

# Unity 9 PAC Communications Infrastructure Recommendations

From [Ken Granderson](#)

## Goal:

- Ensure PAC Members can communicate efficiently and information is managed and available in a highly organized manner.

## Critical Success Factors:

- Ease of Use
- Broad Availability Across Devices
- Free / Low-Cost Tools
- Use Mature, Reliable Services
- Use the Best Tools for Different Jobs
- Ensure that Participants can arrive at any point in the timeline and easily get caught up
- Maximize Efficiency by fully supporting asynchronous activity and document sharing as well as meetings

## Recommended Tools:

### Central Communication Platform:

#### WhatsApp:

Has Community feature that can group sub-channels under parent entry

Ideal for real-time messaging as well as post now / read later

Create different Community channels for each candidate being supported, for committees / areas of focus like events, social, etc and common channels for announcements and general discussions.

Available on desktops, smartphones and tablets

## Document Sharing and Collaboration:

### **Google Drive**

Offers collaborative editing for documents, spreadsheets, and presentations. Useful for drafting reports, sharing resources, and keeping track of tasks.

## Video Conferencing:

### **Zoom**

Reliable for large meetings and has breakout room features useful for splitting into smaller group discussions.

## Calendar and Scheduling:

### **Google Calendar**

Useful for scheduling meetings, deadlines, and reminders. A single common user account / mailbox can be shared among leadership, and team members invited to events from this account.

### **Google Groups**

Groups can be used to simulate Committee mailboxes, and team members can be added to the Groups to implement email-based group messaging.

## File Backup and Security:

Handled by Google Workspace

## Collaborative Research and Note-Taking:

Otter.ai or other meeting recorders

## Feedback and Surveys:

### **Google Forms**

Useful for collecting feedback, opinions, and data from members.

Integrated into Google Workspace

## Email Communication:

### **Mailchimp**

For sending out newsletters or large-scale communications to all members or specific committees.

Need to research costs

## Website for Public Engagement:

### Register Custom Domain

If not already done

### Use WordPress

Simple theme / template / plugin-based website to inform the public about the PAC's work, candidates, etc.

### Website Outline:

#### *Home Page*

##### **Overview**

Brief introduction to the Unity 9 PAC, its history, mission, and objectives.

##### **Latest News/Updates**

Highlight recent developments, upcoming events, or key milestones.

##### **Quick Links**

Direct links to important sections of the site (e.g., About, Contact, Resources).

#### *About Us*

##### **Mission Statement**

Clarify the goals and intentions of Unity 9 PAC.

##### **History**

Brief history of Unity 9 PAC.

##### **Team Members**

Profiles of key committee members and staff.

##### **Partners and Supporters**

Information about partnering organizations and supporters.

#### *Our Organization*

##### **Committees**

Detailed information about committees, their focus areas, and current projects.

##### **Progress Updates**

Regular updates on the work and achievements of the PAC.

#### *Our Candidates*

##### **Federal**

List of federal candidates being supported, including short biography, why Unity9 PAC is supporting them, issues, history and links

## **State**

List of state-level candidates being supported, including short biography, why Unity9 PAC is supporting them, issues, history and links

## **City**

List of city-level candidates being supported, including short biography, why Unity9 PAC is supporting them, issues, history and links

## *Get Involved*

### **Volunteer Opportunities**

Information on how to get involved with Unity 9 PAC.

### **Events Calendar**

Schedule of upcoming meetings, public forums, and events.

### **Donations**

Information on how to financially support Unity 9 PAC and candidates.

## *News and Media*

### **Press Releases**

Official statements and news releases from Unity 9 PAC.

### **In the Media**

Curated news articles and media appearances.

### **Social Media**

Links to social media feeds with regularly updated insights, stories, and updates from team members.

## *Contact Us*

### **Contact Information**

Phone numbers, email addresses, and physical address.

### **Social Media Links**

Links to Unity 9 PAC social media profiles.

### **Feedback Form**

A form for visitors to leave feedback or ask questions.

## *FAQ*

### **Frequently Asked Questions**

Answers to common questions about Unity 9 PAC.

## *Accessibility*

### **Accessibility Features**

Options for font size, contrast, and other accessibility needs.

## *Legal*

### **Privacy Policy**

Details about user data handling and privacy.

### **Terms of Use**

Legal considerations for using the website and its content.