



Web Site Report

The web site performs several functions:

1. Exhaustive and extremely valuable source of information. The nominal list is world-class and the archives bring together material not found in one place anywhere else.
2. Source of news
3. Credible evidence of the viability of the Association

Updating the Nominal list and most routine maintenance is handled by Bill Clearihue; every now and then I tweak the slide show. Technical maintenance is handled by our professional web master for whose services we pay \$47 per month. There is limited capacity within this monthly fee for some development work.

I believe we have items 1 & 3 well covered, but we're sadly lacking on item 2.

In a recent email exchange, Bill pointed out that the News page on the Website is not and never has been set up or used for broadcasting individual items like the Dalzell family accomplishments circulated by Dave Freeman. That may be so, but the absence of current news is a serious weakness when it comes to driving traffic to the site (so it can serve items 1 and 3). I doubt we can hope to replicate the news Bill Thomas circulates by email, but I don't think it has to be that extensive. The UNTDA is a fraternal organization of reserve naval officers, not a lobby or advocacy group so our news is limited to what our members is up to – another way of keeping us connected.

With this report, I am asking the members of the board if their expectations of the web site are as stated above, and if we need to give more emphasis to news. A formal motion should not be necessary; expressions of agreement or disagreement should be sufficient.

But it can't end there. In one of my early emails about revisions to the site, I said that I did not think it was a one-man job in a volunteer organization, and that has proven correct. If the news element is to be enhanced, we need a body to feed and water it.

As always, suggestions for improvement are welcome. In particular, we could use a new set of photographs for the slide show, or perhaps a new slide show.

Respectfully submitted,

Ross Connell

September, 2019