Destiny Crider, Vice President for Communications, May 2016, ISA Meeting
RE: Annual Report of Communications Electronic-Based Outreach Resources

SASWeb

http://www.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 Jan2015-December 2015, there were a total of 14,756 unique visitors (1,123 to 1,375 per month). February and March, and again in December were points of peak access. Visitors from the United States continue to the largest portion of visitors, although overall visitors are reported worldwide including Europe, Asia, South America, 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 board and bulletin member profiles 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. This year I installed two widgets to the front page: 1) scrolling contents of SAS Blog appear and 2) functionality to connect with a Flickr account to provide more engagement with graphics. However, we do not currently have a society-wide Flickr account and would need membership to populate it. But the template is ready to implement when ready.

SASnet@socarchsci.org – Listserv

There are currently **466 subscribers** to the moderated listserv (registered users), this is up just slightly 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 one way to reach an audience of potential members as well as communication to paid members. It was proposed to the board, due to perceived lack of activity, that the listerv does not serve the association and that we should consider terminating the outlet. I have not yet done so, as I believe this should be open for discussion and agreed upon by board and membership at officially meetings. 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.
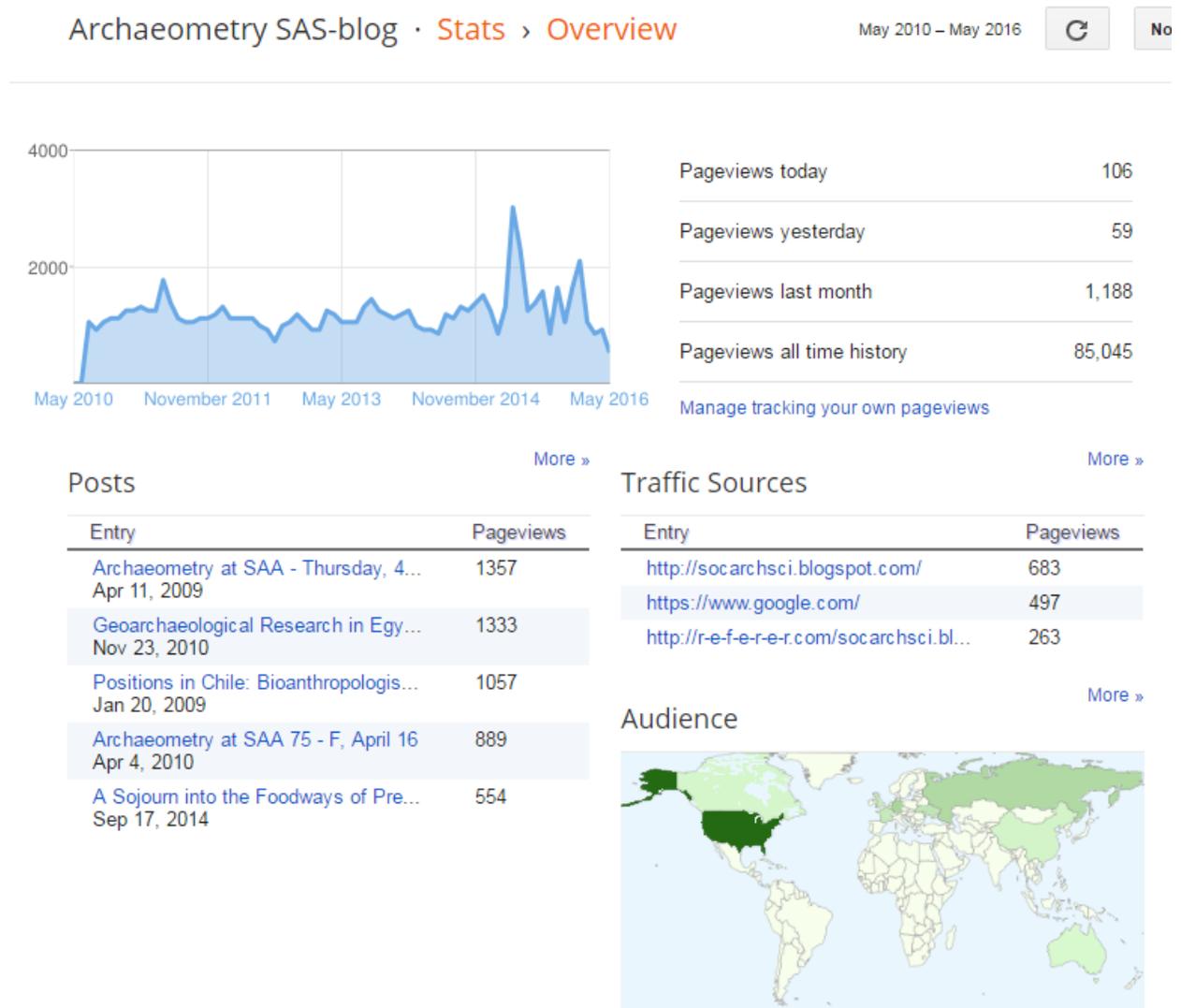
SAS Wiki

The Wiki, since its establishment several years ago by Rob Sternberg, was primarily used to announce jobs, conferences, and at one point I created a resource of graduate programs. I asked for membership suggestions for content and received a small handful of suggestions. Most of the content to the Wiki is generated from Listserv or requests to post job announcements. This year the Wiki has gone silent in part due to the amount of effort to continue to populate content and its redundancy with the listserv

announcements. The Wiki page still exists at https://sites.google.com/site/saswiki/ - but is not currently maintained, the last post was March 2015.

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 85,045 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).

Below are the Stats provided by Googe for SAS-blog.

Facbook 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. There are currently 376 subscribed members of the page, although not clear how many are officially SAS membership. I continue to post society related updates (poster competition, general meeting dates, redirects to Wiki and Blog, etc.). Others have used to post conference and article announcements. One issue has been that as a public page, there can be regular spam postings that need to be monitored and removed. But generally, contributions from the public include news and journal articles, job announcements, conference updates, and generally on topic for SAS. Marc Walton approves "member" participation requests to the group. I do not have any specific analytics on this page, but a cursory view indicates some "likes" for some topics like workshops or new resources like podcasts that are of interest to people. Like our other outreach programs, the content is largely informational.

R.E.Taylor Student Poster Award Competition

I have again this year assisted in coordinating the logistics for accepting applications for the R.E.Taylor Student Poster Award competitions for SAA and ISA meetings. As was not able to attend either meeting, it is with gratitude that I acknowledge other SAS memebrs who providing judging duties and awardee selection at these meetings (Tatsuya Murakami, Robert Tykot, Robert Sternberg, and Rachel Popelka-Filcoff). Awardees are posted to the SAS webapages (http://www.socarchsci.org/awards.html), with links to winning posters per their permission.