Mission Statement

The SMGA website will play a crucial role in communicating with members, promoting & operating tournament events and providing important information. The "website" will be online cooperative environment that includes SMGA Website, Golf Genius and the Chelsea System.

Ultimately, the SMGA website will provide valuable, up to date information to all SMGA members. It will improve SMGA Board communication and transparency, streamline SMGA events operation, entice new members and increase the Sponsorship value proposition. The website, to the highest degree possible, will be supported by various SMGA members without significant technical training.

Goals

The general, long-term goals of the site are:

1. Utilize the platform provided by AZGA
2. Maximize the power of Golf Genius for event management
3. Greatly reduce paper-based processes and communication
4. Provide timely and pertinent information to the members
5. Publicize the SMGA Board (and committees) and their efforts
6. Present access to external resources
7. Selectively use commercially available tools when appropriate
8. Create ubiquitous presentation on PC, tablets and mobile devices
9. Securely display member and internal information

By working through a progressive, iterative process to achieve these goals the new SMGA website can effectively serve its members, promote tournament play and increase member engagement.

Short-term Objectives

The short-term objectives of the site are:

- Switch HOA1 website references to the new site when "ready".
- Replace the MEMBERSHIP DIRECTORY HANDBOOK.
- Replace the existing SMGA website no longer supported on WIX.
- Leverage features of Golf Genius, over time as appropriate, to improve event management

Proposed Content & Features

For development purposes, here are the content and the features that will be incorporated into the SMGA Website and the features that will be leveraged in Golf Genius and Chelsea.

Definitions:

Short-term: These features will likely be included in early releases of the website.

Long-term: These features need future discussion and evaluation for later releases.

Website

The public website domain name will be smga.azgolf.org.

Home/Landing Page

Short-term

1. Display a welcome message and overview of the SMGA.
2. Display important upcoming events or tournaments.
3. Display a hot news flash.
4. Display the SMGA annual calendar of events.
5. Ensure the website is mobile/tablet-friendly.
6. Link to HOA1 site for details about SaddleBrooke HOA1 golf courses, including course layouts, amenities and contacts.

Home/Landing Page cont.

Long-term

7. Highlight recent or notable achievements of association members.

8. Special messages (president, BOD, pro shop, sponsors, and more)

9. News from Pro Shop: delays, closings, pin zone, sales, etc.

10. What's new on the site.

Board of Directors and Committee Page (Who We Are)

Short-term

1. Board of Directors with pictures and contact information (Email, telephone #)

2. Committee Chairman with pictures and contact information (Email, phone #)

3. A "Volunteer Now" button with application from.(Email form)

Long-term

1. Create informative bios detailing the expertise of the individuals leading the organization.

2. Committee section with information on the leader, committee members, goal(s), scheduling, progress, impact to members, achievements, etc.

3. Tools for managing volunteers and committees.

Membership:

Member Directory:

Short-term

1. Display a password (shared) protected member directory with search capabilities (sourced from Golf Genius).

2. Allow SMGA members to connect with each other (Email, telephone #)

3. Display a "Forgot Password" button (Email form).

4. Display a link to AZGA to join AZGA and SMGA.

Member Directory cont.

Long-term

1. Direct link to existing Golf Genius member directory.

2. Allow registered members to update their profile information within Golf Genius.

3. Allow Members to request removal from the directory.

News and Updates:

Short-term

1. Display announcements, upcoming events and articles related to the SMGA.

2. Ace Makers – hole in one announcements

3. Show results of major tournaments sourced from Golf Genius.

Long-term

1. Display photos of winners.

2. Link to SB food & Beverage website/page.

3. Link to SB Pro Shop website/page.

4. Shift to Golf Genius.

5. Simple member's marketplace.

Document Repository:

Issue: Need to review all documents and update as needed.

Short-term

1. Download all documents from WIX site – Completed.

2. Create a secure, logically organized, area for appropriate documents such as bylaws, meeting minutes, and important forms

3. Allow members to easily access and download these documents.

Long-term

1. Allow authorized document stewards to manage documents and retention.

2. Allow for topical and direct link to pertinent document(s).

How To:

    Short-term

1. Display links to pertinent sites like USGA, AZGA, SB1 home site, etc.
2. Display helpful content (text) for:
    - 2.1.   Score posting situations.
    - 2.2.   Pertinent PC/Tablet/Mobile setup.
    - 2.3.   Using GHIN
    - 2.4.   Golf Genius instructions
    - 2.5.   Chelsea Explained

    Long-term

1. Add video lessons.

Sponsors

Sponsorship Value Proposition

Issue: Need to firm up and understand the 2024 sponsorship program.

    Short-term

1. Display current sponsor's "flash".
2. Link to sponsor's website.
3. List of sponsor's information, point person, website, phone #, etc..

    Long-term

1. Live chat.
2. Promotional videos.
3. Send Email to sponsor contacts.
4. Member suggestions for sponsors (Email form)
5. Coupons

Other

Optional Features

Note: Items up for discussion.

Privacy Policy/Statement

Formalize and publish the SMGA privacy policy.

Social Media Integration:

1. Connect the website to social media platforms to share updates and engage with members.

2. Include social media feeds or share button

Handicap Tracking:

1. Include a feature for members to track handicaps online by linking to the GHIN app.

2. Provide information via "extract" from GHIN on handicap calculations and rules.

Pro Shop Account

Link to or display member credit account with Pro Shop. Requires coordination with Pro Shop.

Golf Genius

Features & Functions

Note: Need to coordinate with Tournament Committee & the Pro Shop.

Short-term

1. Enhance the understanding of and use of the available features. Tournaments results & statistics, events calendar, registration, past winners, member achievements, etc.

2. Simplify the registration process for events

3. Share updates, announcements, upcoming events and articles.

4. Simplify the Chelsea tee sheet load process

Golf Genius cont.

Long-term

1. Implement email newsletters, push notifications
2. Create forums to facilitate communication between association members.
3. Automate the Chelsea tee sheet load process

Chelsea System

Features & Functions

Note: Need to coordinate with the Pro Shop.

Short-term

1. Leverage current Chelsea functions.

Long-term

1. Shift event sign up process to Golf Genius.
2. Load "tee sheet" into Chelsea.

By incorporating these features over time, the SMGA website, along with Golf Genius and Chelsea System, can effectively serve its members, increase participation in SMGA events, drive sponsorship engagement, promote the SMGA and enhance membership engagement.

Addendum

Website Team: Vinnie Ryan (GG), Merritt Harrington(website), Peter Wright (support) & Terry Edwards (boss man)

Support Email: SMGAwebsite2024@gmail.com.

A shared, secured drive has been created to store website content such pictures, logos, images and documents. This drive will be backed up weekly to offline storage. Access will be granted as needed.

All content has been downloaded from the old WIX site.