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MPLA Webmaster Report  
24 July 2004

### **General Update on Webmaster Activities Since January 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. We have added PDF versions of some chapters the Manual of Procedures, but not all. That project is still ongoing as the Bylaws Committee directs.

### **MemberClicks Additions**

I have taken the initiative to add new discussion forums (bulletin boards) on MemberClicks for all sections, committees and member states -- with thus far, rather limited results. I have also added to the Event Calendar there -- with dates for state association conferences and whatever else I could think of. State Representatives may want to login when you return home and take a look at the calendar to see what we might add from your states. Also, committee and section chairs may want to do the same. I would like to see the Boards used more as a forum for communication and sharing of ideas, but we all need to encourage membership to visit and participate. I would also like to run more polls online. I would appreciate any suggestions from the Board members as to what kinds of poll questions we might ask -- this would be a good way to learn a little more about the demographics of our members -- at least those who explore MemberClicks. We have the ability to use MemberClicks much better than we are.

### **Disposition of the 2003 Conference Handouts Archive and Photo Archive**

They are both still there. No one from USD has contacted me (or, I assume, Joe) to tell us that the files are creating a drain on resources. We have the structure in place to archive both for the long term, and we lose nothing by keeping them there. I would suggest we keep them both online until such a time as they are not being hammered with use. The most recent web count statistics indicate that the Conference Handout Archive for last year was hit 982 times from its startup until the end of 2003. It was hit 704 times from January through July 2004. The Photo Archive is still being hit to a comparable level. These two resources serve to give people an idea of what we are all about -- our program offerings, as well as the sights and scenes at conference.

### **The 2004 Colorado Conference Handouts Archive**

My plan is to continue to offer web archiving of handouts for the 2004 conference this October. Those of you planning programs, please see if you can prompt presenters to pass along files to me before the conference, so I can link them online early. It is also a great idea to pass along files to me after the conference. We had files for the 2003 Tahoe conference filtering in well into the new year. As word of mouth has gotten out, more and more people will, I think, look forward to

having these sorts of materials available. As always, thank you to all who have worked last year to get handouts to me for archiving.

### **The Conference Photo Archive**

I think the Conference Photo Archive last year was a success. We had a lot of people send me their digital photos, which were added to the 2003 Archive. I'd like to do that again -- those of you with digital cameras, if you take photos of sessions, speakers, events, scenery, please feel free to pass them along to me and I'll post them.

### **Statistical Activities Overview**

Just to update the Board on my web activities, I have updated my running log of web changes, as of 07 July 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:

<b>Category</b>	<b>Changes: 1/1/03 - 12/31/03</b>	<b>Changes: 01/01/04 - 07/06/04</b>	<b>Total Changes 2004</b>	<b>% of Total</b>
Home Page Changes (Index Page Only)	63	10	10	2.02
Committee Pages	35	13	13	2.62
Section Pages	17	1	1	.2
Executive Officers	2	0	0	0
Other MPLA Folks	1	0	0	0
Board Reports/Minutes	215	96	96	19.39
State Reps/Associations	12	4	4	.81
Manual of Procedure/Bylaws	5	11	11	2.22
Conference Listing Page	0	5	5	1.01
2002 Conference Related Updates	44	0	0	0

2003 Conference Related	20	0	0	0
2003 Conference Handouts	59	5	5	1.01
2003 Conference Photo Archive	140	0	0	0
Board Choice Awards	38	2	2	.4
Newsletter	16	4	4	.81
Long Range Plan	0	2	2	.4
Membership Form	0	1	1	.2
Faces of MPLA Page	24	10	10	2.02
Leadership Institute Page	87	6	6	1.21
Jobline	508	305	305	61.61
Jobline: New Listings	231	156	156	31.52
Jobline: Positions Removed	220	121	121	24.44
Jobline: Date Change Home Page	57	28	28	5.66
Coding "Oopsies"	47	0	0	0
Other Routine Updates	632	20	20	4.04
Total	1,965	495	495	100

### **MPLA Web Page Counter Hit Totals**

Please see separate cumulative web page hit counts. This report includes the last fiscal year July 2003 through July 2004, a tad over a year. It serves to give a 12 month snapshot of the web site activity, in terms of visitors. It is the starting point, as from that point forward we can track. And if I think about it, I'll try and grab web counts on the first of every month, so we can look regularly.

Some interesting statistics from the web counts:

- From July - December 2003, the home page had 9,896 visits. From January - July 2004, it had 52,559 visits. Why? Beats me. Some of that activity may be "robots and spiders" that collect URLs for search engines. Maybe we've just had a lot of people interested in what we do in MPLA.
- Not surprising is that the MPLA Leadership Institute information site saw a large increase in visits -- The July - December 2003 total hits was 997, while from January thru July 2004, the page was visited 2,401 times.
- Other than those two "blips" the rest of the web count data is relatively constant, at least the data is within the ballpark for each six month period.

Top Ten Web Pages (Total Hits):

1. MPLA Home Page, 6,318,708
2. Jobline Index, 150,681
3. Leadership Institute Info, 6,906
4. Membership Info, 3,998
5. About MPLA, 3,893
6. Faces of MPLA, 3,673
7. Committees/Chairs List, 3,397
8. Newsletter Index, 3,366
9. State Reps, 3,237
10. Executive Officers, 3,171

Note: This is exactly the same order as the last report, save that Professional Development Grants Information page dropped from the list.

Respectfully submitted,

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