

Northfield Citizens Online (NCO) - 2011 Annual Report

Presented March 28, 2012

2011 Board Members

Amy Acheson, Cynthia Child, David Gonnerman, Adam Gurno (secretary), Rob Hardy, Jeff McLaughlin (treasurer), Jane McWilliams (vice chair), Kathy Ness, Joey Robison, and Nathan White (chair).

In 2011, Kathy Ness and Amy Acheson were nominated and voted in as new board members. Also in 2011, board members Joey Robison and Cynthia Child resigned. NCO sincerely appreciates their service.

Treasurer's Report

Northfield.org, as of the date of this report (March 28, 2012), has \$458.48.

Activities and Accomplishments

This year, Northfield.org engaged in some internal restructuring. The board is now meeting on a quarterly schedule, and members participate in four committees, each with an assigned lead who reports to the board:

- Finance/Advertising/Taxes - **Jeff McLaughlin**
- Content Management (Day to Day) - **Rob Hardy**
- Content Solicitation / Intern Wrangling / Social Media - **Cynthia Child (now vacant)**
- Technical Issues and Site Design - **Adam Gurno**

Shifting to the everyday, we continue to provide to Northfield a stable platform for the community to share news, information, and events. Here are some 2011 highlights in the areas of **content development, outreach and collaboration, and technical improvements.**

Content Development

Northfield.org has expanded our social media presence. We continue to provide a great source of up to the minute news around town with our front page "Tweets Around Town" feature. We have also begun using Facebook more extensively to highlight the great community created content on Northfield.org - we have an updated logo and profile, and are promoting our Facebook presence on the front page of the site. We currently have 150 "likes."

We continued our tradition of hiring college students to produce original content by hiring Marika Christofides as a citizen journalist. Rob Hardy and Cynthia Child worked closely with Marika throughout 2011 on a variety of original content. Some highlights include the following stories:

Buying Fresh Produce is a SNAP at Riverwalk Market Fair

<http://northfield.org/content/buying-fresh-produce-a-snap-riverwalk-market-fair>

This story highlights how produce at Northfield's Riverwalk Market Fair can be bought by individuals who participate in the Supplemental Nutrition Assistance Program. Northfield is

the 10th Farmers Market in the state to allow purchases from SNAP program participants.

Happy Anniversary, Northfield.org

<http://northfield.org/content/happy-anniversary-northfieldorg>

Marika researched the history of Northfield.org in advance of NCOs 20th Birthday party. Through online research and an interview with NCO founder Griff Wigley, Marika helped Northfielders understand the roots of NCO and Northfield.org.

Calling All Cooks

<http://northfield.org/content/calling-all-cooks>

One of Marika's first stories, *Calling All Cooks* previewed the soon to be open kitchen store The Measuring Cup. Throughout the year Marika conducted many interviews and profiled a variety of people and places in town.

Outreach and Collaboration

Northfield Citizens Online is always looking for opportunities to strengthen the community by using technology. In 2011, we continued our collaboration with the Northfield Grassroots Transit Initiative, culminating in the launch of go.northfield.org in May 2011, a centralized hub for community transportation information.

Northfield Citizens Online hosts the go.northfield.org website, and provides a prominent link on our homepage to the new transportation portal. Providing this information to the community fits in well with our mission *to create an electronic commons that strengthens the fabric of community in the greater Northfield area.*

Additionally, we continue to support the NDDC and the Chamber's efforts to strengthen Northfield by offering free promotional space for the "Be Local, Buy Local" campaign.

Technical Improvements

Nate and Adam have engaged in work behind the scenes to help Northfield.org scale as our database grows. We have worked to upgrade modules and plan for a likely move to Drupal 7 in 2012.

Additionally, we have rolled out a new commenting platform powered by Disqus. This allows us to let community members comment on Northfield.org content whether or not they have a Northfield.org account, while still limiting comment spam.

Statistics!!!

Statistics reported are for the period January 1, 2011 to December 31, 2011. On any given day, there are 503 visits to the site, and 1004 pages viewed. Our total page views are down approximately 10% from 2010. Some of this is due to the fact that 2011 didn't have any major event that drove traffic, such as the flood in 2010, but it may be indicative of a larger trend. We'll keep a close eye on the numbers in 2012.

Statistic	Number	Comments
Visits	183,725	Visits are browsing sessions lasting up to 30 minutes.
Absolute Unique Visitors	85,856	
Page views	366,467	

