

Electronic Services Chair Report

Since beginning this position in the fall, I have worked closely with John Jones to make a smooth transition and keep the website and other services running.

Many changes have been requested to the website, and I believe that it is up to date with all requests that have been received.

At the end of 2016, I terminated the services of Chris Hollingsworth, who made changes to the site for some years previous. He had become unresponsive to my requests. Future paid services in a similar vein will depend on the development of a path toward a new website.

New Website

The existing AIS website needs more than an update; it needs to be able to perform functions that weren't envisioned when it was designed around 10 years ago. I have been sending out a Request for Proposals that envisions a site that would:

- 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

I am still receiving proposals, but initial estimates show that a \$25,000 allocation of funds from the recent bequest would be enough to pay for a new site and a new back-end service that would include integration of email marketing and membership database.

I am requesting that the board allocate \$25,000 toward this purpose, but the funds would not be used until the board further approves a contract with a company that would do the work, tentatively to be selected by June 15.

Email services

AIS' email services continue to be a problem for some individuals and for the groups that use them. There are significant limitations that can be addressed by using newer services.

I have taken steps to move AIS group email lists over to Google Groups, which would allow for:

- Better communication with problematic ISPs (would not be blocked by AOL, for instance)

- Safety from viruses, allowing us to send HTML and small attachments
- Better user management
- Better archives and searching

With the Board's approval, I will begin transitioning these groups after the post-Convention chatter dies down on most lists. I will provide training for group moderators to help with member management. All the archived messages will continue to be available.

David Cupps, Electronic Services Chair