



Report to the Board on the Web Site (a sub-system of Communications)

March 8, 2022

CSVC

The long-term plan for CSVC is for it to have its own web site, but in the meantime the UNTDA is its host. So far, we have pages for the virtual brochure, an index of CSVC Vignettes and an index of Sailors' Stories, both in production, and completed. As time and resources permit, much more is planned.

New CSVC graphics are now at the approval stage. They are designed to give all the CSVC materials their own "look". The current Stories Index previews this look.

French versions of the CSVC pages are in production.

Membership and Nominal List

A "Preferred Name" has been introduced to display the less formal names by which our members are habitually addressed – nicknames, married names, anglicized names, etc. The Count Yourself In enrolment form is being substantially revised to simplify the process for the member and provide more appropriate information for our database.

Mission Statement and Role

At the time the current text on the web site was written, the Association was making a strong pitch to ROUPT and NROC graduates in particular, with RESO, UNTD2 thrown in for inclusivity. We wanted to get across a message that the Association was not just for UNTDs. The message evolved, to affirm that the Association welcomes all who belong to the Naval Reserve and the current statement on the web site therefore sends a stilted message. The DEO is no longer a rarity, and CFR and transfers occur frequently. The Executive Committee has approved replacement text that is more general and is called the "Role" of the UNTDA. This will appear shortly, and the matter of a renewed or changed Mission Statement awaits the general meeting in 2023.

Home Page

Prominent on the home page is the promotion of CSVC. The graphic will shortly be replaced by the new "look". Say good bye (again) to HMCS Cap de la Madeleine.

Editorial Rota

For a little while, we had a rota of directors tasked with exploring the web site for flaws and broken links, and some directors took the responsibility very seriously and made valuable suggestions and observations. Policing this rota was one step beyond capacity, so it's history. Ideally, directors will find reasons of their own to explore the web site frequently, and not hesitate to point out errors or make suggestions for improvement. We may not have an army of paid staff, but we will not allow a misspelling of their/there or its/it's to live with impunity.

Ross Connell
Gadfly