

Destiny Crider, Vice President for Communications, March 2017, SAA Meeting

RE: Annual Report

As a SAS Board member, I regularly attend the SAS Skype Board meetings. The following is a report on the various communication efforts that I assist in coordinating on behalf of the organization. This work is greatly enhanced by the recent appointment of Andrew Zipkin as the Vice President of Social Media and Outreach and look forward to working on new initiatives and enhancements for increasing our visibility and reach of SAS programs and information.

SASWEB

<http://socarchsci.org/index.html>

Bluehost provides the web management product to maintain our website (socarchsci.org) and listserv (sasnet) functions. The Domain name is purchased through BlueHost every other year. From January 2016- December 2016, there were a total of 7,488 unique visitors (725-2,262 per month); this is an increase of about 3,000 from last year. August, November and December were points of peak access with over 2,000 unique visitors for each month. Visitors from the United States continue to be the largest portion of visitors, although overall visitors are reported worldwide including Europe, Asia, South America, Australia, and Africa. Visits typically occur from 0-2 Minutes, with a smaller portion more than 2 minutes. The Bulletin continues to maintain a strong draw of views, with student awards, board profiles, and bulletin downloads as a strong draw. Most of the primary information pages (board, member, communication, awards, conference, and governing all have regular visitors per month, with the largest share of views on the main entry page. By recommendation from Andrew Zipkin, we installed a Facebook widget to the front page, and provided an additional access point to the "Donate" button that takes you to PayPal to make contribution to SAS. We have retained the SAS Blog widget that scrolls through recent blog posts. These efforts present a more interactive entry point to our generally static and informative set of web pages.

SASnet@socarchsci.org – Listserv

There are currently 468 subscribers to the moderated listserv (registered users), this is up by two, so stable membership from last report. Posts typically provide information about conferences, jobs, and society meetings and announcements. This service is open to the public and is not the single use of members. It is at this time a relatively low-cost form of communication and is part of our service through BlueHost web provider. Should a formal proposal come to the table and it is agreed to let this serve go, I have no formal objections. It still serves as a place to send out job, conference, and other professional announcements, despite not being an active dialogue among listserv users.

SAS Wiki

This year the Wiki is no longer maintained, the last post was March 2015. I have removed reference to it from the SAS web pages.

SAS Blog

SASBlog is primarily used to post conference, job, research announcements – as well as to disseminate information about SAS resources and meeting dates. Since it was setup in May of 2010, we have received 217,776 page views. We continue to encourage membership to help post content, but this continues to fall to a small numbers of people (myself, bulletin editors, and other executive board members). Andrew Zipkin is providing new content and increasing visibility by linking blog posts through Facebook and email blasts. There were over 8,000 page views in the last month (Feb-Mar 2017) reported on the blog stats page, with significant traffic directed from Facebook links. Just in the last month the Job Alerts and Student poster award announcements with renewed energy focused towards the blog, we will monitor the user statics more closely in the coming year to evaluate and adjust our social media efforts.

Facebook Society for Archaeological Sciences Public Group Page

Facebook Page Originally started by a member of SAS, Dana Drake Rosenstein, circa 2012 it is a public page available to anyone that “likes” or signs on for notification requests. Under the administration of Andrew Zipkin, The Facebook page has been revamped and converted to a society page. The public group page will be removed once all members and content are transferred to the new page. Reports for Facebook progress and content will be part of the reporting domain of the Vice President for Social Media and Outreach.

R.E.Taylor Student Poster Award Competition

I continue to provide the logistical coordination of the application process R.E.Taylor Student Poster Award competitions for SAA and ISA meetings. Andrew Zipkin is helping to coordinate the information and announcement blasts to blog, Facebook, and email groups. The Awardees are posted to the SAS webpages (<http://www.socarchsci.org/awards.html>), with links to winning posters per their permission. In Spring 2016 ISA meeting there were two awards and one honorable mention granted. The current SAA awards will be announced within the first week of April, as some poster sessions may occur after the business meeting. Judges are recruited from the SAS Board and membership based upon availability at the meeting to see all or most of the posters. Usually 3-4 judges needed for SAA depending on number of applicants. Judges at ISA are coordinated by a SAS Board member able to be in attendance – due to the nature of ISA, there tend to be a higher number of applications for the competition at that meeting.