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MPLA Webmaster Report
21 October 2004

General Update on Webmaster Activities Since Last Board Meeting

It's been pretty much "business as usual" with respect to my activities as Webmaster. Routine functions have included updating the Jobline and adding Newsletters, linking to conference information and general minor updates to the website. Not a whole lot of exciting things in the Webmaster Report this time.

Disposition of Membership Directory (MemberClicks)

At the last board meeting a question was asked as to whether or not we could archive a print copy of the MPLA Membership Directory if we stopped printing the paper copy. As records are maintained in MemberClicks, it is possible to download the entire Membership Directory from MemberClicks and export it in a format which could be accessed in Microsoft Excel (or any application where you can open a dataset delimited by commas.) I ran a quick search of the Directory recently and was access the results and open in Excel.

Statistical Activities Overview

Just to update the Board on my web activities, I have updated my running log of web changes, as of 08 October 2004. This go around, the statistics are in a separate page, because they are kept in MS Excel and a bit too cumbersome to incorporate in this report. Using the same template for sorting, I classified the changes as follows:

Category	Changes: 01/01/04 - 07/06/04	Changes: 07/07/04 - 10/08/04	Total Changes 2004	% of Total
Home Page Changes (Index Page Only)	10	20	30	3.61
Committee Pages	13	9	22	2.65
Section Pages	1	0	1	0.12
Executive Officers	0	0	0	0
Other MPLA Folks	0	1	1	0.12

Board Reports/Minutes	96	113	209	25.15
State Reps/Associations	4	0	4	0.48
Manual of Procedure/Bylaws	11	5	16	1.92
Conference Listing Page	5	0	5	0.60
2003 Conference Handouts	5	0	5	0.60
Board Choice Awards	2	16	18	2.16
Newsletter	4	3	7	0.84
Long Range Plan	2	1	3	0.36
Membership Form	1	1	2	0.24
Faces of MPLA Page	10	10	20	2.41
Leadership Institute Page	6	4	10	1.20
Jobline	305	153	458	55.11
Jobline: New Listings	156	64	220	26.47
Jobline: Positions Removed	121	71	192	23.10
Jobline: Jobline Index Update	28	18	36	4.33
Coding "Oopsies"	0	0	0	0
Other Routine Updates	20	0	20	2.41
Total	495	226	831	100

MPLA Web Page Counter Hit Totals

Please see separate [cumulative web page hit counts](#). This report includes the last calendar year January through October 2004. It serves to give a current year snapshot of the web site activity, in terms of visitors.

Top Ten Web Pages (Ranked By Total Hits For the Calendar Year):

1. MPLA Home Page, 76,804
2. Jobline Index, 38,883
3. Leadership Institute Info, 3,250
4. Conference Schedule, 2,410
5. Membership Info, 1,796
6. About MPLA, 1,639
7. Newsletter Index, 1,483
8. Committees/Chairs List, 1,410
9. MPLA Grant Opportunities, 1,384
10. Faces of MPLA, 3,673

Note: The numbers are the total web page hits for the period of January through October 2004. The total hits for each page is a bit higher. This only represents the web pages which are being looked at for the period measured.

Respectfully submitted,

Dan Chaney
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