

SAS Web Editor Report-August 1, 2017 - SciX

Current Website Committee:

Anna Donnell (Chair/Web Editor), Bonnie Saylor (Executive Director), Mustafa Unal, Lynn Zhang

Outline:

1. Update on Website Committee Responsibilities
 2. Collaboration with other Committees
 3. Current Projects, Accomplishments, Future Projects
 4. Challenges
 5. Farewell as SAS Web Editor
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1. Update on Website Committee Responsibilities
 - a) The Website Committee continues to use the "SAS Communications" Google Drive Folder and Sheet and "SAS Public News Submission" Google Form to improve the process of adding content to the website.
 2. Collaboration with other Committees
 - a) Membership Committee: The News and Events Page as well as the Volunteer Page continue to work to improve member relations and connections. While there is a limited amount of content on these two pages, we hope that will increase in the future.
 - b) Regional, Technical, and Student Section Committee: The two committees are working collaboratively to provide sections access to edit their own section pages, but few committees are actively using their web pages. We suggest continuing efforts in encouraging sections to edit their website pages.
 - c) Publicity Committee and Newsletter Committee: The Website Committee has worked very closely with these two committees to improve communication and distribution of information to SAS members over the past three years. The most significant work involves streamlining the content acquisition process through the "SAS Communications" Google Drive Folder and the "SAS Public News Submission" Google Form. Between Aug 2016 and Aug 2017 there has been little interaction with either committee, but the Newsletter Committee and the Website Committee continue to share information via the "SAS Communications" Google Drive. There has been little to no activity of the Publicity Committee within the Google Drive regarding social media.

- d) Marketing Committee: Anna Donnell has attended several conference calls as a representative of the Website Committee and has provided input about the upcoming website redesign and the possibility of and SAS app in the future.

3. Current Projects, Accomplishments, Future Projects

- a) Content Sharing: via SAS Communications Google Drive and Google Form with Publicity Committee and Newsletter Committee
- b) Website Redesign: The Website Redesign involves three areas: Visual Redesign, Content Reorganization, and Automatic Renewals. According to the SAS Constitution/Bylaws, a representative of the office will provide a recommendation in a report to the Executive Committee for improvements to the website.
 - 1) **Visual Redesign:** The Website committee worked with an outside consultant (Kristian Snyder) to develop a mockup of a newly designed front page. After reviewing the mockup within the Website Committee, additional changes need to be made for the layout of the front page. In addition, a more consistent use of headings and alternative text (alt text) for images is also necessary. This may require additional committee members to reduce the cost to SAS. After discussions with Impact Solutions in April 2017, the Website Committee decided to pause in the website redesign process while they change to HTML5 which will allow for better mobile responsiveness and accessibility. The Impact Solutions change to HTML5 was supposed to be completed by late summer 2017. The Website Committee has not had any update on the status of the change.
 - 2) **Content Reorganization** Beyond the visual redesign of the website a thorough reorganization of content may be necessary. In addition, a more consistent use of headings and alternative text (alt text) for images is also necessary. This may require additional committee members to reduce the cost to SAS.
 - 3) **Automatic Renewals:** Another component of the website is SAS Automatic Renewals. This involves the Impact Solution changes and the MemberMax system. This will involve a one-time cost of approximately \$3000. From Bonnie Saylor: *"The automatic renewals will be integrated in to the whole system. We should not have to pay more for upgrades to the system. We have several other "custom" features built into our site already including subscriptions, multiple sections with multiple levels of choices, and certification, and we do not get charged extra for upgrades on those. This is a one-time charge which they did say in our conference call when someone else asked that question. As I have said before and as Member Max has said before as well (and reiterated it in our conference call), we are a complicated group for our size and our automatic renewals will not operate the same as any other because of the multiple levels and choices we have for our membership. It is custom programming to integrate all of our choices. Hopefully enough people will take advantage of this, as Andrew pointed out, that the cost will be covered in membership retention."*
- c) SAS LabTube Account: The Website Committee is working with the Publicity Committee and Tour Speaker program to ensure that all Tour Speakers will be recorded to be put on LabTube. If a section is unable to record a speaker, a summary will be provided. A Tour Speaker Page will

also be created to provide information about the program and tips for sections hosting Tour Speakers. This work is ongoing from the previous year, but there has been little communication with the Tour Speaker Coordinator or the Publicity Committee.

- d) Section Pages: As described above, each section that has identified a web contact will have permission to edit their section page. The hope is that sections will transition to using the website as “the” place to go to for their section. This work is ongoing from the previous year.
4. Challenges: Many of the same challenges from the past few years remain:
- a) Encouraging SAS members to submit content via the form (link on the front page of the website)
 - b) Fostering participation and interaction between members across the world.
 - c) Encouraging sections to use their section pages
 - d) Lack of technical knowledge within the committee about Google Analytics-we are working on this
 - e) Limited number of committee members that are appointed. We would like to add more “committee volunteers” who have experience and/or interest in web design/web development/web content management rather than have people appointed to the committee. Perhaps we can develop a process for nominating members to be appointed to the Website Committee.

5. Farewell as SAS Website Editor

It has been a pleasure serving as the SAS Website Editor for the past 3+ years. My term as Website Editor ends on Dec 31, 2017 and my committee positions as chair of the Website Committee and member of the Publications Committee, Membership Committee, Publicity Committee, and Marketing Committee end Feb 28, 2018. I would like to personally recommend Mustafa Unal as the new SAS Website Editor for a 3 year term as appointed by the Governing Board. He has been extremely active in the committee this year, making several changes to the website in a timely manner. I know that he will be able to manage the website redesign in an efficient and transparent manner. I am, of course, happy to help the incoming SAS Website Editor in the transition to these new roles.

Respectfully,
Anna Donnell