

ATOS MID-YEAR COMMITTEE/TASK FORCE/OFFICER ACTIVITY REPORT FORM (2016)

Name of Activity: IT Manager

Committee Chair/Officer Name: Greg Bellamy

Date of Report: 30 January 2016

1. Actions completed since the 2015 Annual Meeting: (Please bullet actions completed.)

1. Rethemed website with graphics from our Journal designer, Dannielle Stark, bringing a fresh look to atos.org
2. Made website work well on mobile devices including phones and iPads.
3. Moved website from Amazon hosting to a shared host, saving ATOS approx. \$720/year.
4. With Lee Lanier's direction, changed website to process membership payments via Paypal.
5. Map added to the Theatre Organ Locator --> atos.org/locator/map
6. Map added to Chapter List --> see atos.org/chapter/map
7. Added rich information to Event, Chapter, Organ, and Artist pages, including more images and longer descriptions.
8. Chapter Contacts updated to allow easier editing.
9. Improved atos.org Search Engine Optimization, by implementing many Google recommended steps.
10. Upgraded website engine improving website speed.

2. Actions begun but incomplete since the 2015 Annual Meeting: (Please bullet actions begun.)

1. Marketplace, migrate to Paypal -- which will save approximately \$360/year in website hosting costs.
2. Implementation of Journal Designer's new pages for those 'New to Theatre Organ'.

3. Goals to be reached by the 2016 Annual Meeting: (Please bullet goals.)

1. Activate membership access to basic membership data. Enhance on-line renewal process.
2. Launch Video feature --> see demo at atos.org/video.

4. Amount budgeted for your committee: N/A (staff, not committee)

Amount expended by your committee: N/A (staff, not committee)

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

The re-theming and re-engineering of the website has provided ATOS with an attractive and mobile device capable website at a fraction of the budget approved for site replacement.

I do not believe replacement is the appropriate move to accomplish our goals.

All of the desired marketing enhancements are possible without the high costs and intense efforts of replacement. The current platform is stable and can be enhanced without our existing cost structure.

6. **Please provide a three-bullet summary of your committee/task force/officer activities since the 2014 Annual Meeting. These will be included in the minutes of the mid year meeting.**

1. Website graphics, layout, and site organization have been completely revamped. Website platform is now up-to-date.
2. Website hosting costs reduced by approx. \$720/year.
3. Ability to add more rich content continues. Chapter, Organ, Event pages now include more images. Organ location maps have been added. See Senate Theatre page as good example:
<http://www.atos.org/organ/michigan/detroit/senate-theater>

