WSWS Officer and Committee Report

Office or Committee Name: Webmaster & Web Editor

Officer or Chairperson Name: Tony White

Date of Preparation (include year): July 2009

Committee Activities during the Year:

Online Stats Integrated. In April 2008, an online analytics application through Google was established to help track website statistics. These stats can help us better understand where people are coming from, what they are looking for, and other information about WSWS website users. This is the essential feedback we can use to continuously improve the WSWS website. A few key stats from July 13, 2008 until July 13, 2009 include:

- 9,988 visitors came to the website from 95 countries; 52% were new visits
- Website traffic sources come from direct traffic, referral sites, or search engines (nearly 1/3 equal from each).
- With 21,454 page views, the meeting pages were at the top of the list with 13% of all views. Personal account pages and the online store were nearly tied for second (4%).

I have a considerable amount of online stats data to share and would be happy to provide this if anyone would like to see it.

Online Payment System. Phil Banks and I are still working on administrative changes to improve the behind-the-scenes functionality of the payment pages. While some of this may affect users (in a positive way), many of the upgrades will streamline payment management and meeting participant registration. I welcome other upgrade suggestions you may have regarding the payment system.

Student Site Updates. In February 2009, the student site was launched. This site contains a variety of information relevant to the student membership. The site was updated recently with information provided by Ryan Edwards. Additional updates and changes are in store in the future.

Website Activity In Progress.

- The Board of Directors report submission site was not ready in time for the 2009 summer board meeting. This site should be ready for the annual meeting report timeframe. This site will allow all committee members and officers to go to login to the website and access a series of pages where they can submit their report similar to how we currently submit information for titles and abstracts. This system will reduce confusion of sending and posting a variety of word processing file types or PDF files.
- Thanks to Phil Banks and his staff, many of the proceedings from 1938 to the present time have been scanned and posted to the WSWS website. Currently, not all available

proceedings copies have been scanned. However, we will work over the next year to get them all posted to the site.
- Continue to update a variety of pages for general content. The online store and member account pages will be updated soon.
- Working to improve navigation on the website to make things easier to find. I am open to suggestions on how to make this better.

Recommendations for Board Action:

Discuss the current status of the proceedings and research reports. Should these be strictly online? I am just trying to visualize the long term utility of the WSWS website in order to prepare for possible site enhancements that may be necessary to support future website additions.

Budget Needs: Other than the board request noted above, there are no additional website budget needs at this time.

Suggestions for the Future: none.

Name of Person Preparing This Report: Tony White