







WOII HOA COMMUNICATIONS ANNUAL REPORT 2024

Prepared June 28, 2024 by Mellanie Hunter

This report presents the accomplishment and performance of communication and promotional activities completed on behalf of WOII Homeowners Association **between 6/10/2023 and 6/28/2024**, offering insights into engagement, reach, and effectiveness.


Email Subscribers
 **339**


Total Households
 **279**

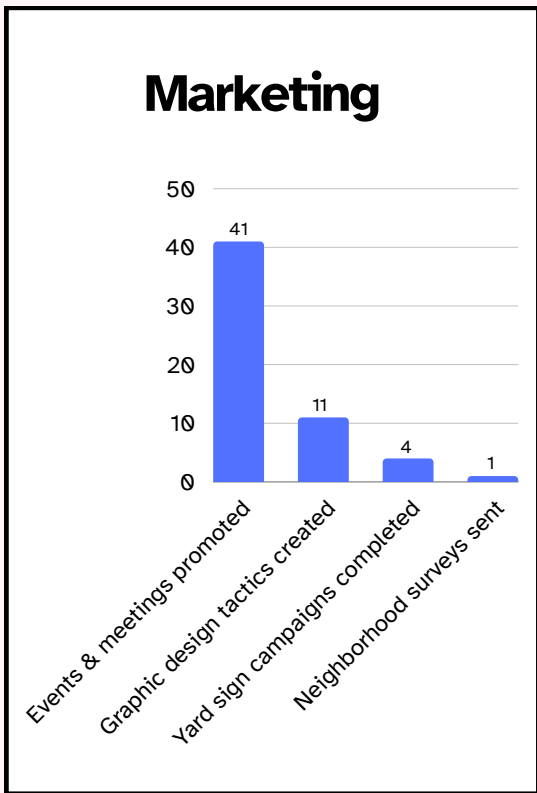
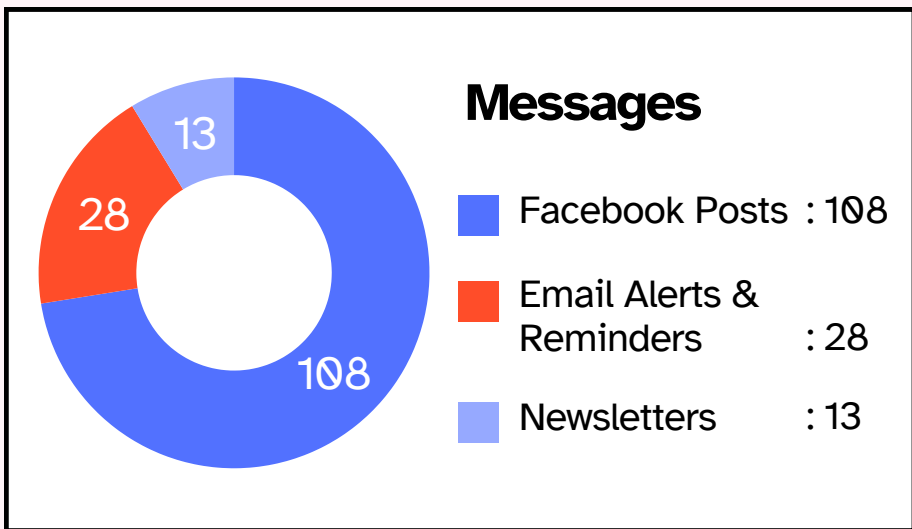

Events Promoted
 **41**

Communications Director





Responsibilities:
Manages resident communications, data, and technology. Writes and sends newsletters, social media posts, and email announcements. Creates branded forms, documents, and graphic materials for elections, events, and meetings. Keeps website and online voting site up to date and user-friendly. { ~10-12 hours / month }


Mellanie "MJ" Hunter




Emails


Top Open Rate 78.2%


Top Click-thru Rate 21.5%


Email Subscribers vs. Total Households 127.44%


Subscription growth ↑ 29.9%

- ### Achievements
- Performed ongoing website maintenance
 - Decluttered Records webpage
 - Added new Great Room webpage
 - Separated Great Room Reservation and Neighborhood Events Calendars
 - Created annual election paper ballot
 - Provided technical support functions
 - Designed this gorgeous infographic report

