

WEBSITE MANAGER'S REPORT

2007-2008 was spent updating the website with many small but crucial improvements that set the framework for bigger things to come in the future, to increase our visibility to the search engines, and to give it better face-appeal to first-time visitors. Traffic to the site has increased a few percent, I believe mostly due to the audio and video on our front-page.

A moderate functional addition to the site has been the introduction of accepting credit-card payments on the "Join Us Today" page. New members no longer need to mail in a check; a membership to AMICA can be set up right on-line. This feature will mature and spread into the Donations pages; and, ultimately, allow existing members to renew their annual memberships on-line (coming).

A planned enhancement - the "Members Only" page, has been completed and is a continual work in progress. These pages will be reserved to contain private data (reports, meeting minutes that are not public) and features that are not for the casual public visitor to the site. The password to this page is published in every Bulletin on Page "1" and will be changed annually or when abuse is detected. New content will be added over the next few quarters to bring the page to-date.

The "Members Only" pages will contain all AMICA Bulletins in viewable form on-line. This is well under way and many early years are now available. This is scheduled to be completed sometime in 2009, however Bulletins will be held-back for 18-20 months after their publication date to protect the value of present AMICA Subscriptions. From 1964-1999 the original Bulletins had to be located and physically scanned in; a monumental feat. This time and effort - along with that spent with the on-line Rollography and Technicalities, has been generously donated by member Terry Smythe of Winnipeg, Canada. Please appreciate what Terry has/is doing - long, tedious and sometimes thankless work at the computer to locate and archive our printed material for the future and making it available on-line!

I backup my computer weekly, and keep monthly backup disks at my workplace, insuring our recovery should disaster strike in any form. I also make a backup of all website files and mail a disk to the President who lives at the other end of the continent, for safe keeping. The YAHOO folks also have built-in backups that I utilize. And their backups are geographically distributed. I mention all this because I have what amounts to our entire collective past in my hands, with Technicalities, Rollography, Bulletins, and other documents soon to be absolutely complete and on-line. It would be

a catastrophe if the files were somehow erased and gone forever. I won't be here forever and neither will you. But by constantly backing-up the data in different forms and to different places, we can insure its continued existence forever, with no threat of someone accidentally deleting any one-of-a-kind file with no alternate recovery mechanism..

Another high-note: Our hosting company YAHOO has "done it again" by offering an upgrade plan that allows us *unlimited* space and *unlimited* download capabilities for the same low price we've been paying. This will enable me to host more media and other space/time-hungry features in the future. With the craze for video, audio, and the demand for on-line account maintenance, it's coming and we're ready!

I have a request to anyone who can help in the following matter. I feel the on-line technical and instrument sections of the site haven't grown much in the last few years. The materials in these sections were great for a start, but have not matured into the professional presentation that it could be. I'm asking if someone would take a critical look at the "Instruments" and "FAQ" sections of our website and provide direction and materials to make these pages worthy of an AMICA presentation to the world. Please contact me if you can help with guidance and materials. I'm in the Directory.

Karl Ellison Salem, MA
AMICA Website Manager 2007-2008