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May 2010, Tampa Florida, ISA Meeting

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

This report summarizes activities relating to SAS Web development and SAS Listserv.

**SAS Web <http://www.socarchsci.org/index.html>**

In collaboration with other members of the SAS Board, the website is continuing to update content areas. A new design and slight organizational restructuring was implemented in the summer of 2009. Content received from SAS members is posted (usually) within a week of request.

In addition to previous content, several new items are highlighted in SAS Web:

- New Board and Bulletin staff profiles and photos
- New logo design and banners (as of May 2010)
- Addition of Archaeological and Anthropological Sciences to Membership Pay Pal service
- Links featuring SAS Blog and SAS Wiki resources
- Emphasis on the benefits of SAS membership
- Links to labs and organizations moved to Wiki site

Here are a few summary statistics derived from Bluehost.com reporting system for website activity:

- From January 2009-May 2010, SASWeb averages 2500-3200 unique visitors per month (lowest in the summer)
- The top visiting countries include USA, Russian Federation, Romania, Germany, Great Britain, China, European Union, Canada, France, Spain, India, Greece, Netherlands, Australia, Ukraine, Japan, Italy, Mexico
- The next tier of visitation includes Norway, Latvia, Brazil, Egypt, Turkey, Israel, S. Korea, Iran, Polans, Thailand, Sweden
- 90% of visitors spend less than 1 minute on the site
- Bulletin pdfs remain the strongest draw with several particular issues as particularly popular (e.g., Winter 2002, various issues 1998)
- All other html static pages have received up to 400 hits since January 2010
- Top search engines linking to SASWeb include: google, yahoo, bing
- Other sites linking visitors to SASWeb – (redirects)
  - Scocarchsci.blogspot.com
  - Archaeology.about.com
  - Elsevier.com
  - ISA 2010

## Top search phrases resulting in link to SASWeb (2009-2010)

Society for archaeological sciences  
Osteological paradox  
Ancient mining  
Archaeological science  
Ground penetrating radar  
Journal of archaeological science  
SAS bulletin  
How to write a conference report  
Archaeometry 2010  
tl dating

## **SASNet – listserv**

SASNet listserv currently has 373 registered users.

I conducted a quick comparison of email addresses registered to listserv as compared to the 2010 membership roster. This assessment indicates that 61 emails matched both lists. Given that some members may register for the listserv with a different email than for registration, these statistics are approximate.

- 16% of registered listserv users are also on membership roster
- 25% of membership roster is also registered on listserv

The majority of posts continue to be from a single user to pass along relevant posts from a separate listserv. This is most helpful and it keeps the list active. However, others are encourage to provide posts. We might consider sending blog and wiki updates every once in awhile, the cross-posts might help to seed one another.

## **Future areas for improvement**

Encourage membership to provide a link from their professional profiles back to SAS Web, SAS Wiki, or SAS Blog. We could provide a download of new logo .gifs with some simple .html coding that they could insert directly into personal and professional web pages to indicate support or membership of SAS.

The high hit rates of particular bulletins suggest that individuals are linking to specific pdfs from their web sites. This is another area to encourage members for increased activity. This may be especially useful for citing student posters in the awards section.

Provide additional “marketing” tools via web for members to circulate with colleagues about the benefits of SAS membership. This could be in the form of downloadable pdf posters.

<http://www.socarchsci.org/benefits.html>

Most of the Board and Staff profiles have been updated. Just a few more holdouts. Please check website and send email to [destiny.crider@asu.edu](mailto:destiny.crider@asu.edu) in order to complete profile updates.  
<http://www.socarchsci.org/board.html>

Assessment of the list serve usage by SAS membership suggests that this may be a good area for recruitment of new members.

In past meetings we have discussed the creation of member only benefits from the web site. This might include password protect areas with additional pdf resources not made freely available in other areas of the website. I have tried out a very simple password protect area for this purpose. Although not high level security, it remains an area of potential development if content is developed by the membership.

### Final Thoughts

The development of the blog and wiki are interactive resources and a great move forward in the engagement of a wide audience. The SASWeb is a stable and static resource for the general membership. It functions to identify the Bulletin Staff and Board contact information, provide the bylaws and membership renewal services, and makes available the services and benefits of the society. It is an important area for maintenance and continued development, especially as the formal entry point for potential and existing SAS membership. The design is meant to be clean and easy to access for users of all bandwidth potential, especially for those members in areas with limited download capacities. I encourage the membership to continue offering suggestions for improvement and integration with our other society activities.

Contact Destiny Crider [destiny.crider@asu.edu](mailto:destiny.crider@asu.edu) with suggestions of new content, updates on contact information and profile bios, or errors in links that may have been overlooked.