

Outlands Technology Roadmap

January 2025



Current Projects

Outlands.org

- Domain transfer to Cloudflare

OSP

- Profiles
 - Improve office role permissioning
- Reports
 - Marshallate
- Waivers and Release Forms
 - Equestrian
 - Media Release Form
 - Photographer Release Form
 - Model Release Form

Branches

- Kingdom Hosting
 - Unser Hafen
 - Caer Galen
 - Nahrun Kabirun
 - Rio de Las Animas
- Google for Nonprofits Consolidation
 - Unser Hafen
 - Caer Galen
 - Caerthe
- Branch Website Style Guide
- Calendar Default Art

Administration

- Office Recruitment
 - On-boarding process and documentation
 - KWM warrant expires March 2025
- Branch warrant and reporting compliance



2025: Branch and Officer Services Consolidation

Goal: Outlands Services Portal 1.1

- Expand online waivers coverage to equestrian waivers and release forms
- Expand reporting tools to remaining offices

Goal: Complete branch services migration

- Consolidate Google for Nonprofits accounts
 - Caerthe, Caer Galen, Unser Hafen
- Migrate branches to kingdom web hosting
 - Unser Hafen, Caer Galen, Nahrin Kabirun, Rio de Las Animas



2025: Participant Services Integration

Goal: Updated heralds services

- Replace and integrate wimble.outlandsheralds.org
 - Sustainable, integrated service that leverages modern security practices
 - Auto-population and reconciliation for award recommendation submission and tracking
 - Moderated self-reporting for OP updates
- Replace and integrate scribes.outlands.org
 - Incorporate default scroll texts into award descriptions
 - “One stop” for all heraldry resource consumers



2026: Communication and Connection

Goal: Expand participant engagement services

- Implement kingdom Customer Relationship Management (CRM) solution
 - Direct event pre-registration and tracking
 - Participant engagement (e.g. newcomer mailing lists, volunteer tracking)
 - API integration with Society membership services

Goal: Fostering a data-driven administration culture

- Robust event information tool to track venues, attendance, steward resources at branch and kingdom levels
- Leverage reporting and warranting tools to grow cross-functional analysis



2027: Outlands 2.0

Goal: Revisited online experience

- Complete implementation of kingdom-wide design system
- Apply analytics analysis for Outlands.org UX rebuild

Goal: Integrated communications

- In collaboration with outreach and communication teams, rebuild marketing and messaging models and platforms

