



# BYTES

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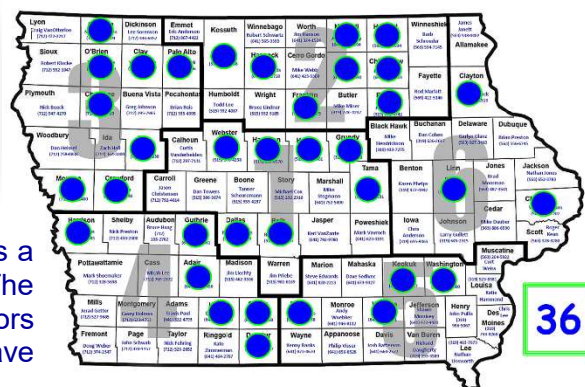
ISSUE 4

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## DEADLINE TO COMPLETE SURVEY IS SEPT. 25<sup>th</sup>



With the ICCS Fall Conference and other fall distractions looming, now is a great time to get your MCP.com Survey completed in Survey Monkey! The survey was distributed to all CCB Directors and MCP County Administrators on September 3<sup>rd</sup>, and we are much-appreciative of the 36 CCBs that have been proactive in completing this task to-date...many thanks! 😊

This particular survey is seeking input from **MCP County Administrators** from across the state about prioritizing the various administrative functionalities that they find to be essential/useful or antiquated/not used. As we move forward with renovations, improvements and expansion – an underlying top priority is the efficiency of a user's experience – by both the public and administrative users! The more input we have from ALL CCBs across the state, the better we can re-tool what we have and identify your needs for the future – Thanks for participating!

## 9<sup>th</sup> ANNUAL E-COMMERCE SUMMIT – October 18<sup>th</sup>

### Briggs Woods Conference Center – Webster City, IA

Plan to join us for this important annual networking and educational experience with your CCB peers from across Iowa! Additional information, an event flyer and online registration is all available via the link below – best part is that this is provided at NO CHARGE to your CCB participants. Special features for this years Summit include: Interpreting the Survey Results (from above); special Marketing presentation from Informatics Leadership; “State of the Site & Sneak Peek at 2024” by Hazelton; and a special session for CCBs interested in starting-up online bookings for events and/or facilities!



**REGISTRATION:** <https://www.mycountyparks.com/Org-Event/74/2023-MCP-com-E-COMMERCE-SUMMIT.aspx>



## MCP 101 FALL BASIC TRAINING – ONLINE in the ICCS ZOOM ROOM

**Wednesday, November 8<sup>th</sup> – 9:00 AM – NOON**

As promised this past winter during the reorganization of ICCS and MyCountyParks.com, we announced that we would endeavor to provide a couple of opportunities each year for new CCB Employees and other staff to obtain orientation / basic training / introduction to our ICCS website. Specifically, if you have new employees that have job duties that include administrative manipulation of the myriad of functionalities for your county's portion of MyCountyParks.com, and/or “The Portal” administrative section of our web presence – they should participate in this opportunity. This online session should last approximately 90-120 minutes, followed by a Q&A/Demonstration opportunity. **More Information & Registration -**

**REGISTRATION:** <https://www.mycountyparks.com/Org-Event/76/MCP-com-101-FALL-BASIC-TRAINING.aspx>



## STAY TUNED – COMING TO MCP.com IN A BIG WAY!

In addition to the many upgrades and expansions forthcoming, in the short term we will also see a major change for documenting statistical analysis of all the goings-on with visitation and use of our website! The installation of a corporate-level version of **Google GA4 Analytics and Tag Manager** will serve as an overarching collector of site data – set-up is anticipated soon! This should provide the statistical use data that we have all been hoping to have generated by the site for specific counties, facilities, overall site use, etc. 😊 😊 😊

## FALL COLORS ACTIVITY AWAITS YOUR PARK ASSIGNMENT!

A reminder that the new **“FALL COLORS”** activity that was installed on MCP.com in early August is still looking to add **YOUR PARK(S)** to our statewide listing & map! Kudos to the first 22 CCBs that have tagged this Activity to at least one of their parks – which means there’s a potential for another 77 counties to jump on this FREE marketing opportunity! 😊 We’re awaiting at least a 50% participation by CCBs prior to partnering with our friends with the Iowa Tourism Office! (NOTE: Once the activity is added to your park, it remains in the “Sort” for that Activity until it may be removed)



FALL COLOR ALERT!

### CRYSTAL LAKE PARK

FALL COLORS at Crystal Lake Park  
Enjoy the fall colors of southern Iowa with a stay at this Crystal Lake Park Estate!  
Locations  
Crystal Lake Park, 2040 20th St, Forest City, IA, 50436

### WHITEWATER CANYON

FALL COLORS at Whitewater Canyon  
This 500 acre wildlife management area of forest, stream, and riparian habitats is located just 10 miles west of Cherokee in southern northeast Iowa County. Watch the fall colors and enjoy the scenic views from the overlooks and the river.

### UHLENHOPP ARBORETUM

FALL COLORS at Uhlendorff Arboretum  
Check out the beautiful fall colors at Uhlendorff Arboretum!

### LAKE ICARIA

FALL COLORS at Lake Icaria  
Experience Lake Icaria's beautiful scenery and scenic views. FALL COLORS at Lake Icaria is a beautiful scenic area with a lake, forest, and scenic views. Put on your cozy boots and enjoy the scenic views of the lake and forest.

### PIONEER RIDGE NATURE AREA

FALL COLORS at Pioneer Ridge Nature Area  
Come explore the beautiful fall colors at Pioneer Ridge Nature Area! With 1000 acres and over 12 miles of trails, this area is a beautiful scenic area with a lake, forest, and scenic views. Put on your cozy boots and enjoy the scenic views of the lake and forest.

## Q.R. CODING YOUR EVENTS & OTHER URLs – VIA MCP.com 😊

If you are one of the 230+ folks attending the ICCS Fall Conference in Council Bluffs next week (Sept. 19-21) – you will have the **“Conference QR Code”** available for ALL the essential conference information! Various Agendas, Conference Programs, Business Meeting info. & IWLA Habitat Awards data – all quickly accessible via the code destination constructed in MCP!

😊 We have successfully been utilizing this option for the past couple of years at Winterfest, the ICCS Fall Conference and at ISAC meetings. Need one for something you are hosting or doing? Especially in the education arena? AND – they don’t have to be accessible to the public!

### QR Code Generator

QR Code Generator

Enter URL:

<https://www.mycountyparks.com/County/Iowa>

Generate QR Code

For EVENT codes, simply construct a “non-visible” Event in your ADMIN, and when completed – use the embedded **QR Code** generator within that particular Event. You will note in the example to the right that there are **FIVE links** within this code that users can click on – all going to various PDFs of information for the event. Additionally, we recently installed a general **Q.R. Code Generator within your County Admin** options (shown here on the left) that you can drop ANY URL address into and create a downloadable QR Code for your use! Our all-new MyCountyParks.com website in 2024 is specifically being designed for marketing, promotion and seamless ease of use by customers and Admins alike – QR code connections should also be an integral part of YOUR CCB’s future!



QR Code



## WORKSHOPS, CONFERENCES, TRAINING ..... and YOU!

Aside from the **“MCP.com 101”** and **E-Commerce Summit** learning opportunities on the horizon this fall – so too is the **Annual New County Conservation Employee School**, the **ICCS Fall Conference** and other **Division Training Workshops**! A well-trained, professional staff – current with industry standards and trends, should be a goal for which ALL employees and Board Members strive to achieve! Across the spectrums – your peers who plan, implement and host these opportunities for YOU are collectively working to allow us all to become better versions of ourselves – it’s OUR future – **participate!** 😊

