

## 2005 AGM Communications Committee Report

It has just been 3 years since we moved JCNA.com to the current host, Carlc.com Inc, and I am pleased to report that things are running smoothly. Hosting costs are still \$250 a year and service as been perfect with no downtime. They are doing an excellent job staying on top of any security issues and using the most secure software. They are also providing hosting service to a few affiliate clubs for the same low price.

Traffic on the website is still growing, although at a slower rate than in the past. We've reached 2M hits a month for the first time (jan 05), average daily visits were 817 in January and 845 so far for feb.

summary of various features / services updates:

### **- member survey:**

as of feb 10th, 130 members have filled out the online member survey. While it doesn't seem to be a large number, it is a significant number compared to the overall response rate. I do not have the latest total, but as of 3 months ago, 2/3 on survey response came from the website, vs 1/3 by mail/fax.

### **-award confirmations:**

credit to Gary Hagopian for the idea... to simplify Kurt Rappold's job, award recipient were told to fill out an online form to confirm their award information instead of mailing a post card. About 100 winners have used the system so far. I do not have the total number of award recipients but this seems to indicate that this method works. Important note, since the Jaguar Journal isn't out yet, it's possible that a number of trophy recipients don't even know yet that they qualify, especially regional. In the end, the total number should be significantly higher. I tried to make it as easy as possible; recipients only had to click on a link next to their name on the result page to get to the form which was automatically emailed to Kurt.

### **- scoring system :**

I'm reluctant to say that it was trouble free and 100% accurate in 2004 since as of this writing the Journal isn't out and we could have some last minute problems when non computer savvy members discover their scores... unlikely but always possible. This said, concurs results were published on Dec 1st with rally and slalom also published within a couple of days. The online scoring system developed in 2002 is working fine and has been easily updated to keep up with rule changes. Most clubs are doing a good job posting their results in a timely matter.

### **- club services (websites / pages, calendar, membership etc...)**

while many clubs are taking advantages of the offerings, some still don't despite the fact that it's altogether easy to use and very beneficial in term of exposure, new memberships, etc... I hope to work with regional directors in 2005 to continue our efforts to get more clubs on line; this is where both affiliates and JCNA can work together to grow.

**Close to 700 online membership applications** where submitted thru JCNA.com in 2004 (compared to about 430 in 2003). It is difficult to know exactly how many of these were actually paid but I took a random sampling of online application and looked up the names in the JCNA roster. Out of 36 online applications filled between 7/15 and 7/31/04, 21 became paid members. That's 71%... This would indicate that almost **500 new members joined JCNA and affiliate clubs in 2004 thru the website.**

### **- special sections**

I've been working closely with various directors and committee chairs to use JCNA.com to improve communications and maximize exposure and publicity. The AGM section is a very good example since we now offer not only general information but also all proposals and reports to make sure members and club delegates get the information they need before the AGM. It is updated as soon as possible and AGM results are posted immediately. not quite live but almost...

### **- club archives**

we are slowly building online club archives by keeping articles, AGM materials, etc... online "forever". I would like to try to build archives for the past as well but data is hard to get... which only shows the need to do it "right".

As usual, any suggestion or idea is welcome.

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