

Northfield Citizens Online (NCO) - 2013 Annual Report

Presented January 22, 2014

2013 Board Members

Amy Acheson (Treasurer), Brenton Balvin, Corey Butler, Tami Enfield, Rob Hardy, Jane McWilliams (Secretary), Kathy Ness (Vice-Chair), Leah Rich, Christopher Tassava, and Nathan White (Chair).

Treasurer's Report

Northfield.org, as of the date of this report (Jan 22, 2014), has \$2054.88.

Activities and Accomplishments

This year, in addition to our core activities of publishing news and events submitted by Northfielders, Northfield.org engaged in a process of strategic planning.

Strategic Planning Working Group

We formed a workgroup, "What's Next for Northfield Citizens Online," comprised of both board members and volunteers, that was charged with providing short and long-term recommendations to the board to guide the organization in the coming years.

The group met throughout the Spring and Summer, conducted two focus groups representative of the Northfield population, and proposed a document, "What's Next for Northfield Citizens Online." The document can be found here:

<http://northfield.org/files/WhatsNextforNorthfield.org-3.pdf>

The document was approved at the Nov 20, 2013 board meeting.

Ward 4 Special Election

Northfield.org has a record of providing candidate information to inform voters. This year, there was a special election for a Ward 4 City Councilor. Northfield.org partnered with the League of Women Voters to develop a set of relevant questions, and posted candidate profiles on the site. All three candidates participated, and both the Northfield News and Patch linked to our comprehensive candidate information.

Statistics!!!

Statistics reported are for the period January 1, 2013 to December 31, 2013. On any given day, there are 307 visits to the site, and 510 pages viewed. Visits to the site are down 30% compared to 2012 - a significant drop.

Statistic	Number	Comments
Visits	112,130	Visits are browsing sessions lasting up to 30 minutes.
Absolute Unique Visitors	53,699	
Page views	186,167	

Interestingly, if you break down the visits into device type, what you see is a huge decrease in desktop visits, while mobile and tablet visits are actually increasing.

Statistic	2012	2013	% Change
Desktop Visits	140,516	87,239	-37.9%
Mobile Visits	11,442	13,308	+16.3%
Tablet Visits	8,897	11,539	+29.7%

We are also growing our influence on social media considerably. We started the year with 202 likes and are now at 272, a 35% increase. We have 315 followers on Twitter.

It is clear that thinking beyond the desktop visit paradigm is essential to connecting with Northfielders in 2014 and beyond.