
Communications & Branding

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This is a preliminary release of a report to the Sangre de Cristo Ranch Owners, Inc. organization board of directors on potential options for improvements to SCRO communications, both internal administrative, and to the general public. It also includes the topics of SCRO branding and community wildfire mitigation suggestions.

Communications

For any group to work together effectively, communications between members must be easy to engage in without administrative burdens or strict protocol rules for ideas to be shared and developed within a process of continuous discovery and improvement to achieve an end result that is successful.

Ideally, this is done face to face on a daily basis. Since SCRO is a strictly volunteer group, members have individual responsibilities outside the SCRO environment which take priority so this must be accounted for. Additionally, members use different devices in the course of the day so finding a common platform everyone can use should be:

- Ubiquitous
- Free
- Responsive

The clear choice would be a internet (web) based solution that works on universally available platforms everyone already uses.

Currently, the members of the board and others are using e-mail to exchange messages and content. As I mentioned earlier on 8-12-25, "Using email is what we have for now but we will get buried in messages over time and easily lose track of action items vs minutia."

As of today, I have received and sent 85 email messages over the past 3 weeks, with simple subject descriptions that don't convey much detail of what 's inside.

Email works for now but has limitations so it needs to be augmented with something more that can be used between members and also include dues paying members and the general public. It also has to be accomplished in a managed way.

The SCRO web site, <https://www.scrocommunity.org/> is already a huge outreach platform with dedicated pages / links for the following:

- Payment & Contact Information
- Board Members
- Local Business
- Minutes & SCRO Information
- Frequently asked questions
- Helpful Links
- Calendar & Upcoming Events
- Picture Gallery
- Bulletin Board
- Fire Restrictions
- Local Weather

These can be reorganized better. More importantly, the site can be made to focus on the prime benefits it offers as a non-profit with the purpose of social well-being for this community. I suggest adding blog pages for the VIP du Jour (a willing SCRO member each month) in addition to all board members. A few more ideas...

A basic link directory page for government and community organization sites members and the community in general might need, organized by purpose.

A members business directory page is a good perk for paying members. Listings are free. For everyone else, send them here: <https://claz.org/> or here: <https://www.yellowpages.com/>

There should be a page for education resources for home schooled kids and adults to learn tech and vocational skills that are not available in this area. Offer workshops on selected topics when a space becomes available to do that on a regular basis.

Add a members forum to promote community engagement. From:

<https://satisfyhost.com/blog/10-best-forum-software-free-open-source/>

“Online communities are vital for knowledge sharing and support. They bring together individuals with common interests. Forums create spaces for discussions, aid in building relationships, and serve as platforms for learning and collaboration. Below are key benefits of establishing an online forum:

- **Knowledge Exchange:** Users can share insights with peers globally.
- **Support Networks:** Communities become go-to resources for help.
- **Networking:** Members build valuable professional and personal connections.
- **Content Creation:** Forums generate a wealth of user-driven content.”

Since the existing site was built with Wix, they offer this:

<https://www.wix.com/blog/best-forum-software#viewer-elr6p>

“Forums can serve as a way to simply bring your audience together, or as a source of feedback and inter-user support. Regardless of what purpose you aim for these [types of websites](#) to serve, one of the most gratifying results is always the strengthened sense of connection between users and your product or services. Take a look at this selection of the best forum software available and start planting the seeds of your future thriving [online community](#).”

This is a long term project to add something like this, but it will add a huge impact to the site. As I mentioned earlier... “The list goes on and on. I think a SCRO member forum ranked by subject would be good for community discussions, rants & general NSFW threads but it should be moderated and that can be beyond anyone's job description. On the other hand, it might amusing to read and board members can interact with the public if they dare.”

A forum can have board only pages where we can have ongoing working sessions regarding projects and discussion threads that are organized by topic.

Another “must have” are links to SCRO accounts on social media and especially YouTube for video content. The site needs a set of links on relevant pages that users can access:

FOLLOW US



I also suggest the SCRO site employ some sort of analytics to track usage. This is one:

<https://marketingplatform.google.com/about/analytics/>

I know this sounds a bit much for a small community site, but learning from building a top-notch web site is something SCRO can expand on and invite the community to participate in as a shared project. I suggest that an official communications officer board position be considered in addition to the other admin spots. It's clearly a full-time job by itself and could require hiring one or two part time helpers for content creation...

The Piñon newsletter has been published and delivered to members on a biannual basis. I do not know when the last version was sent out, but I suggest it be replaced with a monthly version that can be downloaded or emailed in PDF form. Only SCRO members could receive it if that needs to remain a members only publication.

In conclusion, we have many communications options available to each of us with our own preferences on how they are used. Those will always be there. The SCRO website is also there for us to create something amazing with. It's a shared project and will evolve but it needs to be the prime communications portal for the organization.

Branding

The only thing I could find that could be considered a logo was the art from the Piñon newsletter:



It has a historical precedent as being used in that publication and I used it for the above graphic. The source image I used was a low quality screenshot so it can be improved with the actual artwork from the publication.

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