others Present: Richard Rader

Staff Present: Jennings Lai, Catherine Laster, Susan Logan-McCracken, Ellyce Rothrock

1. Call to Order

The meeting was called to order at 3:38 p.m., and a quorum was established by Chair Milliman.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

During the Media and Communications report, Director Skillman found a typo in the Workflow Report, March 2024, on page 9 of 12 of agenda item 7. The Disaster Preparedness Task Force was wrongly abbreviated as PDTF. The agenda will be corrected.

4. Approval of Report for January 15, 2024

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman welcomed the committee and introduced new member, Director Rane-Szostak.

6. Member Comments

There were no member comments.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Ms. Rothrock called attention to the jobs tracked, resident subscribers added, documents handled and the number of news articles posted to the website in the last three months. She also highlighted from the Media and Communications Activities Report the various ways the Media and Communications Division communicates with Village residents, including, but not limited to:

- The Village Breeze
- “What’s Up in the Village” weekly email blast
- Weekly press releases sent to the Globe
- Digital newsletters from the GRF, Third Mutual and United Mutual boards of directors
- Targeted emails for Recreation and Community Services

Ms. Rothrock touched upon key messaging that was sent out in addition to regular event updates from Recreation, the Performing Arts Center and the boards.

Ms. Rothrock informed the committee that the new Community Tour Experience video, which replaced the in-person docent tours, is live on the website homepage and ready for viewing. Supplemental open houses with a Q&A session for new and prospective residents is in the planning stage. All new resident orientation tasking has been reabsorbed into the Media and Communications Division.

Ms. Rothrock brought attention to the new Connections & Pathways flyer, designed for print and digital use, which highlights how residents can contact VMS and the boards of directors.

Director Skillman asked for GRF board members to be invited back to speak at new resident orientation events and future open houses.

Mr. Rader commended staff for doing a great job in creating the Connections & Pathways flyer. Chair Milliman emphasized the importance of sharing this flyer with all board members and residents.

8. Website Update – Ellyce Rothrock

Chair Milliman informed the committee that the Website Ad Hoc Committee would be absorbed into the Media and Communications Committee.

Ms. Rothrock updated the committee on discovery phase meetings between the contractor and staff, which have included discussions on creative strategy, user experience, design, navigation, goals and objectives, brand strategy and positioning, information architecture (site map), unified events calendar, wireframing, resident and staff interviews and usability testing. She noted that Google Analytics admin access was given to the contractor in order to view trends on our site pages. The first set of wireframes have been approved. A robust search function and document storage are being discussed as well.

Carmen Pacella dropped off the Zoom call at 4:13 p.m.

Media and Communications Committee meetings will be calendared and coordinated with the vendor.

9. Review of Revised Committee Charter – Joan Milliman

Chair Milliman read the revised charter, noting edits were made according to feedback from the previous committee meeting. Discussion ensued.

Chair Milliman read the charter and stated which phrases and paragraphs should be stricken. Discussion ensued.

Advisor Parker asked whether there was a liaison between the Broadband and Media and Communications divisions and whether Media and Communications created content for Broadband. Ms. Rothrock clarified that the content Media and Communications provides for TV6 includes the message board and PowerPoint presentation decks to accompany “This Day” appearances by directors, staff and outside entities.

Director Blackwell recommended all board members presenting on Village Television should always review their comments with their respective board presidents so as not to make personal statements.

Advisor Parker recommended wording changes to clarify responsibilities in the charter. Discussion ensued. Committee’s areas of concern will be removed from the charter.

Chair Milliman stated the new charter will be reviewed by the GRF board in May.

Mr. Rader said Paul Ortiz gave a lot of useful information at these committees, and he would still like to see the information Mr. Ortiz had been sharing. Chair Milliman said this will be the purview of the Broadband committee that has yet to be formed.

Items for Future Agendas

None

Concluding Business

Committee Member Comments

Advisor Brians confirmed the next meeting would take place at the regularly scheduled time.

Advisor Parker and Director Willis commended the meeting.

Director Blackwell noted that she liked the new ideas and the Community Tour Experience video on the website.

Director Skillman attended the Employee Excellence Awards and wanted to thank and recognize the present employees for their excellent participation.

Director Cook, Director Prince and Ms. Lai had no comment.

Director Rane-Szostak thanked everyone for the opportunity to be on this important committee.

Advisor Nash commented that the Video Club has a disclaimer at the beginning and end of videos, "opinions expressed are those of the participants and not of the club or GRF." This establishes responsibility.

Advisor Frost stated she is happy to be back and likes what she's hearing about the committee's scope and discussion.

Ms. Rothrock thanked everyone for being there and providing feedback.

Ms. McCracken thanked everyone as well.

Chair Milliman thanked Susan for keeping up with the additions and corrections to the charter. She also thanked everyone for a good meeting.

Date of Next Meeting – Monday, July 15, 2024, at 1:30 p.m.

Adjournment

Chair Milliman adjourned the meeting at 5 p.m.

p.p. Joan Milliman / SLM
Joan Milliman, Chair
Media and Communications Committee



STAFF REPORT

DATE: July 15, 2024
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – April-June 2024

RECOMMENDATION

Review Media and Communications report.

BACKGROUND

Media and Communications staff prepares a monthly report for MACC, which includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, new resident orientations and more.

DISCUSSION

The website is updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts through the iContact direct email service, through which flyers, newsletters and other tools are used to disseminate news and information. The average open and click rates illustrate interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello. The chart below shows the number of projects Trello tracked each month, the number of subscribers added to iContact, the number of documents posted and the number of news articles published to the website.

	Tracked	Subscribed	Documents	News Posts
April	103	60	53	24
May	134	212	81	34
June	103	29	62	33

Regular or serial publications completed by the Media and Communications team in April through June include:

- Village Breeze: May/June 2024 and July/August 2024 issues
- Employee Newsletter: April/May 2024 and June/July 2024 issues
- What's Up in the Village (Friday email blast): 13 editions
- Weekly press releases (x3) for the Globe: 13 weeks
- Golden Rain Foundation email blast: Two editions
- Third Mutual email blasts: 10 editions
- United Mutual email blasts: Eight editions
- Garden Center email blasts: One newsletter edition and two announcements
- Golf email blasts: One edition
- Real estate bulletin email blasts: Six editions

Media and Communications staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered from April through June include:

April

- Village Bazaar Is Tomorrow
- Celebrate Earth Day 2024 (ran twice in April)
- Guard Against Emerging Scams
- Always Carry Your Village ID
- Clubhouse 1 Update
- Women's Health Pavilion
- United Town Hall Apr. 12
- AARP Smart Driver Refresher (ran twice in April)
- Asbestos Abatement Feedback (ran four times in April)
- Go Clubbing (ran twice in April)
- Broadband Billing in Peril (ran three times in April)
- Connections and Pathways (ran three times in April)
- Seeking Advisors for Third Landscape Committee
- Nurture Your Pet and the Environment
- National Prescription Take Back Day (ran three times in April)
- April Destination Shopping
- Hip to Be Square
- Kentucky Derby Race Viewing (ran twice in April)
- Mother of All Buffets (ran three times in April)
- Mosquito Control Awareness Weeks
- Stay Alert and Prevent Distraction Theft
- Keep Mail Areas Tidy
- Kikuyu in the Village

- Third Town Hall Apr. 24
- Optimal Aging Lecture Series: Tech-Enhanced Healthy Aging (ran twice in April)
- SCE Emergency Work
- Register for the 10th Annual Art Affair
- Surf City Singers
- USTA Men's 75+ Tennis Tournament
- United Town Hall May 10
- City Offers Shredding Drop-off Service

May

- Join Our Team! (ran twice in May)
- VMS Seeks Third Member Representatives (ran three times in May)
- SCE Emergency Work (ran twice in May)
- Upcoming Shows at the PAC
- Kentucky Derby Race Viewing Tomorrow
- Surf City Singers
- USTA Men's 75+ Tennis Tournament
- May Destination Shopping (ran twice in May)
- United Town Hall May 10
- Balance, Mobility and Strength
- Monday Movies at the PAC
- Ground Control to Major Tom (ran twice in May)
- New Fitness Center Hours (ran twice in May)
- 90s Luncheon (ran three times in May)
- 2025 Reservation Lottery (ran three times in May)
- Father's Day Brunch (ran three times in May)
- Seeking Advisors for Third Landscape Committee (ran twice in May)
- AARP Smart Driver Refresher Course
- Memorial Day at the PAC (ran twice in May)
- Memorial Day Holiday Hours (ran three times in May)
- The 10th Annual Art Affair (ran four times in May)
- May/June 2024 Village Breeze
- Golf Course Closures
- Laguna Hills Memorial Day Half Marathon (ran twice in May)
- RSVP to SCE's Spring Power Briefing
- City's General Plan, Zoning Code Update Project
- Third Town Hall May 22
- Third, United Call for Candidates (ran twice in May)
- Organics Recycling Best Practices
- Join the Pool Party! (ran twice in May)
- ETWD Issues Summer 2024 Newsletter
- June Destination Shopping
- Resident Portal Offers Convenience
- Upcoming Shows at the PAC

- United Town Hall
- Free Monday Movies at the PAC

June

- Coyotes and Our Community
- Help Protect OC Waterways
- The March Against Mosquitoes (ran twice in June)
- Get Help With Village Tech Tools (ran twice in June)
- United Town Hall
- Third, United Call for Candidates (ran twice in June)
- Father's Day Brunch
- Free Monday Movies at the PAC
- Ground Control to Major Tom
- Our July Fourth Celebration Is Coming! Join the July Fourth Celebration! (ran three times in June)
- Clubhouse 1 Beautification Update
- Gate 10 Resident Lane Update (ran twice in June)
- Bulky-Item Pickups
- June 25 Destination Shopping
- Father's Day Brunch
- "Field of Dreams" Monday at the PAC
- New Resident Services Enhancements (ran twice in June)
- July Fourth Facility, Transportation, Trash Info (ran twice in June)
- Kids' Summertime Fun
- Summer BBQ Buffet (ran twice in June)
- Check the Calendar!
- Break Down Boxes
- United Board Candidate Deadline Nears (United Board Candidate Deadline Today; ran twice in June)
- Time Remains to Run for Third Board (Limited Time Remains to Run for Third Board; ran twice in June)
- Third Town Hall June 26
- Join the Pool Party!
- Gate 12 Facilities Will Close for Seal Coat Project (ran twice in June)
- Sign Up for SCE Notifications
- Join the Village Facebook Community
- Kids' Summer Splash Days

FINANCIAL ANALYSIS

None

Prepared By: Jennings Lai, Media and Communications Administrative Specialist

Reviewed By: Ellyce Rothrock, Media and Communications Manager
Susan Logan-McCracken, Media and Communications Associate

ATTACHMENTS

- i. New Resident Orientations Report**
- ii. Workflow Report**
- iii. iContact Report**

NEW RESIDENT ORIENTATIONS

New resident orientations occur once a month for Third Mutual and quarterly for United Mutual. These charts show the number of new residents in attendance January through March 2024.

United Mutual

Date	Attendance	Director
Wednesday, January 10, 2024	22	Bok, Liberatore
Wednesday, April 3, 2024	16	Bok, Liberatore, Lee
Wednesday, July 10, 2024	31	Liberatore, Lee
Wednesday, October 2, 2024		
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Third Mutual

Date	Attendance	Director
Friday, January 19, 2024	21	Laws
Wednesday, February 21, 2024	4*	Cook
*A previously canceled event placed back on the books per Director Cook's request.		
Friday, March 15, 2024	19	Cook
Wednesday, April 17, 2024	14	Cook
Friday, May 17, 2024	20	Cook, Park
Wednesday, June 19, 2024	15	Laws, Veeneman
Friday, July 19, 2024		
Wednesday, August 21, 2024		
Friday, September 20, 2024		
Wednesday, October 16, 2024		
Friday, November 15, 2024		
Wednesday, December 18, 2024		
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Workflow Report, April 2024

Media and Communications	Recreation
Worked on May/June 2024 Village Breeze	Produced Mother's Day Buffet flyers
MACC meeting coordination	Produced Art Affair flyers
Produced activities report, agenda, minutes for MACC	Produced Aqua Zumba flyers
Edited, proofed, formatted documents for departments	Produced PAC May-July Schedule
Proofed weekly board/committee meeting schedule	Produced Yoga for Parkinson's flyers
Produced and sent four Friday email blast (<i>weekly</i>)	Produced Memorial Day flyers
Produced and sent four Globe press releases (<i>weekly</i>)	Produced Club Expo flyers
Posted 32 Facebook posts	Produced 2025 Reservation Lottery flyers
Participated in weekly Urban Insight meetings	Updated AARP Smart Driver Refresher course flyer
Posted Bucketlist posters	Produced various signage
Coordinated 4-11 Bucketlist ambassador training	Distributed Garden Center 4-15 email blast
Edited/distributed Bucketlist launch emails	Worked on/distributed May Garden Center newsletter
Created/designed "Connections and Pathways" flyer	Worked on/distributed May Golf newsletter
Participated in MemorialCare anniversary celebration meeting	Landscaping Services
Maintained and updated email subscriber list	Posted weekly Landscape maintenance schedules
Information@lagunawoodsvillage.com email monitoring	Posted landscape documents
Board Relations	General Services
Edited/distributed three Third Mutual email blasts	Updated Destination Shopping flyer
Edited/distributed two United Mutual email blasts	Posted three trading post car lists
Edited/distributed GRF email blast	Posted channel guides
Edited/formatted CEO correspondence	Community Services
Compiled department benchmarking reports for VMS Board	Prepared real estate bulletins for distribution
Produced two CEO PPT presentations	Distributed realtor information bulletin email blast
Produced one CEO TV6 PPT presentation	Posted monthly real estate sales reports
Produced PPT presentations for GRF, Third and United boards	Maintenance and Construction
Coordinated 4-3 United New Resident Orientation	Edited/formatted United Landscape Maintenance Manual
Coordinated 4-17 Third New Resident Orientation	Collaborated for Asbestos Abatement Feedback Campaign
Distributed NRO confirmation/reminder emails	Webmaster
Updated board of director photos and list on website	Posted three club events and four updates
Security Services	Posted 53 documents to the website
Provided Gate 12, dwellingLIVE, NRO data	Published 24 news articles to the website
Updated Emergency Operations Plan	Human Resources
Updated two Social Services/Optimal Aging Series flyers	Worked on April/May Employee Newsletter
Information Services	Produced Employee Excellence Awards PPT presentation
Worked on Resident Services trifold	Photographed/edited Employee Excellence Awards

Workflow Report, May 2024

Media and Communications	Recreation
Completed May/June 2024 Village Breeze	Produced Space Oddity flyers
Prepared MACC charter for GRF board agenda packet	Produced Kids' Summer Events flyers
Edited, proofed, formatted documents for departments	Produced Father's Day flyers
Proofed weekly board/committee meeting schedule	Produced July Fourth Flyers
Produced and sent five Friday email blasts (weekly)	Produced Mickey Dolenz flyers
Produced and sent five Globe press releases (weekly)	Produced Movie With the Grandkids: Wish flyers
Posted 34 Facebook posts	Produced personal trainer flyer for Brianna Carrillo
Participated in weekly Urban Insight meetings	Updated AARP Smart Driver Refresher course flyer
TV6 appearance for May/June Village Breeze	Updated Kids Summer Splash Days flyer
Maintained and updated email subscriber list	Updated Coach Allen flyer
Information@lagunawoodsvillage.com email monitoring	Updated Aquatic Fitness With Casey Chavez flyer
Board Relations	Community Services
Edited/distributed four Third Mutual email blasts	Prepared real estate bulletins for distribution
Edited/distributed three United Mutual email blasts	Distributed realtor information bulletin email blast
Edited/distributed GRF email blast	Posted monthly real estate sales reports
Compiled/edited department benchmarking reports for VMS board	Information Services
Produced one CEO TV6 PPT presentation	Worked on Resident Services trifold
Produced PPT presentations for GRF, Third and United boards	Maintenance and Construction
Coordinated 4-3 United New Resident Orientation	Distributed special M&C email blast to building 3500
Coordinated 5-17 Third New Resident Orientation	Webmaster
Distributed NRO confirmation/reminder emails	Posted 17 club events and seven updates
Updated board of director photos and list on website	Posted three updates to the website
Posted election information for Third and United on website	Updated club directory
Posted litigation letters and documents	Posted 81 documents to the website
Landscaping Services	Published 34 news articles to the website
Posted weekly Landscape maintenance schedules	Human Resources
General Services	Distributed April/May Employee Newsletter
Updated Destination Shopping flyer	Updated careers landing page
Posted TV and movie guides	

Workflow Report, June 2024

Media and Communications	Recreation
Worked on July/August 2024 Village Breeze	Produced BBQ Buffet flyers
Created/updated Media and Communications policies/procedures	Produced PAC July-September schedule
Edited/ formatted documents/correspondence for departments	Updated AARP Smart Driver Refresher course flyer
Proofed weekly board/committee meeting schedule	Produced various signage
Produced and sent four Friday email blast (weekly)	Distributed Garden Center 6-24 email blast
Produced and sent four Globe press releases (weekly)	Worked on/distributed June/July Golf newsletter
Produced July Fourth holiday hours flyer	Landscaping Services
Posted 27 Facebook posts	Posted weekly Landscape maintenance schedules
Participated in weekly Urban Insight meetings	General Services
Attended/covered Dragon Boat Festival event	Posted three trading post car lists
Coordination for anniversary celebration	Created/posted new TV6 banner
Mailed invites for anniversary celebration	Distributed carport cleaning emails
Maintained and updated email subscriber list	Community Services
Information@lagunawoodsvillage.com email monitoring	Prepared real estate bulletins for distribution
Board Relations	Distributed realtor information bulletin email blast
Edited/distributed three Third Mutual email blasts	Designed/edited Mutual Resales Process infographic
Edited/distributed three United Mutual email blasts	Posted monthly real estate sales reports
Compiled/edited department benchmarking reports for VMS board	Information Services
Produced CEO PPT presentation	Created Resident Services training manual cover art
Produced PPT presentation for Third board	Webmaster
Worked on VMS Satisfaction Survey	Posted 11 club events and five updates
Edited/distributed United member survey	Onboarded two club webmasters
Coordinated 6-19 Third New Resident Orientation	Updated club directory
Distributed NRO confirmation/reminder emails	Posted five updates to the website
Updated board of director photos and list on website	Posted 62 documents to the website
Human Resources	Published 33 news articles to the website
Worked on June/July Employee Newsletter	

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 July 15, 2024

iContact Report, April 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain	
4/3/24	From the President of United: Oh, you little stinger!	3,855	68.92%	0.87%	30.17%	0.91%	41%	7%	52%	4	3	
4/5/24	What's Up in the Village	16,356	49.41%	42.12%	49.84%	0.75%	41%	6%	53%	10	3	
4/9/24	Asbestos Abatement: VMS Manor Alterations Division Seeks Process Input	498	63.45%	0.32%	34.74%	1.81%	29%	0%	71%	1	0	
4/9/24	Asbestos Abatement: VMS Manor Alterations Division Seeks Process Input	41	68.29%	3.57%	31.71%	0.00%	63%	0%	38%	0	0	
4/10/24	From the President of Third: The Key File Program	4,365	63.55%	0.32%	35.95%	0.50%	21%	4%	76%	2	1	
4/12/24	What's Up in the Village	16,349	49.76%	46.72%	49.51%	0.73%	37%	5%	57%	9	2	
4/15/24	Welcome MTC Landscaping Contractor to the Village Garden Centers	815	73.74%	0.00%	25.64%	0.61%	35%	6%	58%	3	0	
4/16/24	From the GRF President: Updates on Building E, Lost ID Card Fee and More	15,901	46.32%	3.80%	52.91%	0.76%	26%	4%	69%	14	0	
4/17/24	From the President of Third: Looking for VMS Board Directors	4,375	61.30%	0.82%	38.22%	0.48%	31%	7%	63%	2	0	
4/17/24	From the President of United: The Big Three	3,849	65.81%	0.87%	33.52%	0.68%	42%	6%	52%	4	0	
4/19/24	What's Up in the Village	16,364	54.44%	36.92%	44.87%	0.69%	33%	7%	60%	10	2	
4/23/24	From the President of Third: Ways to Stay Connected and Learn About the Village	4,372	63.38%	10.32%	36.16%	0.46%	25%	6%	69%	2	0	
4/25/24	URGENT: Laguna Woods Village Special News Bulletin	494	67.81%	27.16%	30.77%	1.42%	14%	0%	86%	1	0	
4/26/24	What's Up in the Village	16,364	48.10%	44.54%	51.21%	0.69%	38%	6%	55%	6	1	
		Total	Averages								Totals	
		103,998	60.31%	15.60%	38.94%	0.75%	34%	5%	61%	68	12	

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 July 15, 2024

iContact Report, May 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain		
5/1/24	Laguna Woods Village April 2024 Information Bulletins	492	54.47%	14.18%	44.51%	1.02%	22%	0%	78%	1	0		
5/1/24	From the President of Third: Proposed New Standard and Policy for Third	4,369	64.09%	17.75%	35.34%	0.57%	28%	5%	67%	3	0		
5/1/24	URGENT: Laguna Woods Village Special News Bulletin	491	61.30%	28.90%	37.47%	1.22%	27%	0%	73%	2	0		
5/1/24	From the President of United Mutual: Take a Closer Look	3,845	66.27%	0.82%	33.03%	0.70%	37%	7%	56%	4	1		
5/2/24	Garden Center Newsletter - May 2024	810	74.44%	44.94%	29.94%	0.62%	37%	4%	59%	2	0		
5/2/24	Meeting Notice for Ramp Request in Front of Building 3500	21	76.19%	6.25%	23.81%	0.00%	0%	0%	0%	0	0		
5/3/24	What's Up in the Village	16,350	47.72%	44.73%	51.49%	0.80%	37%	6%	57%	11	1		
5/8/24	From the President of Third: Fire Extinguisher—Your Small Fire Defense	4,363	61.52%	2.38%	38.18%	0.30%	25%	5%	70%	1	0		
5/10/24	What's Up in the Village	16,347	47.35%	43.14%	51.90%	0.75%	40%	6%	54%	5	1		
5/13/24	Employee Newsletter April/May 2024	677	29.25%	63.13%	70.46%	0.30%	10%	0%	90%	1	0		
5/15/24	From the President of Third: Third's Policies and Procedures	4,360	61.51%	11.00%	38.10%	0.39%	25%	4%	71%	9	0		
5/15/24	From the President of United: Taking It From the Top	3,842	62.91%	0.62%	36.34%	0.75%	33%	7%	60%	5	0		
5/16/24	From the GRF President: Shared Cost, Updates on Building E and More	15,880	54.20%	9.63%	45.06%	0.74%	32%	5%	63%	14	4		
5/17/24	What's Up in the Village	16,466	45.24%	38.11%	6.00%	0.67%	38%	6%	56%	12	0		
5/22/24	From the President of Third: Consider Becoming a Third Board Director	4,349	59.16%	0.47%	40.42%	0.41%	32%	6%		3	0		
5/24/24	URGENT: Laguna Woods Village Special News Bulletin	493	66.53%	29.57%	32.35%	1.22%	26%	0%	74%	3	1		
5/24/24	What's Up in the Village	16,456	52.14%	33.08%	47.11%	0.75%	34%	6%	60%	8	3		
5/29/24	From the President of United: Now Open for Business	3,838	63.57%	0.33%	35.51%	0.91%	38%	4%	58%	2	0		
5/31/24	What's Up in the Village	16,443	51.89%	35.00%	47.31%	0.80%	33%	7%	60%	11	3		
		Total	Averages									Totals	
		129,892	57.88%	22.32%	39.18%	0.68%	29%	4%	61%	97	14		

Golden Rain Foundation of Laguna Woods
 Media and Communications Committee
 July 15, 2024

iContact Report, June 2024

Date	Title	Contacts	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Computer	Unsubscribe	Complain		
6/3/24	Happy Retirement Pamela Bashline; Welcome Jeff Spies, Community Services Division Manager	489	55.83%	0.37%	42.74%	1.43%	20%	0%	80%	0	0		
6/3/24	Laguna Woods Village May 2024 Information Bulletins	489	57.67%	15.60%	40.70%	1.64%	13%	0%	87%	1	0		
6/5/24	From the President of Third: Property Insurance Update	4,355	62.57%	0.77%	37.11%	0.32%	32%	6%	62%	0	0		
6/5/24	From the President of United: Property Insurance Update	3,834	67.19%	0.85%	32.00%	0.81%	29%	4%	67%	4	0		
6/7/24	Carport Cleaning Notice	339	68.44%	20.26%	30.68%	0.88%	38%	6%	57%	0	0		
6/7/24	Carport Cleaning Notice	394	72.34%	27.72%	26.14%	1.52%	23%	3%	74%	0	0		
6/7/24	Carport Cleaning Notice - June 14	493	67.55%	31.23%	31.24%	1.22%	19%	10%	71%	1	0		
6/7/24	Carport Cleaning Notice - June 13	354	70.06%	39.11%	29.10%	0.85%	31%	8%	61%	1	0		
6/7/24	Carport Cleaning Notice - June 12	395	72.41%	23.78%	27.09%	0.51%	28%	7%	65%	2	0		
6/7/24	Carport Cleaning Notice: June 17 to June 21	1,966	69.99%	43.39%	29.15%	0.86%	32%	3%	65%	5	2		
6/7/24	What's Up in the Village	16,430	52.13%	35.27%	47.14%	0.73%	33%	5%	62%	8	2		
6/10/24	Carport Cleaning Notice: June 24 to June 28	1,586	62.30%	41.30%	36.19%	1.51%	32%	5%	62%	8	0		
6/12/24	From the President of Third: Proposed Updated Standard 47 - Bathroom Splits	4,352	62.57%	9.59%	36.93%	0.51%	29%	6%	65%	1	0		
6/12/24	From the President of United: We Need Your Feedback—Please Take Our Survey	3,830	67.15%	26.79%	31.80%	1.04%	23%	8%	69%	2	0		
6/14/24	What's Up in the Village	16,422	51.88%	39.44%	47.31%	0.81%	32%	9%	59%	11	1		
6/19/24	From the President of Third: Consider Becoming a Third Board Director	4,357	61.26%	0.60%	38.33%	0.41%	33%	5%	62%	4	0		
6/21/24	What's Up in the Village	16,409	46.43%	40.85%	52.84%	0.73%	38%	4%	58%	13	1		
6/24/24	ETWD to Shut Off Garden Center 2 Water Tomorrow, June 25, 7:30 a.m. to 12:30 p.m.	804	74.50%	0.17%	24.75%	0.75%	22%	2%	76%	0	0		
6/26/24	From the President of United: What Kind of Change Do We Want?	3,826	64.69%	11.84%	34.27%	1.05%	32%	4%	64%	3	1		
6/28/24	What's Up in the Village	16,395	52.67%	31.16%	46.53%	0.80%	27%	4%	68%	12	2		
		Total	Averages									Totals	
		97,519	62.98%	22.00%	36.10%	0.92%	28%	5%	67%	76	9		