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May 2012, ISA

RE: Annual Report for the Office of Vice President for Communications, SASWeb, and SASNet

In collaboration with other members of the SAS Board and Bulletin contributors, the website is updated to reflect current content.

- All Bulletin bios are complete with photos and blurbs.
- Most Board bios are complete with photos and blurbs.
- Need information for changes in any board or staff positions.
- Posted items include the Student Research International Travel Award, pdf of bulletins posted at time of print, Officer Reports from 2011 SAA meeting and current Bylaws.

Summary Statistics derived from Bluehost.com reporting system for website activity:

- From March 2011-April 2012, SAS Web averages 1500-2500 unique visitors per month (lowest in September). With a total of about 50,000 site visits to-date since January 2011.
- Top 25 visiting countries so far for 2012 remain largely unchanged since last year: USA, Russian Federation, Romania, China, Germany, Great Britain, European country, Netherlands, Canada, France, Italy, India, Spain, Ukraine, Australia, Japan, Greece, Poland, Brazil, Czech Republic, Israel, remain constant. New to the list: Sweden, Turkey, Denmark, Hong Kong. These have dropped from the current top 25 list: Luxembourg, S. Korea, Mexico, Latvia.
- 92% of visits in 2012 are less than 30 seconds. About 5% of visits are up to 5 minutes.
- Bulletin pdfs remain a strong draw to the website, although there is an increase in the board and bulletin members since the reworking of the pages to include photos and bio blurbs.
- There is also an increase in viewing of the Advances in Archaeological and Museum Science publication page and the student awards pages. The revised benefits, members pages, and publications html pages are quite high on the page hits listings. This suggests that members and visitors are interested in seeing what membership has to offer. These are areas of the website that we should continue to develop with new content in the coming year.
- The top 10 most downloaded editions of the bulletin are NOT necessarily the most current. This suggests that people are linking to specific editions from an external link that is directing them to a particular article.
 - </bulletin/SAS2534.pdf>
 - </bulletin/SAS2712.pdf>
 - </bulletin/SAS3404.pdf>
 - </bulletin/SAS2901.pdf>
 - </bulletin/SAS3201.pdf>
 - </bulletin/SAS3204.pdf>
 - </bulletin/SAS2634.pdf>
 - </bulletin/SAS2412.pdf>
 - </bulletin/SAS252.pdf> (2002 ISA)
 - </bulletin/SAS3501.pdf>
- Top search engines linking to SAS Web include Google, Yahoo, Bing, Yandex (Russian), AOL, Ask, Dogpile, Microsoft Windows Live, Stumbleupon.
- Since last year, we have started a Facebook page for SAS. Links posted to the FB pages account for the top (and newest) area for external links directing to socarchsci.org pages. Others include:
 - <http://www.drew.edu/anthropology>
 - <http://www.geophysical.com/archaeology.htm>
 - <http://www.whorush.com/search/>
 - <http://socarchsci.blogspot.com> (SAS Blog)
 - <http://extrabot.com/help/pratygatigisulyno.htm>
 - <http://www.elsevier.com/wps/find/journaldescription...>
 - <http://www.isas.illinois.edu/atam/training/index.html>
 - <http://rootlink.org.ru/details/org.socarchsci.html>
 - <http://ancientworldonline.blogspot.com>

- Top Search Phrases (2011-2012):
 - society for archaeological sciences
 - Archaeological science
 - Osteological paradox
 - Society for archaeological sciences
 - Ancient mining
 - How to write a conference report
 - Society for archaeological science
 - Geoarchaeology graduate programs
 - Sas bulletin
 - Ancient mines
 - Sas archaeology

SASNet – listserv

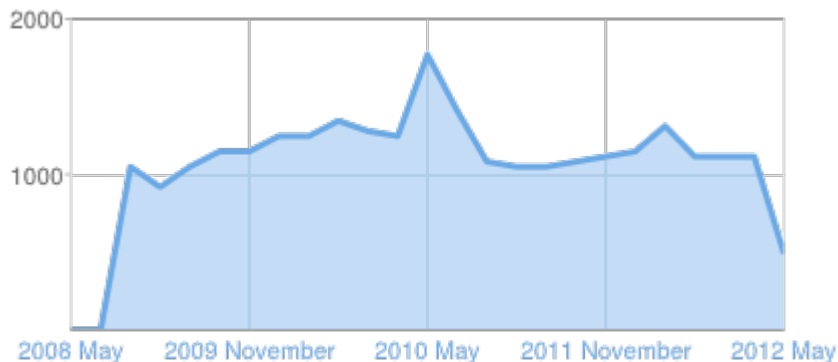
SASNet currently has 420 registered email addresses (users).

The email listserv seems to be an effective tool for communication with the membership, but the majority of subscribers are not currently members of SAS. I encourage the posting of periodic notes through the list from the SAS Board with information on joining the society.

SAS Wiki and SAS Blog

The SASBlog continues to have current content in large thanks to Rachel Popelka-Filcoff. I have posted announcements from the SAS President and other business notes as needed. We have a new blogger added to the list: Matthew Boulanger (PhD graduate student, MURR). I strongly encourage Bulletin section editors to sign up with me to contribute periodically to the SAS Blog. I have enlisted several people to assist in posting content, but these additions have been sparse. I welcome one or two people willing to assist the current team in providing regular blog posts and a variety of news, conference, or research updates.

The following chart provides SASBlog usage as provided by the blog service:



SASBlog has had 26,500 hits since it began in May 2008, with 1,137 last month. The highest users (counts are for all time since SASBlog began) are from the United States (9,634), Germany (1,678), United Kingdom (1,643), Canada (400), Russia (1,202), Australia (617), France (394), Netherlands (581), Ukraine (395) Slovenia (277 –new)

The top referring URLs are SASWeb and <http://egyptology.blogspot.com> and the AIA blog <http://archaeology.org/blog/?p=965>, <http://www.archaeometry.com.au/>, quite a lot from google.com searches (.com, .uk, .ca., au, .in, .it, .es)

The top Search Keywords for SAS Blog:

- Radioactive decay
- archaeometry
- the Nile valley (3 variants)
- archaeometry jobs
- Archaeometry conference 2012
- lidar caracol

Rob Sternberg continues to provide the primary support and content posting for SAS Wiki. I anticipate having more time (post-graduation) to help provide current content and perhaps help to remove outdated announcements and other clean-up as needed.

Facebook Group: Society for Archaeological Sciences

Thanks to Sana Drake Rosenstein for setting up the SAS Facebook group page. There are currently three group administrators for the group: Dana Drake Rosenstein, Destiny Crider, Rob Sternberg. There are 26 members of the group, most of which are current SAS members. I encourage other SAS members that use Facebook to join! It is a good opportunity to have informal conversations, plan meet ups at the conference, and get reminders about the latest on SAS.

Areas for growth and improvement

- A new front page letter from the President is needed at the time of transition.
- Placement of additional “marketing” materials for membership to print and distribute at their home institutions or conferences.
- Encourage linkages to the SASWeb from member home pages.
- Wikipedia links on Woolly Rhinos go to one edition of SAS Bulletin, more links directly to archived editions of the bulletins may increase awareness.
- Include SASWeb links on social networking profiles, such as Academia, LinkedIn, etc.

Specific to ISA Meeting

Overall, I think that access to online services is stable and tends to fluctuate when nearing conference meetings. I would encourage ISA attendees to contribute to the SASBlog about interesting papers, discussions, or other impressions for the meetings this year. I can assign writing privileges to a handful of individuals that would be interested in reporting about the ISA this year. This would service our members who cannot attend, highlight important working being presented, and generate new and interesting content for the Blog! Other societies are tinkering with the use of Twitter, Facebook, and other social media to announce conference meeting events and I think we could do the same with the Blog and Facebook posts of our membership!