

Goathouse Refuge Intranet Plan Proposal

Challenge & Solution

Challenge

The main roadblock to Goathouse's making money is Goathouse's computer internal network (intranet) and its website. Intranet and website are the primary tools to make money, but both are critically crippled by the state of technology at the Goathouse. Our inability to make money via use of modern digital platforms keeps the Goathouse in financial emergency mode. At the moment, the Goathouse cannot engage donors in Zoom sessions or advertise with tantalizing webcams of cats. The Goathouse's internet link is too slow and internal network does not reach most of the buildings on the property. These problems plague daily business operations as well. We cannot consult veterinarians using Zoom. We cannot make Wi-Fi phone calls, a problem exacerbated by the fact that the Goathouse is in a cellular service hole. Even running Outlook 365 reminds one of using telephone modems. One of the worse problems is that the lack of centralized digital information. A simple need, "We need cat food in three days." turns into "We do not have food for our cats." Even a simple email from the Refuge Center to the Office Building is beyond the current ability at Goathouse. We must not tolerate these problems.

As for Goathouse's website, there are many limitations. One particular money-detering limitation is that we are confined to PayPal and Venmo for donations. PayPal keeps 2.87% of each transaction. Another problem is the maintainability of the current website's software. It is a heavy burden which is unnecessary if we move our site to a modern web platform like Wix. One should also note that we cannot modify our website's content from the Goathouse because the Goathouse's internet connection and computers are too antiquated and slow.

Solution

1. Intranet: We install the network topology as I designed it in the *Network Topology Schematic*. We introduce StarLink. StarLink enables the faster internet connection. StarLink became available in this area on May 1, 2023. It will cost about \$20,000 to properly upgrade the Goathouse technology assuming we do the labor ourselves.
2. Website: We replace the existing WordPress website with a Wix website. Wix provides ACH (0.5% fee, not 3.0%), Visa, Mastercard and PayPal transactions, real-time video streaming, calendars, promotional events with tickets, newsletter subscriptions with automatic propagation to social media, media galleries and other eye-catching web page features. Wix itself, maintains all the software and internet deployment. We concern ourselves only with content. It would take me about three man-months to plan out and move the content from Goathouse's existing site to pages in the new site. There is the initial cost of about \$1000 to purchase a Wix website (good for 3 years) and a subscription to an artwork site. After those three months, innovation begins. We will introduce live webcam feeds of cats, interactive video lessons on how "How to Talk to Cats", "Reading a Cat's Emotions", "How to Train Your Cat", and "The Day in the Life of a Cat Caregiver". Each video coming with donate button.