APA California 2020-2021 Communications & Administration Needs

Activity/Need	Implementation Priority	Users/Audience	Current Platform	Proposed Platform	Alternate Platform	Alternate Platform
@apacalifornia.org email addresses	High - can help with consistency, ph	Board, Staff	None	Google Suite	Microsoft Outlook	
Shared calendar	High – none existing	Board, Staff	None	Google Calendar	Microsoft Outlook	
Email Lists (Section liaisons, i.e. PDOs)	High - none existing	Board, Staff, Sections	None / Ad Hoc / Roster	Google Groups		
Shared files	High/Medium - have website	Board, Staff	None (login to apacalifornia.org for some items)	Google Drive	Microsoft Outlook/Teams	
Project management	Medium - needs discussion	Board, Staff	None	Discuss need, consider user adoption	Microsoft Teams	Slack
News for non-members	Medium - needs discussion	Non-Members	Social media	MailChimp	Constant Contact	
Web Site	Medium - under discussion	Board, Staff, Sections, Members, Non-Members	Digital Gear	TBD		
Learning Management System	Medium - under discussion	Board, Staff, Sections, Members, Non-Members	YouTube	TBD		
Board member news/announcements	Medium - using email	Board, Staff	Email	Google Group	Microsoft Outlook	Slack
Group discussion	Medium - using email	Board, Staff	Email	Google Group	Microsoft Teams	Slack
Day-to-day staff communication	Medium - using email/phone	Board, Staff	Email	Discuss need, consider user adoption	Microsoft Teams	Slack, Pronto, Trello, Beekeeper
Webinars	Medium - using Zoom as of 6/20	Members, Non-Members, Sections	Zoom	No change proposed	GoToWebinar	
Meetings	Medium - using Zoom as of 6/20	Board, Staff	Zoom	No change proposed	Google Meets	GoToMeeting
Elections	Medium - using National's system, it	Members	DirectVote (National's platform)	Discuss need		
Awards submittal	Medium/Low - Google form for 202C	Members, Non-Members, Sections	Google Forms (new)	TBD for 2021	SurveyMonkey Apply	Typeform
Other surveys/polls	Low - discuss need	Members, Non-Members, Sections	SurveyMonkey	Discuss need	LimeSurvey	Typeform
Conference registration/information	Low - have 5-year contract	Members, Non-Members, Sections	CVent (5-year contract)	No change proposed	N/A	N/A
Announcement/event notifications	Medium - using email	Board, Staff, Sections	Google Forms (new)	No change proposed	N/A	N/A
News for APA members	No change proposed	Members	MailChimp	No change proposed	Constant Contact	
Non-conference event registration	See Julia's proposal for LMS/MMS					

Comments/Questions Received

- Is there a cost savings if purchased at scale?
- Ideally sections & Chapter use the same tools
- Is there a cost savings for non-profits?
- Can sections use CVent to host event?

Section Tools	Use Instances
Google/G Suite	20
Constant Contact	9
Email	7
Zoom	7
GoTo Meeting	3
Eventbrite	2
SurveyMonkey	2
Typeform	2
Mailchimp	1

Product	Email	Calendars	Word Processing	Spreadsheets	Presentations	Publishing	Databases	Storage	Filesharing	Meetings/ Collaboration	Cost/User/ Month	Annual Contract	Nonprofit Discount?	Annual Cost for 30 Users
Google Suite	Gmail	Calendar	Docs	Sheets	Slides			Drive - 30 GB	Drive	Meet/Currents	$6	N	Y	$2,160
Google Suite	Gmail	Calendar	Docs	Sheets	Slides			Drive - Unlimited	Drive	Meet/Currents	$12	N	Y	$4,320
Microsoft 365 Business Basic	Outlook	Outlook	Word	Excel	Powerpoint	Publisher	Access	OneDrive	Sharepoint	Teams	$5/$6	$6 monthly	Y	$2,160
Microsoft 365 Business Standard*	Outlook/Exchang	Outlook/Exchang	Word	Excel	Powerpoint	Publisher	Access	OneDrive	Sharepoint	Teams	$12.50/$15	$15 monthly	Y	$5,400

*Includes desktop software

Nonprofit Pricing Eligibility:

https://www.google.com/nonprofits/offerings/g-suite/#!#gsuite-pricing

https://www.microsoft.com/en-us/nonprofits/eligibility