Destiny Crider, Vice President for Communications, May 2018, ISA 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. At the start of 2018 I have also taken on the Treasury duties for SAS. The following a report of our communications components for the society.

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 2017- December 2017, there were a total of 20,921 unique visitors (416-2,342 per month, although typically from 1,600 to 2,000 per month); this is a significant increase from last year – perhaps driven in part by the outreach initiatives by the board for new initiatives. Visitors from the United States continue to the largest portion of visitors, although overall visitors are reported worldwide including Europe, Asia, South America, and Australia. 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 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. 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 479 subscribers to the moderated listserv (registered users), this is up by ten, 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.

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 248,927 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.

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. 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 provided the logistical coordination of the application process R.E.Taylor Student Poster Award competition for SAA 2018 and turned over the coordination of this program to Tatsuya Murakami as the be VP of Membership Development as of the ISA 2018 meeting. The Awardees are posted to the SAS webapages (http://www.socarchsci.org/awards.html), with links to winning posters per their permission.