

## Web Report to the Board of Directors for March – August, 2012 by Elfi Gabriel, September 7, 2012

### Websites

- **Sigma Tau Delta:** I led the team of Central Office staff to design a more attractive and easier to navigate website, and coordinated the reorganization and updating of the website's content.
- **NEHS:** We designed ads, reorganized main navigation, and developed award and partnership sections. I developed the EBMS submission process and website section for the "Intellectual Freedom Challenge Contest." The submission will open on November 5, coinciding with the NEHS Scholarship application period.
- **Web Analytics:** With the launch of the new english.org website on NIU's updated Cascade Management System (CMS), we are now able to generate Google Analytics to track the source of users, the flow of their visits, and the success of our website ads and social media posts linking to our content pages. Starting in October, I will issue a monthly web analytics report covering our website and social media.

### Communications: Broadcast News, Website, and Online Media

- I'm managing the editorial calendar of news and events to coordinate the timing of our various media: website ads, broadcast news, blog, *The Newsletter*. I'll be tracking the results in my web analytics report.

### Social Media

- **WORDY by Nature blog:** Josh developed the WordPress interface with plugins to other social sites. I worked on the design and organization of content. Meanwhile, Lauren has managed the blog content and run the Summer Book Club discussion forum.
- **NEHS Museletter blog:** Josh and I developed a blog template for NEHS called NEHSMuseletter.org. In conjunction, Dave is determining the blog content and how to position this communications media.
- **LinkedIn:** We took on the ownership of a LinkedIn group previously established by an alumni member. Jon and Lauren have begun posting to this site, but in order to develop it into a go-to online group for thousands of our alumni and non-academic career-bound members, we need to work out a media strategy and implementation plan this fall.

### Sigma Tau Delta Publications

- **2013 Sigma Tau Delta Journals:** I managed the submissions administration via EBMS. This week I'm obtaining print/mail quotes from sources nearer to the Central Office in DeKalb, IL.
- **The Sigma Tau Delta Newsletter:** Josh and I have been working with Karlyn Crowley on a website design for *The Newsletter*. The fall issue is expected to be posted about October 1 and will include a mobile-friendly interface.

### Write Away! and NEHS Connect Enhancements

- **Retail Site and Notable Chapter Activity Database:** We received a quote of \$12,000 to develop an online retail store within Write Away! and NEHS Connect databases. We received a second quote of \$2,400 for both societies to provide chapters with a searchable database containing details and contact information on successful activities reported by other chapters. Work begins this month and costs will be shared equally between the societies.

### Sigma Tau Delta 2013 International Convention

- **Website:** Josh and I developed the website design and worked with Gloria Hochstein, Deb, and Bil on content. The site launched on September 6. Josh is now working on a mobile-friendly interface for this site.
- **EBMS Submissions:** Last spring we hoped for a customized submission set-up for EBMS to better facilitate the convention submissions process. Estimates came in at \$30,000--far above budget. Instead, we are modifying the submission process using no cost features from the standard EBMS package. Submissions will open October 1.

### Better World Books (BWB)

- With Christian Blue (BWB), Bil, Deb, and Gloria Hochstein, I am finalizing the 2012-2013 agreement and plans for BWB campus book drives, the summer internship, and convention partnership activities.

### STARS

- I worked with John Kerrigan to set-up and test STARS and update coordinating website information for the 2012-2013 application cycle. Submissions opened on September 4.