Web Editor's Report
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The SAS web site continues to evolve both as a portal for members and a management tool of the National Office. Since the last meeting in Atlanta three significant new features have been added to the web site. New member log-ins and passwords are now distributed automatically by the web site and a search function is now active that allows searching of the Journal, the SAS site and/or the member directory. Another improvement that users will see on the site is the performance and accuracy of Spectroscopy Jobs box. Finally, we were able to implement the much requested ability for members to access the pdfs of journal articles without having to do a separate log-in to Ingenta. Once members log into the SAS site they are now passed through to the Ingenta site as authorized users and can go directly to the pdf content.

The content management system has been upgraded which has led to some changes in how information about and links to regional, technical, and student sections will be provided. Detailed contact information for each of the sections will be online very shortly. Opportunities for sections to post additional information are being developed and we are in the process of working with a couple of sections on a pilot basis to test this option.

In addition to improvements visible to members logging on to the site, numerous Office related functions have been implemented:

We now have an automated system for generating section labels for “regional, technical and student sections” local and technical sections.

A basic activity report is now available through Google Analytics so that we can start tracking what people are actually interested in as they navigate the site.

Membership tracking reports can now be generated (phase 1)

Accounting reconciliation reports for office bookkeeping are being developed (phase 1)

SAS specific staff editing and input forms now replace the generic Django templates (phase 1)

The next series of planned improvements involve additional features that will add value for the members as well as improved management and administrative tools. The added member resources will include:

Improved access to section information and opportunities for publicity and information sharing (see above)

Member of the Month feature

Tour Speaker Highlights feature

The management and administrative upgrades will include:

Geographic allocation of members by regional section

Automated section labels - geographically allocated non-members

Activity reports drawn from Google Analytics (advanced)

Automatic on-line credit card processing

Auto-updated regional section contact info

Access to committee reports

Leadership & section access to reimbursement forms

Subscription database forms & reports

Membership tracking reports (phase 2)

Accounting reconciliation reports (phase 2)

SAS specific staff editing and input forms (phase 2)

Overall, the investment in the web site has increased user traffic and elicited positive member feedback. It is also improving the office's ability to provide additional services and utilize the on-line database in a broader array of tasks. Those technology improvements will allow for efficiencies which will, over time, lead to a reduction in some administrative expenses, thereby recouping part of the up-front investment in the web site.