

VI-G-Web Editor

SAS Web Editor Report

August 2015

Current Website Committee:

Anna Donnell (Chair/Web Editor), Bonnie Saylor (Executive Director), David Tuschel, Lynn Zhang

Outline:

- 1) Review of Website Committee Responsibilities
- 2) Development of streamlined process to add content to website
- 3) Connection with other committees
- 4) Current projects and accomplishments
- 5) Challenges

1) Review of Website Committee Responsibilities

The Website Committee Members are responsible for supporting the Web Editor and Executive Director in the design and posting of content on the society's website. The Website Committee is also responsible for coordinating with the Publicity Committee and developing new ways for SAS members to engage with the website.

From the SAS Bylaws:

SECTION 6. WEBSITE. The Web Editor is an appointed position serving a 3-year term. The Web Editor shall:

- (a) The Web Editor is an appointed position serving a 3-year term. The Web Editor shall:
 - (i) be responsible for the content in the member-visible sections of the Web site.
 - (ii) provide written reports of member Web site activity including Analytics of the website at the physical meetings of the Executive Committee.
 - (iii) make recommendations in the prior-mentioned written report to the Executive Committee for improvement to the Web site format and technology platforms, specific to member website use.
 - (iv) liaison with other committees to provide support on committee projects that require a Web presence or Web survey
 - (v) The Web Editor may recommend appointment of a paid editorial staff to assist him/her. Appointment requests will be reviewed and if acceptable approved by the Executive Committee.

(vi) The Web Editor may appoint a volunteer (unpaid) editorial staff to assist him/her. Appointment will require a letter signed by the volunteer and the Web Editor including the length of appointment, acknowledging the unpaid nature of the appointment, and will come into effect only after the letter has been received at the Society Office by the Executive Director or Executive Director's representative.

(vii) The Web Editor may request that the Society Office staff provide regular updates to certain sections of the Web site. The Web Editor may wish to review pages and conduct testing prior to their being made live. The Web Editor should communicate to the Society Office staff if review and/or testing is required or not on a project-by-project basis. In cases where the Society Office staff are required to provide Web site work, a timeframe for the work should be constructed and communicated which takes into account staff availability and project criticality. Assignment of staff will be made and communicated by the Executive Director.

(b) The Executive Director shall be responsible for the business-end of the website, and will:

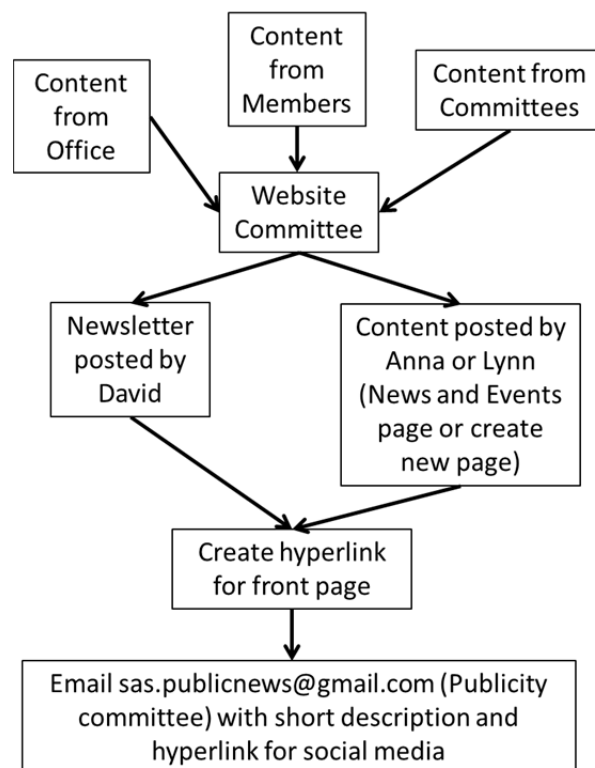
(i) provide a financial update on the Web site budget and expenses to the Treasurer for inclusion in the Treasurer's reports.

(ii) make recommendations in a written report to the Executive Committee for improvement to the Web site format and technology platforms, specific to Web site business operation.

(ii) Work with the Web Editor to determine the structure and content of the overall Web site, in order to meet both the member and business needs of the website. The Executive Director will review and approve contractors for presentation for final approval by the Executive Committee or Governing Board.

2) Development of streamlined process to add content to website

During 2015, the Website Committee has strived to streamline the process of adding content to the website. The flow chart below describes the process which has improved both efficiency and timeliness.



3) Connection with other committees

The Website Committee works with virtually every committee in SAS, but most of the committee's work is closely aligned with the following committees:

Membership Committee: To improve member relations and connections around the world by providing relevant content through the website. In addition, the News and Event Page as well as the Volunteer Page (under the Members tab) have been created to provide a central location for this information.

Regional, Technical, and Student Section Committee: To ensure that the Section Pages are up to date and provide members with news and contact information.

Publicity Committee: To relay information from the website to SAS members through social media including Facebook, LinkedIn, and Twitter. In addition, the committees work together to create new initiatives such as the photo contests and member videos (See Current Projects and Accomplishments below) to increase website traffic and further connections among members. The two committees also collaborate on special projects such as rebranding the SAS brochure and front page of the website.

4) Current Projects and Accomplishments

- Successful transition to new website
- Content sharing between website and social media
 - Streamlined process to share information from Website Committee to Publicity Committee via the sas.publicnews@gmail.com account
- Hashtags
 - Three hashtags were created to serve as “keywords” on social media: #SASpec #SASstudent #SASwomen
- New Pages created
 - Volunteer Page
 - News and Events Page
 - SAS2020 Page
- Rebranding the SAS brochure and website
 - In collaboration with the Publicity Committee
 - Updating content of SAS brochure
 - Coordinating the SAS image on the booth with the brochure and website
- SAS LabTube Account
 - Like YouTube for scientists!
 - Tour Speaker Videos: One Tour Speaker Video is posted. Move towards all Tour Speakers being recorded and posted on LabTube
 - I <3 SAS campaign: Members make short videos about why they love being a member of SAS! Videos are sent to the Web Editor (Anna) via email or dropbox for posting.
 - Additional ideas: introduce the Executive Committee, individual committee informational videos, award presentation videos, etc.

- Regional, Technical, and Student Section Page Improvements
 - Created Google Form to collect information from sections
 - Created a common template/look for Section Pages
 - Updated Section Pages that submitted Google Form information
 - Working towards granting each Section Chair access to their page for editing

- SciX
 - Encourage members at SAS booth to check out the website, social media, career bureau, etc.
 - Photo contest during the conference with daily themes. Photos will be shared on Twitter.

- Vendor Survey (Lynn)
 - Working with Bill Cunningham on marketing
 - Vendor-specific surveys available on SAS webpage
 - Vendor pays per month for survey advertisement and results

- SAS member webinars (David)
 - Target: Graduate Students, Postdocs, Early Career Professionals
 - Provide a venue for members to present their work while connecting with other members from around the world
 - David is researching several options for delivery
 - Option to record webinar and post it on LabTube
 - At first, hold the webinars as often as there is interest. Could expand to monthly, bi-weekly

5) Challenges

- Encouraging SAS members to forward news content to the Website Committee
- Encouraging remaining sections to submit information through the Google Form.
- Foster participation interaction between members across the world.