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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, seeking the final few.
- Need information for changes in any board or staff positions.
- Newly posted items include the Student Research International Travel Award, pdf of bulletins with one-year moving wall, Officer Reports from 2010 ISA meeting and current Bylaws.

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

- From January 2010-March 2011, SAS Web averages 2000-3000 unique visitors per month (lowest in July and August). With a total of about 50,000 site visits to-date since January 2010.
- Top 25 visiting countries unchanged since last year: USA, Russian Federation, Romania, China, Germany, Great Britain, European country, Netherlands, Canada, France, Italy, India, Spain, Ukraine, Australia, Japan, Mexico, Greece, Latvia, Poland, Brazil, Czech Republic, Israel, Luxembourg, S. Korea.
- 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.
- Top search engines linking to SAS Web include Google, Yahoo, Bing, Yandex (Russian), AOL, Ask, Dogpile.
- Other sites linking from an external page: SASBlog is the highly ranked, others include archaeologie.de, [http://en.wikipedia.org/wiki/Woolly\\_rhinoceros](http://en.wikipedia.org/wiki/Woolly_rhinoceros) (which accounts for the popularity of SAS Bulletin Vol 26, Winter 2003).
- Top Search Phrases (2010-2011):
  - 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
  - [www.socarchsci.org/bulletin/sas3302.pdf](http://www.socarchsci.org/bulletin/sas3302.pdf)

### **SASNet – listserv**

SASNet currently has 397 registered email addresses (users).

I have the current list of subscribers and will compare against the current membership list. At the May 2010 meeting, we voted to subscribe all members automatically to the listserv and provide instructions for removal. This task can be completed at this SAA once I have received the most recent list of subscribers and prepare text to go with the new subscriptions.

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 Rob Sternberg and Rachel Popelka-Filcoff. I have posted announcements from the SAS President and other business notes as needed.

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 10,195 hits since it began, with 1,168 last month. The highest users (counts are for all time since SASBlog began in 2010) are from the United States (4,154), Germany (645), United Kingdom (586), Netherlands (517), Canada (400), Russia (310), Australia (301), South Korea (133), France (104), Spain (100).

The top referring URLs are SASWeb and <http://egyptology.blogspot.com> and the AIA blog <http://archaeology.org/blog/?p=965>

The top Search Keywords for SAS Blog:

- archaeometry
- caracol lidar
- archaeometry jobs
- ceramic ecology
- xrf archaeology
- portable xrf archaeology
- archaeogeophysics
- archaeometry, belgium 2011
- lidar caracol
- archaeometry blog

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.

### 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.