

WEBSITE MANAGER'S REPORT

To-date, 76,121 visits have been made to the www.amica.org website, averaging a little over 6,000 visits per month. I make an effort to get us linked with other sites that have parallel interests, for further visibility to AMICA and our activities.

We also receive email inquiries from people who have questions that our FAQ page did not address, and they're usually very specific. Jack Edwards in San Jose volunteers to receive these inquiries, and forwards them to the people who can best answer the question.

I receive materials from different people for inclusion on the website. Some of it would be a copyright issue, others are very long videos that can't be edited down to something that would be of interest, and others contain many duplicate photos - all of which don't make it to the site. I do add what I can if it makes sense or is of historic significance. One major achievement is that all of the historic video that was held by our Audio-Visual committee; super-8 sound film, Beta-Max cassettes, 1970's "U-matic" broadcast tapes etc. have been digitized and are all available for you to view in the "Members-Only" section.

I have been working closely with Terry Smythe, who has been scanning rare documents for the Mechanical Musical literature page (also found in "Members-only"). Terry solicits you to loan him your mechanical-music related literature, and deals with several documents a month and spends mind-numbing hours to properly digitize them, and then they're added to the website (and returned to the owner). These documents have made up the bulk of the new material contributions for the prior year.

Having a webpage for your Chapter is hugely important. It shows your chapter and the browsing public what activities you're planning, photos you've taken and your general level of activity. I would frankly say that not having a chapter webpage is detrimental today, by virtue of its non-existence. If your chapter would like to have a webpage or even a whole chapter website, the process is very easy! In its simplest form you would create a Microsoft WORD document containing your text and/or photos just as you'd like them to appear on the web. But how do they get to the 'web'?

You can now use the AMICA website to host your Chapter's website. I have created separate login areas for each chapter's use, so that the person in your chapter who created and manages your chapter's website can host it on the back of AMICA's web address. Even if you're not savvy on maintaining websites, I make it easy by sending you explicit directions on how to get your files to your chapter's web space. Please feel free to contact me at KBellison@verizon.net for simple step-by-step no-fault instructions, and give it a try.

This year I'll be busy as president-elect in my (work) professional society, but I will still devote the necessary hours to maintain and upgrade the AMICA website. I'm still planning the logistics of integrating our Membership database with our website to allow members to login and update their own information. MBSI has done this already, but they hired a third-party to create and maintain the works - and with it comes an ongoing maintenance expense I'd like to avoid.

Karl Ellison
Website Manager