

The American Iris Society

AIS Website - Spring 2021

What do Board members need to know about particular areas, such as the website, to do their jobs? My belief is there are two questions Board members should look to answer:

1. How are we doing in this area?
- 2.

The new AIS website had a number of goals, the most important being easy to update and to look good (on phones, not just on computers). From the [2017 Spring Electronic Services report](#).

- Be mobile-responsive (look good on phones as well as computers)
- Be easier for multiple people to make simple changes to
- Be integrated with social media, blogs, and other interactive services
- Track and facilitate marketing to non-member visitors to the site
- Have better integration of member services, including new and renewing memberships, members-only section, and donations
- Be easier to navigate

The [2018 Spring Electronic Services report](#) also had a few comments that I've interpreted as possible goals.

- When we roll out the new site, it will have only current, useful information on it, and over time, useful archival materials will be available.
- The new site will also have a search function that will allow easy access to the Iris Encyclopedia, providing a way for someone to type "Daughter of Stars" (for instance) into the search box and be directed to the most likely pages on the Wiki.
- Have signup forms on the website for the publicly-available email lists (Google Groups)..

The American Iris Society website is managed by the AIS Website Committee as part of Electronic Services. There are 10 current members of the committee able to make changes to the website.

The AIS website currently has 123 pages. This includes several pages created after the website went live. There are also over 700 documents and images used on the website at some time.

As an indication of ease of updates, the News page has 34 edits from July 1, 2020 to the present (3/26/21), the Leadership page has 19 edits, and the Archive page has 17 edits.

Statistics

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	6,205	11,843	58,546	241,425	16.94 GB
Feb 2021	4,712	9,348	147,196	340,229	17.18 GB
Mar 2021	6,245	11,282	195,099	441,561	18.98 GB

Recent Projects & Changes

- Regions & Local Clubs Links
- Updated AIS membership options to include Full Membership
- Affiliates contact information from annual Affiliates renewal

Current Projects

- MemberPress

What else would help you evaluate how our website and the committee are doing?

Wayne Messer
Webmaster
April 23, 2021