Suzuki Association of Indiana

Annual Membership Meeting

July 8, 2017

**Web Secretary Report**

To the members of the SAI:

Thank you for letting me serve you as the web secretary this year. This year, in addition to editing the email newsletter, I worked on building the website and making it functional for our needs as members.

We now have a password-protected member content area on the website at indianasuzuki.org/member-content. Our password is: **mySAI2012**

Using this password, you will be able to access links to all our important documents, including by-laws, minutes, newsletters, and membership directories. If you have files on record that I don’t have posted, let me know so that I can update as needed.

I am working on setting up a Paypal donation button to display on the website. Our co-treasurers, Sarah Pearce and Maria Mastropaolo, will create a Paypal account for the SAI to which membership fees and donations can be paid quickly and easily. With the account established, this will give the members more convenience in paying their dues as well as streamline the treasurer and secretary’s job in tracking and processing checks.

Another feature I have installed on the website are individual teacher information pages that are linked to the Teacher Listing page. Instead of posting your personal contact information, I created a custom contact form for each of you that will send to your email. I talked to the SAA webmaster about having secure contact forms and am currently updating all the contact forms to include a captcha button to prevent spam. The teacher listings will be updated at the beginning of August to reflect membership registration for the 2017-2018 year.

Your teacher page includes as a default the basic information from your membership registration: your city, instrument, program name and position as applicable. It can include as much additional information as you would like to share. I would suggest starting with a photo, a biography (as much or little as you like), and links to your own website if you have one. You can copy content over from your SAA teacher listing. Send it all to me at indianasuzuki@gmail.com so that I can update your page.

The expenses for the website this year were $64.85, including domain and hosting fees. I was also able to install a security certificate, which you can see as the “s” added after “http” at the beginning of the web address. Having a SSL certificate is essential to not only security, but the credibility and functionality of your website overall, so that was well worth the research and experimentation to have this installed. Our domain registration is paid through October 2018, so we will only have hosting fees to pay this year, at about $70 for the 2017-2018 fiscal year. Because I continue to shop for the best rates and service, I may change providers from time to time, but I don’t anticipate these expenses to ever exceed $150 per year. So far, it has been less because I am using the same hosting service for multiple websites that I work on.

Again, these costs are low because they don’t cover design or maintenance. However, I appreciate the chance to do this on a volunteer basis to help me learn the skills. I have spent a lot of time learning Wordpress this year, and I am now much more satisfied with it than before. I will continue to work on improvements.

Please keep our web visibility in mind (our website and social media) as you may have events and photos to share. We would like to make sure we have signed media (i.e., photo, video and audio) waivers for everyone involved as much as possible, so please print out copies of our media waiver for any SAI events as well as your own music studio that may have material to share with our organization. The form is on the main member content page, and it can be used to include multiple children in the same family (as well as the parents).

In summary, after working hard to make a website that will serve our needs as members, my next goal is to use the website to expand our reach in the community, starting with our own studio families to connect them to our activities and mission. I’m also considering how we can market ourselves to the other SAA teachers in the state through our web presence. This year we sent emails and letters to 103 individuals that were listed by the SAA, and I think that as we continue to add information and share it with others, our reach will expand.

Finally, don’t overlook Facebook! Don’t be afraid to friend me, like, follow, and post comments on our Suzuki Association of Indiana page about your teaching and musical events so that I can share your relevant content to more teachers and students online. You can also encourage members of your studio to like the Suzuki Association of Indiana Facebook page.

Please keep in touch about ways that you think we could improve or add on to the website, as well as updates for your teacher profile and continuing information about your Suzuki events and opportunities.

Yours,

Emily Thompson

Web Secretary, Suzuki Association of Indiana