

**PROPOSED  
1/29/25**

## **Cottonwood Palo Verde Communications Committee** **Five Year Plan**

### 1: Foundation and Initial Implementation

1. Home Satisfaction Surveys:
  - Develop and implement annual surveys
  - Develop and provide to Management Staff all survey communications
  - Analyze, compile and report-out the survey results to all stakeholders
  - Develop and implement limited, focused surveys
2. Committee Liaison:
  - Communications committee liaison to other committees, clubs, taskforces
3. HOA Website Support:
  - Designate a committee sub-team for monthly content review and updates
  - Establish a process for reporting improvements, and cleanup
4. Provide Training and Informational Documentation:
  - Create and distribute information on how to use and navigate the Cottonwood Palo Verde website
5. Comment Card Process:
  - Review and provide a suggested list of Comment Cards to be included in the Flyer
6. Media Outlets:
  - Comprehensive review & discussion with Management Staff of all existing communication channels

### Year 2: Expansion and Refinement

- Home Satisfaction Surveys:
  - Develop and implement annual surveys
  - Develop and provide to Management Staff all survey communications
  - Analyze, compile and report-out the survey results to all stakeholders
  - Develop and implement limited, focused surveys
- Committee Liaison:
  - Continued cross committee, club, and task force Communications support
- HOA Website Support:
  - Perform monthly reviews to ensure clarity, current messaging, and functionality
  - Introduce new sections/features/multimedia based on community feedback (e.g., forums, FAQ)
- Provide Training and Informational Documentation:
  - Create and distribute information on how to use and navigate the new Cottonwood Palo Verde website, include all new website features
  - Update informational documentation as the website evolves
- Comment Card Process:
  - Utilize the online comment card system to streamline feedback collection
  - Begin providing regular updates to the community on actions taken in response to feedback
- Media Outlets:
  - Comprehensive review with Management Staff of all existing communication channels

### Year 3: Evaluation and Adjustment

1. Home Satisfaction Surveys:
  - Develop and implement annual surveys
  - Develop and provide to Management Staff all survey communications
  - Analyze, compile and report-out the survey results to all stakeholders
  - Develop and implement limited, focused surveys
2. Committee Liaison:
  - Continued cross committee, club, and task force Communications support
  - Evaluate the effectiveness of the liaison role and adjust as needed
3. HOA Website Support:
  - Conduct a usability study to identify areas for improvement
  - Implement changes based on study findings
4. Provide Training and Informational Documentation:
  - Training sessions for the Cottonwood Palo Verde website, and community programs
  - Review and expand training sessions and materials for updates and to include all new website features
5. Comment Card Process:
  - Continue to provide support for the resident's white comment card process
  - Analyze trends and patterns in feedback to identify larger issues, work with the Board of Directors and Management Staff to address systemic concerns
6. Media Outlets:
  - Comprehensive review with Management Staff of all existing communication channels

### Year 4: Enhancement and Innovation

1. Home Satisfaction Surveys:
  - Develop and implement annual surveys
  - Develop and provide to Management Staff all survey communications
  - Analyze, compile and report-out the survey results to all stakeholders
  - Develop and implement limited, focused surveys
2. Committee Liaison:
  - Continued cross committee, club, and task force Communications support
  - Introduce a mentorship program for new communications liaisons
3. HOA Website Support:
  - Perform monthly reviews to ensure clarity, current messaging, and functionality
  - Introduce personalization features (e.g., user accounts, preferences).
4. Provide Training and Informational Documentation:
  - Training sessions for the Cottonwood Palo Verde website, and community programs
  - Review and expand training sessions and materials for updates and to include all new website features
  - Develop an online training portal with tutorials for website features and community amenities
5. Comment Card Process:
  - Continue to provide support for the resident's white comment card process
6. Media Outlets
  - Introduce new communication formats (e.g., podcasts, webinars).
  - Comprehensive review & discussion with Management Staff of all existing communication channels, to assess if they still meet the community's needs.
  - Suggest enhancements to the current community-generated content from Comment Cards, and Surveys

## Year 5: Review and Future Planning

1. Home Satisfaction Surveys:
  - Develop and implement annual surveys
  - Develop and provide to Management Staff all survey communications
  - Analyze, compile and report-out the survey results to all stakeholders
  - Develop and implement limited, focused surveys
2. Committee Liaison:
  - Continued cross committee, club, and task force Communications support
  - Adjust roles and responsibilities as needed for the future
3. HOA Website Support:
  - Perform monthly reviews to ensure clarity, current messaging, and functionality
4. Provide Training and Informational Documentation:
  - Review and expand training sessions and materials for updates and to include all new website features
5. Comment Card Process:
  - Review the effectiveness of the comment card process
6. Media Outlets:
  - Comprehensive review & discussion with Management Staff of all existing communication channels
  - Plan for the next 5 years based on current trends and community needs

## Implementation and Monitoring

- Yearly Reviews: Conduct yearly reviews with Board of Directors Management Staff, and the Cottonwood Palo Verde homeowners regarding the progress on each initiative
- Annual Reports and Feedback Loop: Maintain an ongoing feedback loop with e community, Management Staff, and the Board of Directors to ensure their needs and preferences are met

By following this comprehensive Five Year plan, the Communications Committee can ensure effective management and communication of responsibilities and initiatives, fostering a more engaged and informed community at Cottonwood Palo Verde.