

BOARD REPORT



Northeast Region Board Meeting – April 11, 2010

DATE: April 6, 2010

TO: Northeast Region Board of Directors

FROM: Richard A. Eustis, PE, FCSI, CCA, CSC; Chair, NE Region Website Committee

SUBJECT: Report of Region Website Committee

A. Report Summary

1. The Region has now completed the financial obligations incurred for the design and implementation of the current website and as a result the ongoing operations and maintenance cost should decrease.
2. The implications of future changes on the Institute website will need to be considered as they relate to the Region website.

B. The Report

1. Summary of activities since last report:
 - a. About a year ago, the Region's obligations for the payment of the design and hosting of the Region website was satisfied through income generated by sales of advertising on the Region website. The Region website now is beginning to generate minor income and some of the costs associated with modifications or operations have been eliminated.
 - b. Since the last report, the ownership of the Region website has again been transferred to a new "Owner" who although they had acquired the asset did not realize the contract for the Region website was different than those of Chapter or other Region websites that were acquired at the same time. This has resulted in some increased communications and explanations.
 - c. A change in the Institute's formatting of reports has interrupted the monthly updating of the Region website profiles but this is being resolve.
 - d. The Region Webmaster has been having ongoing discussion with Institute Staff relative to improved ways to integrate Region website features with the "micro-sites" that are being developed by the Institute.
2. Status of current programs:
 - a. The Region website is still underutilized and many members still do not know of the capabilities.
 - b. Only a limited number of Chapters post their Chapter Meeting information to the Region Event Calendar.

- c. The Region website Virtual Offices are heavily used for achieving Region information as are the Virtual Offices for a few Chapters.

3. Problem areas:

- a. We need to find a way to provide refresher training to Chapter Members responsible for maintenance of Chapter information. Infrequent activity results in the loss of memory of some of the procedures but Instructions are posted in a Region Website Virtual Office.
- b. Some Chapters may want to increase the number of Chapter Members authorized to post information to the Region website as a way of more timely posting of information.
- c. Chapter Leaders need to help inform their Chapter's Members of the value of the Region website.
- d. The value of the Region website could be increased by posting historic Chapter information.
- e. Due to the time and energy required to maintain the Region website, there has been little time available to assist Chapters in improving each Chapter's own electronic communications.

4. Success stories:

- a. The fact that a complete listing of Region Leaders was available for access at the beginning of the fiscal year is an improvement over previous years and the listing of Chapter Leaders is more complete than in previous years. Further, the information is much more complete than available on the Institute website.
- b. The posting of material for Region Board Meetings to the Region website has greatly reduced the amount of paper generated for each meeting as well as make the information more readily available.
- c. The "Region Board Virtual Office" should provide an excellent resource for not only new Region Board Members but also existing Board Members.

5. Schedule of activities prior to next Board Meeting:

- a. Find a way to better highlight special features such as the publication of the Region Newsletter.
- b. Update Region Website as the result of actions taken at the Region Board Meeting.

6. Changes in Chapter Membership since last report:

- a. This section for use only by Region Directors.

C. Suggestions for the benefit of the Region

1. Some method needs to be developed to provide annual training to those that should maintain Chapter Information on the Region website as well as Leaders and members who just want to use the information. This type of training cannot be easily provided by email or by conventional teleconferencing.
2. Chapter need to find adequate "volunteer help" to populate and maintain the Chapter information on the Region website. There may be value to individual Chapters to find an assistant to the member currently designated as both "back-up" and a second person to do the initial populating of Chapter information. In some cases, research may need to be done to get past Leadership and award information.

Respectfully submitted;

Richard A. Eustis, PE, FCSI, CCCA, CSC

NE Region Website Chair

35 Pride St

Old Town, ME 04468-1925

207-827-2238

eustis@infionline.net

END OF REPORT

Cc: Region Secretary