HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

Technology Plan
2015/2016

Vision

The Hilton Head Island • Bluffton Chamber of Commerce (HHI/BCC) is dedicated to providing world-class service to our members, visitors and residents. Our vision is to leverage the latest technologies to continually enhance our communication, increase efficiencies, and provide the greatest value to our members, visitors and our community.

Mission

Mission Statement - Advance the common interests of our membership, stimulate the expanding regional economy and enhance the quality of life for all.

Technology Team (key personnel and decision-makers)

Bill Miles, President & CEO   Connie Killmar, Assistant to the President
Ray Deal, Controller   Mike Riedel, Riedel Computer Services
TBD/Internet Services Manager

Scope

The technology plan was developed based on a 3-year plan. The plan is reviewed on an annual basis and revised as technology advances and the needs of the Chamber and our members change.

Statement of Existing Conditions

- HHI/BCC serves its membership and the community from three locations:
  - Headquarters on Hilton Head Island, SC
  - Satellite office in Bluffton, SC
  - Website
- Entire staff is equipped with networked desktop computers, as well as resources for printing, copying, faxing, texting and group emailing
- Three laptops, 6 IPads and one portable LCD projector are available for presentations or other off-site use as needed
- Dedicated server room located in the headquarters
- Sonicwall firewall and Microsoft anti-virus software are deployed for network security
- Internet access is provided in all locations via high speed DSL; secure wireless availability
- Small Business server utilized for file storage, shared drives and key software applications
- Email is accessed through Outlook on workstations, as well as through a web portal for remote access
- Office 365 is used for Email Security and spam control

- Some employees use *LogMeIn* or *GoToMyPC* for access to their workstations and network resources while in the field or at home
- Employees working in the Bluffton satellite office access network resources through a *LogMeIn* to a computer located in the headquarters
- We are exploring the implementation of Microsoft 10
- Daily backup provided with Carbonite Server Backup to an external hard drive and to the cloud for offsite backup
- Headquarters utilizes an analog Nortel Phone System with a PRI circuit to allow for direct inward dialing to facilitate call flow and access to key personnel.
- Community board room (capacity for 50 people) at headquarters equipped with a modern audio/visual presentation system, which is networked to television screens in the lobby and a conference room:
  - Draper Cineplex rear projection screen (6' x 8') flanked by a 40" Sony hi-definition LCD television on each side
  - Touch screen access control to Samsung DVD Player, 2 Sony VHS VCRs, a networked computer with Internet capabilities, a Kodak Ektagraphic III AMT slide projector, an NEC MultiSynch LCD projector, and Polycom videoconferencing equipment
  - Board room table wired for voice and data integration into the presentation system (5 microphones built into the table/ 16 ceiling speakers)

Network Support

HHI/BCC has maintained a trusted relationship with technology partner and Chamber member, Riedel Computer Services, for hardware, networking, and IT support for the past 20 years. Riedel provides both remote and onsite service.

Hardware & Software

- **Workstations** - For the past several years, HHI/BCC has utilized and maintained workstations designed for the specific needs of the individual users according to their job function. Beginning in fiscal year 2015 – 2016, we will commence a 2 year replacement plan to upgrade all of our workstations with business class machines built around a standard platform and equipped with sufficient capacity to carry our needs for the next three to five years.

- **Servers** - The core of our network comprises a Windows Server 2012 R2 and a Terminal Server. The 2012 Server provides, centralized file management, and houses our primary software applications. The terminal server provides employees in satellite locations with access to a variety of network resources. In fiscal year 2017 – 18, we have budgeted for the replacement of the Windows Server 2012 with a more robust machine equipped with the most current version of Windows Server software.

- **Software** – With a diverse array of job functions, HHI/BCC staff uses a variety of software applications on a daily basis. One of the primary goals of upgrading the workstations is to streamline training and simplify network management by standardizing operating systems, MS Office products, and other applications where possible. Core applications:

Accounting & Financial Control – Peachtree by Sage
CRM & Event Management – Ungerboeck Systems

Telephony

The HHI/BCC currently utilizes a separate analog phone system at each of our locations. While each system provides basic features, we are currently investigating VoIP technology for more advanced features to improve how we communicate. The ideal solution will wrap all locations into one seamless centrally managed system that integrates email and cellular communication.

Website

- **Overview** – www.hiltonheadisland.org is the face of HHI/BCC on the web. Hundreds of pages of information, brought to life with text, pictures and video, serve as a comprehensive resource for chamber members, area businesses, residents & visitors, and anyone interested in Hilton Head Island and the Lowcountry. Primary sections include the *Vacation & Visitor's Guide*, *Chamber of Commerce*, and *Meetings & Groups*.

- **Design & Management** – The chamber's website is managed by Verb Interactive, an Internet marketing consulting and web services firm, as well as an in-house Internet services manager. Verb handles the large projects and recommendations on site changes, as well as programming and design. The Internet services manager handles day-to-day website changes, chamber programs on the site, as well as coordinating projects with Verb.

    We are currently investigating options for a content management system for the website that would allow staff members to update their department's pages on the chamber's website without detailed knowledge of source code. This would eliminate the need to go to the internet services manager for frequent content changes. Until further information is gathered, we have not provided a specific budget for this upgrade.

- **Internet Marketing** - The Internet services manager meets with Verb Interactive monthly to review search engine optimization strategies for the next month, and then carries out the plans.

Staff Training

Staff training is a critical element of operations as we further our use of technology to enhance our organization. In-service training is provided so that staff members are informed, educated and comfortable with new programs. Professional trainers are hired for in-house training on specific software, and local college courses at the University of South Carolina Beaufort and other seminars are utilized as necessary. Both Ungerboeck and Verb provide answers to questions whenever necessary and formal training for an additional fee.

Technology Budget – 3 year

Our TENTATIVE capital budget for FY2015-16 is as follows:

12 Workstations	$13,488.00	(1/2 of Chamber total)
Carbonite Backup	$1,299.95	
MS Office 365	$7,835.52	
Sonicwall	$500	
Installation	$2,250	
Misc. Software Upgrades	$2,500	
Misc. Hardware	$1,000	
Total	**$28,873.47**	

Our TENTATIVE capital budget for FY2016-17 is as follows:

12 Workstations	$13,488.00	(1/2 of chamber total)
Carbonite Backup	$1,399.95	
MS Office 365	$7,835.52	
Sonicwall	$500	
Installation	$2,250	
Chamber laptop replacement	$1,500	
MS Office Upgrade	$2,280	
Misc. Software Upgrades	$2,500	
Switch replacement (2)	$750	
Misc. Hardware	$1,000	
Total	**$33,503.47**	

Our TENTATIVE capital budget for FY2017-18 is as follows:

Ungerboeck/File Server	$10,000.00
Carbonite Backup	$1,399.95
MS Office 365	$7,835.52
Sonicwall	$500
Installation	$2,250
Misc. Software Upgrades	$2,500
Misc. Hardware	$1,000
Upgrade Wireless units	$700
Total	**$26,185.47**

Technology Policies

Employee Email and Internet Usage Policy

The Hilton Head Island • Bluffton Chamber of Commerce provides associated with Internet access to help each do their jobs. This policy explains our guidelines for using the Internet and email.

All Internet data that is written, sent, or received through our computer systems is part of official HHI/CC records. That means that we can be legally required to show that information to law enforcement or other parties. Therefore, staff should always make sure that the business information contained in Internet email messages and other transmissions is accurate, appropriate, ethical, and legal.

The equipment, services, and technology that is used to access the Internet is the property of HHI/BCC. Therefore, we reserve the right to monitor how the Internet is used. We also reserve the right to find and read any data that is written, sent or received through the online connections or is stored in the chamber's computer systems.

Associates may not write, send, read, or receive data through the Internet that contains content that could be considered discriminatory, offensive, obscene, threatening, harassing, intimidating, or disruptive to any employee or other person.

Examples of unacceptable content include (but are not limited to) sexual comments or images, racial slurs, gender-specific comments, or other comments or images that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

HHI/BCC does not allow the unauthorized use, installation, copying, or distribution of copyrighted, trademarked, or patented material on the Internet. As a general rule, if associates did not create the material, do not own the rights to it, or have not received authorization for its use, they may not put the material on the Internet. They are also responsible for making ensuring anyone who sends them material over the Internet has the appropriate distribution rights.

If associates use the Internet in a way that violates the law or HHI/BCC's policies, they will be subject to disciplinary action, up to and including termination of employment. They may also be held personally liable for violating this policy.

The following are some examples of prohibited activities that violate this Internet policy:
- Sending or posting discriminatory, harassing, or threatening messages or images
- Using the organization's time and resources for personal gain
- Stealing, using, or disclosing someone else's code or password without authorization
- Copying, pirating, or downloading software and electronic files without permission
- Sending or posting confidential material, trade secrets, or proprietary information outside of the organization
- Violating copyright law
- Failing to observe licensing agreements

- Engaging in unauthorized transactions that may incur a cost to the organization or initiate unwanted Internet services and transmissions
- Sending or posting messages or material that could damage the organization's image or reputation
- Participating in the viewing or exchange of pornography or obscene materials
- Sending or posting messages that defame or slander other individuals
- Attempting to break into the computer system of another organization or person
- Refusing to cooperate with a security investigation
- Sending or posting chain letters, solicitations, or advertisements not related to business purposes or activities
- Using the Internet for political causes or activities, religious activities, or any sort of gambling
- Jeopardizing the security of the organization's electronic communications systems
- Sending or posting messages that disparage another organization's products or services
- Passing off personal views as representing those of the organization
- Sending anonymous email messages
- Engaging in any other illegal activities
- Accessing social networking websites at work (Myspace, FaceBook, etc.) for personal reasons.

Privacy Statement (Website)

This website, www.hiltonheadisland.org is owned and operated by Hilton Head Island-Bluffton Chamber of Commerce. We are strongly committed to protecting the privacy of our website users. The intent of our privacy statement is to inform the user about the information that may be collected about visitors to our site, how we use that information, and about our disclosure practices.

Hilton Head Island-Bluffton Chamber of Commerce is committed to high standards that require honesty, integrity and fairness. Hilton Head Island-Bluffton Chamber of Commerce will collect no personal information about associates unless they choose to provide that information to us. We do not use techniques that collect personal information about associates without their knowledge and permission. Individuals have the right to decline to have any information collected or transferred for marketing purposes.

What Happens to Your Personal Information
All personal information that is collected on our website is stored in a secure location. At no time will we solicit personal information to third party vendors without prior consent, as best practices protect the privacy and confidentiality of our website visitors.

What About Spam?
Subscribers will not receive any unsolicited emails or correspondence if they have not provided Hilton Head Island-Bluffton Chamber of Commerce with prior permission. From time to time we may use email as a way to communicate with our website visitors; however, we do not send "spam" (unsolicited marketing e-mail). If individuals agree to receive email communications from our organization, every email message we send will include an email address to which they can respond. If at any time they decide they do not want to receive marketing email from us, they simply let us know and we will remove their name and email address from our mailing list.

When you Leave this Site
This policy discloses the privacy practices for our website. However, our site contains links to other sites. Once individuals link to another site, they are subject to the privacy and security policies of the new site. We encourage associates to read the privacy policies of all websites they visit, especially if they share any personal information.

Security Policy Users are prohibited from violating or attempting to violate the security of the site. By way of example, individuals are prohibited from (a) accessing data not intended for such user or logging onto a server or an account which the user is not authorized to access; (b) attempting to probe, scan or test the vulnerability of a system or network or to breach security without proper authorization; (c) attempting to interfere with service to any user, host or network; (d) sending unsolicited mail, including promotions and/or advertising of products or services.