

# UNTDA Board Meeting

## Tuesday, 26 March 2019

### Web Site Report

The UNTDA web site has three primary purposes:

1. A concrete display evidencing the vibrancy of the Association
2. A reliable, up-to-date source of information about our activities, past and present
3. A reliable, up-to-date source of information about our members

In order for the web site to serve these purposes, we need to drive members to the site by:

1. Keeping it fresh
2. Constantly referring to it in all our communications

Maintaining the site is a challenge for any organization, never mind one with no staff. We currently have the resources to pay for a professional web master who makes changes at our request when those changes are beyond the technical abilities of the volunteers, and who keeps the engine running in the background with software updates, security and so on. For this we pay \$44.07 per month. Last year's replacement of the ship photos with people photos was an extra cost of approximately \$800.

When we initially moved the site and responsibility for it from Bill Thomas to Bill Clearihue, the time required was far more than we expected. Moreover, construction and maintenance of the Nominal List left little time for other parts of the site.

#### **Important Note:**

The Nominal List is an invaluable gem; there are very few association web sites that provide such a marvelous facility for researching classmates. All directors should take the time to experiment with it so they can broadcast its facility to other members and help drive them to the site.

In order for Bill C. to be able to concentrate on his work with the Nominal List, we have off-loaded the responsibility for the rest of the site. Time will tell whether we can do it justice.

The series of photos on the home page (rotator) is an attempt to actively engage viewers. It (cleverly) provides a means to comment on any photo and to feedback new information. So far there has been very little of this, but we don't know if it's because members are not visiting the site, or they can't remember details or we need different photos. The recent addition of the photo of Donnacona COs was a deliberate attempt to provide more content for post-68 members, but it's for naught if we can't get them to the site.

Russ Cape has expressed a willingness to help with the site, in particular to add post-68 material to the photo galleries, but it takes time.

Respectfully submitted  
Ross Connell