

Web Chair report 2018

While the first two years of my duty were mainly dedicated to getting our new website running, coordinating parties involved and using the potential of our site in the most efficient way, the third year stood in the light of finding even better solutions and improving the site.

A need to use the website to attract new members and to increase ETAS' visibility by making the site more compelling and gripping had been identified, and efforts were made in this direction, in close collaboration with the PR Chair and the publications team.

Exploring ways of generating income through the website was another goal for 2018.

In order to achieve these objectives, we undertook the following steps in 2018.

A web team to serve ETAS

Changes and improvements required a reinforcement of our web resources. For that reason, a real web team was created.

I am very thankful that Ben Hoyt accepted my invitation not only to collaborate as a member of the team, but also to stand as a candidate as ETAS Web Chair to be elected at the AGM in 2019.

Since May 2018 Ben has actively been involved in all matters related to the website, participated in CiviCRM data base training and has already contributed with numerous valuable ideas and pro-reactive suggestions.

For that reason, I am convinced that he is the right choice as future ETAS Web Chair, and I would like to express my strongest support for him.

Improving communication

A larger team also required a more efficient and immediate way of communicating not only among members of the web team, but also among all members of the executive committee. We obtained free access to the communication software "Slack", and have started testing it.

Digital Advertising

In late summer 2018, digital advertising has been added to our website, in order to maintain our sponsor's interest in contributing to our mission, but also in order to provide members with access to additional resources for their teaching and networking.

Other business

The ETAS Newsletter

After successful tests and significant improvements at the end of 2017, distributing the ETAS newsletter has not been part of the tasks of the web team any more in 2018. It is now entirely managed by the newsletter editor Markus Jürgen Dietz and our publications team, with a digital Newsletter archive available on our website.

Website security

In collaboration with Gridonics and Systopia, all necessary procedures have been respected and corresponding security updates have been implemented in order to maintain website security.

Statistics

According to our website data, the number of visitors to our website have increased from 23,803 in 2017 to 34,183 in 2018. That's good news, and we hopefully can confirm this trend in 2019.

Martina Lazaro