

Web Site Working Group

Report to Church Council - April 25, 2006

SUBSTANTIAL INCREASE IN SITE USE

Site statistics for the first quarter 2006 show a substantial increase in activity over the same period in 2005. The number of visits increased about 25 times, from 211 (2005) to 3,867 (2006). The number of distinct internet origins responsible for these visits also increased from 141 (2005) to 1330 (2006), almost a ten-fold increase.

2006 MONTH	VISITS	AVERAGE VIEWS	DISTINCT ORIGINS
January	997	5.51	344
February	1,682	4.79	549
March	1,242	4.61	437
Cumulative*	9,662	5.31	2,246

*Period: 2004-12-17 to 2006-04-15

RECENT SITE CHANGES & IMPROVEMENTS

Secure data entry interfaces have been developed for 10 of the most common information inputs. The most active among these is the Calendar of Events, an area that needs to be continually updated...and is also badly in need of a non-technical volunteer data-entry person to assume responsibility for this task.

WSWG has also added several new sections to the web site:

Volunteer Opportunities

This section lists specific tasks or activities searching for people with the desire and skills to help. Currently, we have only a few items on this page. We've provided a quicklink for anyone to suggest a volunteer opportunity...but it would also be nice to have a Volunteer Opportunity 'Detective' to actively help track down and assemble tasks to include for publication.

The Sermon This Week

Our ministers' sermons are an important public representation of who we are as a congregation. This section will let anyone with access to the internet read these sermons...and may even increase interest and visits in our congregation.

It is our intension that copyright ownership will reside in the individual originator of the material with an unrestricted and non-exclusive license granted to NHCC.

The technical infrastructure has been set up to accept this material and the ministers have been in discussion with WSWG on this important initiative.

Personal Reflections

This is a true experiment! The intent of this section is to provide a forum for our members and friends to share their own inspirational stories of struggle and enlightenment, along the same general format as the first person stories we've all seen in *Reader's Digest*.

We've provided a quicklink to allow people to easily send in their stories directly from the web site. We expect that we will

eventually need a person (here's another volunteer opportunity) to help edit story submissions to ensure that even the most marginal writer will have an opportunity to tell their personal story.

We expect the first stories we see will come from the leadership...but hope and trust that the storytelling fever will eventually catch on.

WSWG-RELATED VOLUNTEER OPPORTUNITIES

Some of the volunteer opportunities available through the WSWG include:

Free Lance Writer

To write and/or edit material to put onto the site. There are many small writing projects that should be done to flesh out our web site. Staff biographical sketches, descriptions of events to add to the web site calendar, or improving material already on the website are but a few.

Data Entry Person

To add stuff to the databases via secure forms. Almost everything that is displayed on our site resides in a database. The WSWG needs help to discover and enter the various events into our calendar.

Advisor

To help evaluate material for appropriateness.

Detective

To track down relevant information that needs to be put onto the web site. One area that seems to be continually inaccurate is the makeup of our committees and boards. The WSWG seems not to be in the normal loop to get this data in a timely manner, if at all. We could use the help of a person who knows how to ferret out this information and let us know.

PERMISSION FORM EXECUTION

Over the last month very little improvement has been accomplished in the numbers of our leadership who have executed Permission Forms. Of the 42 lay leaders reported at the last Council meeting who did not execute a Permission Form we've received only three new forms. At this rate we will not have 100 percent compliance...even as we convene the next Annual Meeting.

Reminder

The value of our site as a resource requires accurate and complete information to be published on a timely basis.

Some of the more common deficiencies tending to reduce the value of our site:

- Wrong dates and times for events.
- Incomplete lists of who is actually staffing our boards, committees, fellowships, etc. and related data.
- Delayed publication of time-sensitive information.