BYTES

From the Editor

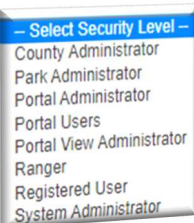*Thomas F. Hazelton, ICCS Internet Systems Administrator*

MyCountyParks.com has been "morphing around" in some shape or form since the original purchase of the URL in 2006 – shedding versions of itself as technology and financial support have allowed it to do so. 2023 finds us amidst the challenging task of a huge website renovation - that will "set the table" for years to come for our county conservation system's internet presence!

General Site Improvements:

1. Create SERVICE REQUEST / SUPPORT button functionality in the County Admin with required protocols. **(Priority)** (Currently using a fillable PDF document w/o ability to REQUIRE fields)
    a. To create a SERVICE REQUEST (or SUPPORT) form for the County Admin Role.
    b. The filled forms will be viewed by System Administrator.

For the past 18 months or so, we have received over 75 requests for improvements & new functionalities for the website. These have been reviewed, investigated and refined in consult with Informatics, Inc. – our host and developer for MyCountyParks.com. We now have a several phase, working document of prioritized mini-projects that will blend into the overall re-do of the website. The majority of these upgrades are administrative in nature – providing additional and expanded ease of use by both administrators and customers that utilize the website.

– Select Security Level –
County Administrator
Park Administrator
Portal Administrator
Portal Users
Portal View Administrator
Ranger
Registered User
System Administrator

The MCP.com website has **175,971** user profiles registered in the operational database. Most websites the size of ours would have a team of 5-8 specialists dedicated to management, maintenance and operations. From the beginning, we recognized the need for each CCB to have their own ability to develop & utilize their portion of the site to fit their local program & needs. For 2023 – we have **440** individuals that have some level of administrative privileges for working on the website, with the bulk of these being our **305 County Administrators**. Each of Iowa's 99 CCBs have at least one of these County Administrators *(that have full-access to ALL aspects of the functionalities for their county).* Due to scope of operations, and staff engagement with the website - some CCBs have more than 20. Over the past couple of years, we have noted that not all CCBs have a good transition plan – should their key MCP website person leave the CCB. If you are perhaps one the CCBs with only one "MCP-knowledgeable" person on staff – you should at least have one "under-study" person up-trained to a minimum level of understanding for your CCB's current utilization of the website?! ☺

mycountyparks.com

Soon there will be a new logo, new look, new features – and essentially an exciting **NEW Version 9.0** of the MyCountyParks.com internet presence! This **BYTES Newsletter** has been around since the launch of v1.0 edition of the website in 2009 – periodically sharing best practices and insights about the administrative inner workings and public side functionalities of the website. We are resurrecting this somewhat "retro-looking" edition one last time before it too takes on a new appearance ☺ We hope you find the information contained herein to be helpful and informative – and invite you to be in touch at any time: (319) 521-5952 / MCPAdmin@mycountyparks.org

TOOLS
Virtual Terminal
Upload Transactions
Recurring Billing
Fraud Detection Suite
Customer Information Manager

Fraud Detection Suite
Click on a filter or tool name below to configure settings.

VERIFIED Authorize.Net MERCHANT

We attended an online seminar on April 12th, hosted by our Payment Gateway provider, **Authorize.Net.** This session focused on "*Best Practices to Combat Card Testing*" and utilizing the options in your **Fraud Detection Suite** of your virtual desktop.
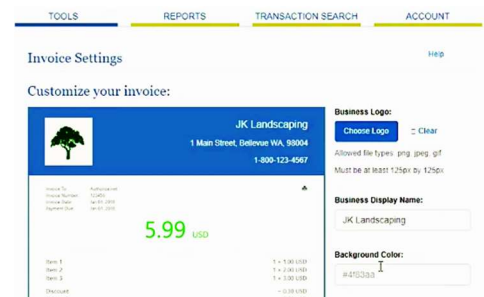
Filter Name		Allow	Allow, Report Triggered Filter(s)	Authorize And Hold For Review	Decline
Daily Velocity Filter	Enhanced AVS Handling Filter	○	○	○	●
Hourly Velocity Filter	Enhanced CCV Handling Filter	●	○	○	○
Suspicious Transaction Filter	Amount Filter	●	○	○	○
		●	○	○	○

Once you are logged in to your Admin for **Authorize.Net** – you will find a user-friendly selection of options, including a Set-Up Wizard to assist you.

Transaction Search
Setup Wizard
Customer Response
Email Notification

TOOLS   REPORTS   TRANSACTION SEARCH   ACCOUNT

Invoice Settings

Customize your invoice:

JK Landscaping
1 Main Street, Bellevue WA, 98004
1-800-123-4567

5.99 USD

Business Logo:
Choose Logo   Clear
Allowed file types: png .jpeg .gif
Must be at least 125px by 125px

Business Display Name:
JK Landscaping

Background Color:
#4f83aa

Upwards of 50+ CCBs have an **Authorize.Net Payment Gateway** for their work with MyCountyParks.com – Were you aware that you can **create custom invoicing** from your desktop that allow users or customers to click a link and pay directly online for your products / services. *(There may be a slight $3/mo. up-charge in your monthly billing!)*

YouTube

Authorize.net, A Visa Solution
@AuthorizenetAVisaSolution 2.77K subscribers 56 videos
We help make it easy to get paid. It's that simple.

LINK:
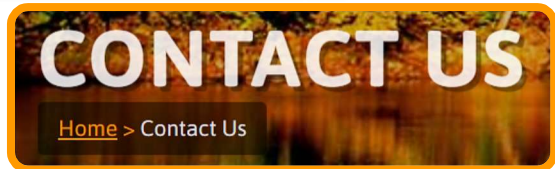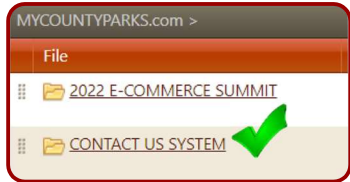https://www.youtube.com/c/AuthorizenetAVisaSolution

CONTACT US EMAILS / CONFIRMATION EMAILS – Over the past couple of months – we have worked with several local CCBs to troubleshoot either missing emails, or changes within their local email server environments. Generally, these issues come about due to circumstances within the county in some way as there are **NO WHOLESALE CHANGES** occurring with the MCP.com systems during this time. Your local email provider MAY have stopped providing support forwarding for an old email, your IT Dept. MAY have migrated hosting to a new server environment, etc. As a reminder – there are several places within MyCountyParks that automated emails are generated when certain functions occur: **1)** When a site user submits a "Contact Us" communication; **2)** When a customer reserves a park facility or registers for a program/event; **3)** When a site user makes an Online Donation to a CCB. When you change an email address on your end that may be connected with the website – please remember to check-in with Tom to confirm that we have your connections up-to-date with the proper information. *TO THAT END* – we have placed the current listing of ALL 99 MCP.com CONTACT emails in the IACCB Portal in the parent file "**MyCountyParks.com**", and subfile "**CONTACT US SYSTEM**". *(This listing, plus additional information is also attached to this communication)* **Please review this listing for your CCB's specific email** that is embedded within MCP.com – if it is CORRECT, you need to do nothing; if it is INCORRECT – please contact MCPAdmin@mycountyparks.org and provide us with the updated email address you would like these communications to go to!
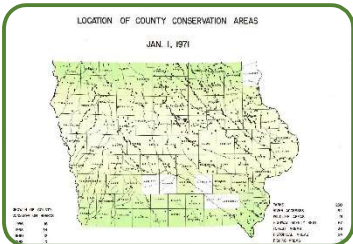
ALSO THIS MONTH – We wanted to let you know that our subscription for the software that hosted the online version of our *County Conservation Guide to Outdoor Adventure* on MyCountyParks.com has expired. Persons attempting to access the guide for the past several weeks have been met with the pop-up notice seen here to the left. (*The guidebook has been available via the link* "**Interactive Guide**" *at the top of every page of the website since 2013*.

We have successfully transferred the posting of our 242-page Guidebook to a new page on our MyCountyParks.**org** website – which has been re-connected with the "Interactive Guide" tab/link on MyCountyParks.**com**. It is directly available to anyone via the following link - **LINK:** https://www.mycountyparks.org/guidebook.html

This will only serve as a temporary "FIX" for access to this once-popular guidebook. A nearly two-year survey & discussion amongst CCB professionals at District and Division meetings about reprinting the guidebook has yielded near-zero interest in doing so. The book was last updated and reprinted in 2012. As the MyCountyParks.**com** website has evolved and morphed – we have always been in hopes that the website would eclipse the need for any future printings of a "guidebook" for Iowa's CCB system.

The current overhaul of the MCP.com website is being undertaken with the background knowledge of this need, and will not feature a connecting tab to the PDF "hard copy" in the new version. If you think about all the changes within the 99-CCB system over the past 12 years – you can grasp the scope of the out-of-date-ness of the "current" 2012 edition. While it may be approximately 80% accurate, and the maps relatively intact – there is certainly much information & data that is missing.

The "Guidebook" and its predecessor - "*The County Conservation Directory*" have been a printed staple available from the CCB statewide system since the mid-1960s – so, after a nearly 60-year existence…. it is time to defer to a readily-updatable new digital persona 😊

MCP.com UPDATED TO ALLOW LONGER EMAIL EXTENSIONS!

Earlier this April, **Polk CCB** first brought this to our attention when they had a person attempting to register for a program – but the website would not recognize her email address. Turned out that the email address ended with the domain extension ".**school**" – which is a 6-character extension and twice as long as the standard .edu, .org, .com, etc. Our investigation found that there is indeed significant expansion in this arena with more options for these extensions. There are numerous places on MCP.com where users may need to enter an email address to request more information, register for an event or to reserve a facility. As of April 24th, the website has been "retro-fitted" to allow for these expanded email addresses…..if something else mystifies you – let us know! 😊

CCBs INNOVATING NEW PATHS FORWARD

HARDIN CCB – Recognizing the need to better manage the issue of Service Animals in their cabins which have a "No Pets" policy, the HCCB established a **Pet & Service Animal Policy**. They then further incorporated a **Service Animal Registration** process utilizing Google Docs for the form & documentation. You can experience these features by checking out their **Hickory Cabin in Tower Rock Park** at the following MCP.com connection:

https://www.mycountyparks.com/County/Hardin/Park/Tower-Rock/Facility/Hickory-Cabin.aspx

• Pet & Service Animal Policy: No pets allowed in the cabins. A therapy animal is considered the same as a pet under the law and this policy, and therefore is not a service animal or service-animal-in-training. A service animal or service-animal-in-training is not a pet. A person with a disability has a right to be accompanied by a service animal or service-animal-in-training, provided the animal is under control, without being required to make additional payment for lodging. Renters who plan on bringing a service animal are required to complete a Service Animal Registration.

Related Items
- Cabin Rules and Rental Agreement
- Cabin Cleaning Checklist
- Pet & Service Animal Policy

HARDIN COUNTY Conservation

mycountyparks.com

Service Animal Registration

mcpadmin@mycountyparks.org (not shared) Switch account
* Required

Q. R. CODES - DESTINATION vs. DYNAMIC

And – don't mess with the navigation train! As referenced in earlier communications, the **QR codes** generated by MCP.com are known as **"Destination" QR Codes**. This means that once they are created – the navigation URL to that location cannot be changed as the particular URL is embedded in within the QR matrix.

EXAMPLE #1 – QR Code for a CCB's Home Page on MCP.com: These were created in 2011 to be printed in the *2012 County Conservation Guide to Outdoor Adventure*. They remain functional to this day as the URL to each CCB's home page has never changed *(See Adair CCB below)*

https://www.mycountyparks.com/County/Adair.aspx

EXAMPLE # 2 – QR Code for WINTERFEST 2023: This was created in Oct. '22 for use through the event in January 2023. While the URL for the Event never changed – we were able to update the information and links contained on the event page – as they were not embedded into the QR Code URL itself. This allows ease of use as long as the navigation below does not change:
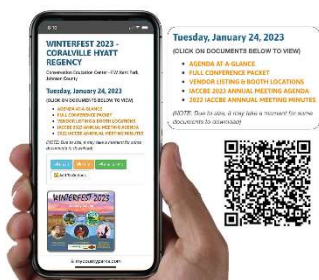
https://www.mycountyparks.com/County/Johnson/Park/Conservation-Education-Center-F-W-Kent-Park/Events/21816/WINTERFEST-2023-CORALVILLE-HYATT-REGENCY.aspx

EXAMPLE # 3 – QR Code for FACILITIES: Remember, **Destination QR Codes** have the entire URL of the facility embedded in the code. In this example – if the campsite was originally designated as a "Walk-in", and included that in the name of the facility - it would work just fine. If the CCB would later upgrade the facility to "Reservable" and thusly changed the name of the campsite and original URL – then the QR Code would be voided and no longer functionable. A new QR Code would need to be generated. So, when titling events or facilities in anticipation of utilizing QR Codes for marketing, registrations, reservations, etc. for a longer term – be sure to consider the longevity of the name/title as that will affect the longevity of the QR Code. 😊

https://www.mycountyparks.com/County/Park/Facility/North-Campsite-17-Walk-in.aspx
https://www.mycountyparks.com/County/Park/Facility/North-Campsite-17-Reservable.aspx

ADAIR   ADAMS   ALLAMAKEE

BUCHANAN   BUENA VISTA   BUTLER

WINTERFEST 2023 - CORALVILLE HYATT REGENCY

1 SITE # SITE INFO W WALK-IN
CHECK OUT BY 3 PM

4 SITE # SITE INFO R ONLINE RESERVABLE
CHECK IN: 4PM CHECK OUT: 3PM

With the above information in our development & planning knowledge base – we are exploring the process of transitioning to "Dynamic" QR Codes in the future, while preserving the functionalities of those already created. Dynamic codes are much shorter in length, and would allow such changes as that referenced above for the change in campsite operations.

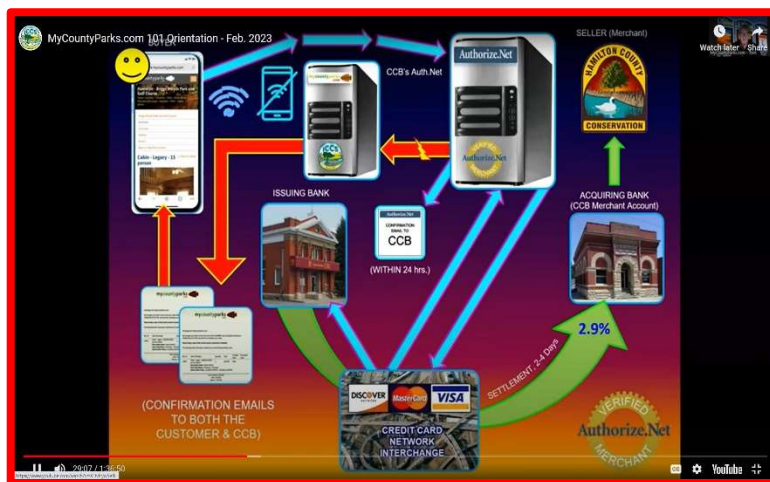# https://www.mycountyparks.org/mcpcom-administration.html

TRAINING DOCUMENTS AVAILABLE:

Types of MCP.com Security Profiles
MCP.com 101 (Power Point)
MCP.com 101 (PDF)
MCP.com Activities & Amenities
MCP.com CONTENT Development Manual
CABINS – Creating a Cabin Activity
E-Commerce Startup Checklist
Latitude & Longitude Install w/Google Earth
Promos, Donations & Special Features

VIDEO TRAINING AVAILABLE:

2023 Basic Training – MCP.com 101
Promotions & Donations
Activities & Amenities
Constructing and Event
Constructing a Campsite Facility

We encourage all CCBs to take advantage of these online resources as well as others located in the IACCB Portal for their website orientation needs.

"LIVE" Training & Orientation w/MCPAdmin

Do you have new staff or someone in need of a refresher or specific training – schedule a Zoom meeting with Tom to get it accomplished!? Perhaps your CCB is contemplating a broader footprint or participation with additional features of the website – what better way to get your questions answered with a Q&A session between your Staff/Board with our Internet Systems Administrator! Depending on scheduling and/or available technology, this can be accomplished online or in-person. Be sure to get in touch with us as far in advance of your future needs as you can – we **WANT TO MAKE THIS HAPPEN FOR YOU!**

ICCS DIVISION LEADERSHIP TRAINING

Upwards of **10+% of all CCB Employees** serve an administrative/organizational role with one of the eight ICCS Divisions – each of which have certain levels of administrative integration with the MCP.com website, connected financial operations, and/or The **IACCB Portal**. If you serve in one of these capacities and would like an orientation/update on your responsibilities/opportunities in these arenas – ICCS/MCP.com will be happy to put together an opportunity for you/your Division's leaders to engage with knowledge-gain in these areas! Let us know where/when/how we can assist you with your Divisional management sojourn. 😊

Iowa's County Conservation System

IOWA
ICCS SINCE 1955
mycountyparks.com

#THISISIOWA

SOJERN

ICCS SPRING 2023 MARKETING!

As most of you know, **ICCS/MCP.com** is engaged with the **Iowa Tourism Office** in a partnership with the **Sojern Marketing Platform** for a Spring 2023 COOP marketing outreach to the seven Midwestern states that surround Iowa. This $6K promotion is funded 50/50 with MCP and ICCS funds, with an added $1,000 infusion from **Iowa Tourism/IEDA**. The focus of these pop-up ads is to drive online keyword searches to our special landing page on MyCountyParks.com. This page features categories and links to YOUR CCB's "stuff", including – *Camping, Modern & Rustic Cabins, Trails & Water Trails, Reserve Campsites & Cabins, Events & Programs, Additional Activities & Iowa Tourism!* Have you connected to/utilized this link yet?:

https://www.mycountyparks.com/Info/2023-ADVENTURES.aspx

Having commenced on March 21st, this campaign will end in mid-May, and to-date has

2023-ADVENTURES

Your Adventure Starts Here!

WELCOME! - to the finest county conservation system in the nation!
Iowa's vibrant and expansive county conservation system encompasses over 2,000 parks, natural areas, trails, historic sites and preserve across our 99-county statewide presence. We invite you to explore the myriad of awesome opportunities via the specialized links below - as well as the localized information available from each individual county's presence on this website.
We look forward to seeing you soon!

garnered 735,005 views and over 417 click-thrus for the effort. These impressive numbers are indicative of the interest of "Midwesterners" to explore the out-of-doors (and our "stuff"!) within several hours of home, and also demonstrate an **$18.89 return on every dollar invested** by ICCS/MCP.com on this marketing effort!

THANK-YOU for Doing What YOU Do !!

Were it not for our collective efforts and drive, and YOUR dedicated support these past 14 years, we would not be poised where we are today on the nose of $6-digit renovation/expansion of our award-winning website. It remains the #1 online location to market and promote our statewide CCB system – and the planned 2023-24 improvements will serve to not only enhance our outreach abilities – but also keep us in the forefront as the premier internet location to explore the vast and unique CCB operations in Iowa! As you know – our marketing efforts are all about the total of "*Iowa's County Conservation System*", with the primary goal of driving visitors to our destination website – where they can then interact with one to 99 county conservation programs! As with our landing page for the **2023 Sojern** project above – visitors will choose to interact with "US" in many varied ways according to their specific or special interest(s). Our mission is to guide as many folks as possible to our internet presence with specialized advertising, keyword enhancements and search engine optimization, etc. Then – once they have landed…..to efficiently assist them to drill-down to what they didn't know that they were looking for before they arrived!

Your input is always welcomed, and if you should ever encounter something that is functioning oddly or doesn't seem quite right – the sooner we know about it, the sooner we can get after it! The old adage that "it takes a village" has never been more appropriate than when you are wrestling with multi-million lines of code sprawled across acres of servers. *Many thanks to each of you for all that you do!* ☺

mycountyparks.com

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