

**ALHFAM Communications Committee Report
October 2015
Martha B. Katz-Hyman, Communications Manager**

Committee members: (per June 2015 appointments):

Board Members: Heidi Glatfelter, Chair; Kathy Dickson; Matt Miller

Non-Board Members: Martha B. Katz-Hyman, Communications Manager; Blake Hayes;
Katie Boardman, Cliff Jones, Mary Seelhorst, Mick Woodcock, Susan McCabe, Judith Sheridan

EXECUTIVE SUMMARY:

- Cherry Valley Group—Update on *Bulletin*
- *Proceedings* update (2015 edition)
- ALHFAM-L
- ALHFAM.org
- ALHFAM eUpdate
- Social Media

MEETINGS HELD OR SCHEDULED:

The committee met on June 22, 2015, during the Annual Meeting at Colonial Williamsburg.

BULLETIN, PROCEEDINGS AND OTHER PUBLICATIONS:

- **BULLETIN**

Report from Katie Boardman and Blake Hayes, The Cherry Valley Group:

Recent and Forthcoming Issues

The Summer 2015 issue of the *Bulletin* was prepared and mailed after the 20145 ALHFAM June Board meeting. The Fall 2015 issue is being edited and should go to the printer by early November. *Bulletin* subscriptions for addresses in the United States continue to be sorted and mailed from Cherry Valley, NY. Judi Sheridan mails copies to addresses outside of the United States and continues to maintain an inventory of extra copies for membership development and filling printed back issues requests. Digital full-color issues are posted in PDF form on the ALHFAM website at the time of *Bulletin* mailing as member-only content.

The Summer 2015 issue of the *Bulletin* focused on Gardens and Markets. A number of topical articles were received to create a 36-page issue. Photos from the 2015 Annual Conference were also included. The Fall 2014 issue of the *Bulletin* focuses on sustainability. A sufficient amount of material was received before and just after the stated submission deadline. We look forward to producing an interesting issue.

Options for future issues were discussed at the Communications Committee in June meeting during the annual meeting in Williamsburg. We have collected a number of articles related to living history from presentations at the Spring 2015 New England Regional meeting. These articles will form the core of the Winter 2016 issue on living history and historic clothing. The Spring 2016 *Bulletin* will feature a selection of classic, foundational *Bulletin* and *Proceedings* articles on living history and historic farming. These will be selected by Mary Seelhorst and Susan McCabe as they continue similar work on a book-length publication with Left Coast Press. The Summer 2016 issue will focus on water and its many uses, benefits and destructive characteristics, and the Fall 2016 will focus on food and cooking.

The *Bulletin* production team continues to work on extending and increasing the receipt of submissions throughout the year. We are pleased to be working further ahead in gathering materials for issues. Reminders of future “how to do it” topics are printed in the *Bulletin*, on the ALHFAM list serve, in the ALHFAM eUpdate, on Linked-In, the Cooperstown Graduate Association list serve, on various ALHFAM-related Facebook pages and on social network sites of related museum, reenactor and craft organizations. A good number of direct requests for submissions are still made by email, phone and face-to-face discussions.

The production team would benefit from consistent assistance from the ALHFAM Fellowship Chair with soliciting articles from fellowship recipients. The editors would like to receive a contact list of the recipients prior to the annual meeting. Also, a reminder from the Fellowship Chair to the recipients about their publishing obligation soon after each conference would also be helpful.

Publications for review continue to be solicited, received and distributed to potential authors. We watch for new books, CD’s, websites, pod casts, webinars and other media that would be of interest to our readers. We are keenly interested in a fresh flow of more diverse reviews from a broader group of authors. We monitor the mention of publications on the ALHFAM list serve and solicit reviews from discussants.

Since a number of publishers are no longer making print copies of new publications available for review in professional journals, the ALHFAM Board allocated funds at the Summer 2014 meeting to purchase selected materials for review. We have identified some titles and have placed several orders. A number of new books on aspects of the Mid-West have been released during the past month. Martha Katz-Hyman, Susan McCabe and Katie Boardman have communicated about who might be appropriate reviewers. Books are being sent to the willing individuals.

Bulletin editors are also finding that reviewers need to be frequently reminded that their reviews are needed in a timely manner for publication. There are still a number of submissions “owed” after materials were distributed for review.

Katie Boardman
Blake Hayes

Future *Bulletin* Topics and Submission Deadlines

Winter 2016: Living History Interpretation

Selected articles from the Spring 2015 New England Regional Meeting will be featured. Additional articles and reviews are welcome, from case studies to research to evaluation to management to philosophical approaches. Guest Editor: Tyler Putnam. Submission deadline: On or before December 15, 2015.

Spring 2016: Foundations: Living History, Historic Farming

Selected articles from past ALHFAM Bulletins and Proceedings with up-to-date introductions and commentaries. A textbook of ALHFAM best practices, philosophies and research in one issue. Guest editors: Mary Seelhorst and Susan McCabe. Submission deadline for reviews and timely articles: On or before March 15, 2016.

Summer 2016: Water

Share your how-to advice, research and case studies on how our museums, sites and historical organizations offer visitor experiences related to water: for washing, cooking, cleaning, power, firefighting, recreation and habitat. Or consider the destructive facets of water: impurities, floods, tainted wells, dams, droughts.

Submission deadline: On or before June 15, 2016.

Fall 2016: Food and Cooking

Food and its preparation is a popular topic among visitors and history professionals alike. Share your research, case studies and how-to experience on procurement, saving, preparation, eating and cultural aspects of food.

Submission deadline: On or before September 15, 2016.

Many thanks to Sarah Johnson, who continues to provide excellent and timely proofreading services for each issue of the *Bulletin*.

Seven *Open Air Museums* books were sold for \$350. One volume of the *Proceedings* was sold.

Bulletin expenses:

The formal Treasurer's report includes all *Bulletin* expenses to the end of September.

For the Summer 2015 issue, the details are as follows: 909 summer Bulletins were printed. The printing cost was \$1,839. Editing was \$1,300 + \$83 mileage. Postage for US and all others was \$749.19.

- **PROCEEDINGS**

The *Proceedings Handbook* has not yet been revised to include the requirement that all contributors sign the approved release form in order for their articles to appear in the *Proceedings* and to emphasize that the editor(s) need(s) to work with the webmaster and *Bulletin* editor to make sure that information about availability of the *Proceedings* is posted in a timely way on the ALHFAM website. This should be completed by June 2016.

2015 Proceedings (Vol. 38)

Ron Kley and Nancy Egloff continue to wade through *Proceedings* submissions (with some still promised "next week for sure") and the requisite communications with authors, despite interruptions (e.g., "work," "life," and increasingly frequent "blue screen of death" crashes of Ron's aging laptop). Cliff Jones will start on the layout once all of the submissions are received. Since they do not yet have all of the submissions, they do not have a page count that can be used for cost projections.

Because many presenters have not submitted papers for publication, Ron and Nancy have discussed the possibility of incorporating the session descriptions as printed in the conference program. This would serve the purpose of providing a more complete and useful documentation of the depth and breadth of subject matter and presenters at the Williamsburg meeting. Debra Reid has responded with her ideas, but more opinions are needed on this idea, which has not been done before. Although it is true that conference programs are available via A.S.K., they may not be reliable as documentation of the conference if the preliminary program as published on the website is used for A.S.K., rather than the printed program.

Proceedings (Vol. 39)

Debra Reid has agreed to edit the *Proceedings* for the 2016 Annual Meeting and Conference in Baton Rouge.

Proceedings Index – Mary Seelhorst

The web version of the *Proceedings* Index is available to all visitors to the ALHFAM website. The 2014 *Proceedings* is now included in the Index.

Proceedings Cost: To be determined.

- **REPLICA RESOURCE LIST (RRL) – Report from Mick Woodcock**

The Replica Resource Committee met in Williamsburg, however it was only me and board member Kathy Dickson in attendance. No work has been done to update the RRL since then. I hope to get some of that done this winter.

- **CLEARINGHOUSE** – Judith Sheridan

Judi manages the clearinghouse with back issues of the *Bulletin*, *Guidebook* (2000 edition), and all *Proceedings*, among other miscellaneous publications. Note Blake's comments regarding e-commerce transactions this past year and the e-commerce income for the last 12 months.

Publications Income: Year-to-date--\$33; Percent of budget: 11%

Open Air Museums book: Seven books were sold for a total of \$350, which finished the sale of the books ALHFAM purchased in 2007. In response to a suggestion from ALHFAM member Lee Wright regarding the possible electronic publication of the book, Tom Kelleher wrote to Sten Rentzhog to let him know that ALHFAM had sold all of the books we had on hand and inquired as to whether he (Sten) would consider online publication. Sten replied that the publisher still has several hundred copies still on hand, so electronic publication will not be possible, and he relayed an offer from the publisher to ALHFAM to purchase more of them. Tom replied to Sten with a non-committal message and told me that he does not advocate that ALHFAM purchase more of them.

Although the Board approved the committee's proposal to go ahead with arranging for OmniPress to do on-demand printing of *Proceedings*, that project has been put on hold while the Left Coast Press project goes ahead (see below).

INTERNET AND E-MAIL DISCUSSION LIST:

- **WWW.ALHFAM.ORG AND eUPDATE**

See attached for full report, include the Dashboard report from Google Analytics and the report on the *eUpdate*. With the anticipated changeover of the website to the Wild Apricot platform, the website issues have changed.

- **ALHFAM-L** – Andi Erbskorn, Edward Baker and Martha Katz-Hyman, Co-Administrators

We currently have 504 subscribers to the list, which is up 3 addresses from the May 2015 report. Some of the subscribers have two accounts, primarily for technical reasons, so the number of individuals is probably closer to 490. The list continues to run well, though our customer service from Binhost still remains almost nonexistent! We have not had any issues that required a timely response from them since the May report.

Postings to the list wax and wane according to the season and the topic. Some topics generate a lot of postings; others don't. For those ALHFAM members not on social media, and even for those who are, it is still a good and time-tested way to get important information to a large proportion of the membership in a timely fashion. Those PIGs and Regions that have Facebook pages or groups need periodic reminders to post links, announcements, etc., on the ALHFAM-L so that those not on Facebook are aware of this information.

Andi & I continue to take care of most list change requests, since it's easier for us to do it than to explain to list members how to do it. Judi Sheridan continues to make sure that only current ALHFAM members are on ALHFAM-L, but there are still people on the list who are no longer ALHFAM members or whose connection to a member institution has to be verified. These issues will be resolved with the new membership system.

We tweak the user guidelines periodically as new issues arise. New list members receive the list guidelines when they join, and we post them at least twice a year (January and after the Annual Meeting). When necessary, we post gentle reminders about list policies and contact list members privately when needed, usually about violations of the “no job posting” and “no commercial postings” policies as well as the “no attachments” policy.

Andi is doing a great job as co-administrator, and I am grateful for her dedication.

As noted by Blake in his website and Internet report, I anticipate that there will be changes to the mechanics of the list as a result of the change to Wild Apricot. However, those changes have not yet been worked out (e.g., switch to Wild Apricot’s Forum features or move the listserv to SharePoint).

Expenses for Binhost/Capalon, the host for the list: \$100/year.

- **AG-L**

The FARM PIG e-mail discussion group is not very active, and most of its discussions appear to have been replaced by the ALHFAM Farm PIG Facebook page.

- **YOUTUBE**

The YouTube channel has not had any videos added since October 2012. There is a link to the channel under the “Publications” link, and it has 33 subscribers as of 5/27/2015. The Committee has not discussed how to make YouTube more functional for us, but this will be a topic at the committee meeting in June.

The Skill Clips are not on YouTube but rather use Vimeo as the platform. They are available under the “A.S.K. ALHFAM” tab on the website as member-only content, whereas the YouTube videos are available to anyone.

- **SOCIAL NETWORKING PRESENCE**

Heidi Glatfelter oversees ALHFAM’s social networking presence. The various statistics are as follows:

Social Media Update: Heidi Glatfelter

Prepared for Fall 2015 Board Meeting

Facebook:

2,401 Likes (October 3, 2015) +237

2,164 Likes (May 16, 2015) +498

Went from 1834 to 2029 on Jan 20-29 – during ALHFAM Facebook ad campaign

1,666 Likes (October 22, 2014) +143

1,523 Likes (June 3, 2014) +236

1,287 Likes (October 9, 2013)

Demographics:

Category	Women	Men	Total
All	63%	36%	
13-17	0.1%	0.13%	0.23%

18-24	3%	2%	5%
25-34	13%	7%	20%
35-44	13%	7%	20%
45-54	14%	9%	23%
55-64	12%	7%	19%
65+	7%	4%	11%

Other Facebook pages:

New England Region of ALHFAM (group): 123 (up from 105)

Mid Atlantic Region of ALHFAM (group): 129 (up from 108)

Southeast Region of ALHFAM (group): 169 (up from 158)

MOMCC (page): 192 (up from 177)

Mountain-Plains Region of ALHFAM (page): 203 (up from 165)

Western Region of ALHFAM (group): 107 (up from 93)

ALHFAM – Central Canada (page): 61 (up from 57)

FIFPN (group): 361 (up from 337)

Historic Trades (group): 180 (up from 161)

Historic Foodways (page): 180 (up from 156)

MMILL – 90

PIE – 308

Historic Farming: 154

Note on FB (from Martha): I am trying to post something new about ALHFAM or an ALHFAM-related topic to our primary FB page on a weekly basis. This should have the effect of keeping us “out there” for the majority of our followers. Lauren Muney does a spectacular job of regularly posting articles to the Historic Trades, PIE and Historic Farming pages, as those are particular interests of hers. All PIG chairs and Region chairs should be encouraged to do regular postings to their specific pages, whether the chairs do it themselves or designate someone to do it.

I also strongly suggest that the Membership/Publicity chair work very closely with the chair of the annual meeting to coordinate Facebook and LinkedIn postings about the meeting, including deciding who will post what information on which platform. Doing so will eliminate a lot of confusion and misunderstanding.

Twitter:

227 followers (up from 207). I have a new volunteer who has offered to start updating Twitter.

LinkedIn:

1,304 members (up from 1,284); Good, informative posts, information

There was an inquiry from a LinkedIn subscriber who asked why his posts were on the promotional page and asked if they could be moved to the main page. His posts are for online classes that he teaches himself and which are a source of income for him. What Heidi and I decided to do is to periodically remind LinkedIn subscribers to check the promotional page for posts that may be of interest to them.

I continue to weed out people requesting membership who appear to have no connection to history, museums, historic sites, interpretation, etc. I realize that people who are not in the field

may have a legitimate interest in ALHFAM, but I would rather not approve them in the first place than have to block their postings or throw them out of the group.

Blog:

There are 124 followers of the blog (123 in May 2015). Derrick Birdsall monitors the blog and assists members in posting. The blog is used primarily at regional and national meetings and sometimes for general announcements. It is not currently very active but could be an excellent communications vehicle in the future.

Digital Archiving Policy:

Blake has prepared a draft digital archiving policy that was discussed by the administrative Communications Committee at its meeting in Williamsburg, but no decisions were made. Once we have discussed it further and have definite recommendations, we will ask the board to approve the policy.

JOINT PUBLICATION PROJECT WITH LEFT COAST PRESS

As of 10/5/2015, we have narrowed down the long list of possible articles to the approximate number needed for a Living History 101 volume. Our initial selections include 25 articles totaling 145 pages, ranging from 1978 to 2013. The authors include Canadians and Americans. Page count is based on the pages as laid out for the *Proceedings*, so it will change somewhat for a book. We have three instances of two articles from one author and agreed that this was acceptable, especially in cases where there were no comparable articles by other authors from which to choose.

We have suggested that the volume include a couple of what we call "foundational" articles--timeless classics that address big picture issues. We have selected an article that seems like a great opening and one that seems like a good closing. In addition, we want to pick out some great quotations from other classic articles and sprinkle them throughout the book. We propose writing a sentence or two introducing each article, to explain why we selected it and/or why it's important to the topic.

Most articles have no pictures, so we will get images: at least one per article = 25 black and white images that relate directly to the content of each article, not just as illustrations. Contributors will be asked to sign a "contributors contract" with Left Coast Press; these contracts will be distributed by them, but ALHFAM will provide the up-to-date contact information necessary. We will also include notes on the contributors (a one-sentence descriptor).

A link to the Dropbox folder that contains PDFs of all of the articles, a draft table of contents, a spreadsheet with the details of the articles in TOC order, and suggested quotations was sent to Jack Meinhardt and Debra Reid on October 6th. Once Left Coast approves of the direction we're going, they will send ALHFAM a formal contract that will need to be approved by the board. There are sure to be changes once Left Coast Press sees all of this, but we have enough articles from the *Proceedings* that we'll be able to either swap out or add from them or, if

necessary, find an author to write something new. If Board members wish to see this material, here's the URL: <https://www.dropbox.com/sh/xpg7rz2ul7nsknb/AADXZz4XUeEKYUjCR9eBt-Nma?dl=0>

JUNE 2015 ACTION ITEMS THAT HAVE BEEN ACCOMPLISHED:

1. The Board accepted Mary Seelhorst's recommendation that we use OmniPress for on-demand printing of back volumes of the *Proceedings*. However, we have not moved forward with implementation because of working on the proposal for Left Coast Press.

OCTOBER 2015 ACTION ITEMS:

1. If the following has been put into place since June 2015, I am not aware of it, so I apologize if this has been done.

A unified procedure for obtaining releases from both *Proceedings* and *Bulletin* contributors that can be handled by the respective editor(s) of each publication must be put into place. This will reduce confusion on the part of contributors as to what they need to be doing and to whom they should be sending both their *Proceedings* or *Bulletin* contributions and the releases, even if the releases are returned to a different address. The release should be comprehensive and mention both the *Bulletin* and *Proceedings* so that separate versions are not necessary. **(Repeat from May 2015 Report).** I hope that Ron Kley and Nancy Egloff (editors of the 2015 *Proceedings*) are aware of the necessity of having these permissions, even if they are not directly involved in securing them.

2. Ron Kley and Nancy Egloff would like to have the sense of the board in incorporating the session descriptions as printed in the conference program into the *Proceedings* volume. This would serve the purpose of providing a more complete and useful documentation of the depth and breadth of subject matter and presenters at the Williamsburg meeting. Please relay those ideas to me and I will send them to Ron and Nancy.

3. As noted by Katie and Blake in the *Bulletin* report, we are not receiving submissions for the *Bulletin* from fellowship recipients, either from the regional meetings or the national meetings. **Although we know that article submission (either to the *Bulletin* or the *Proceedings*) is no longer a requirement for fellowship recipients, it would be very beneficial if the Fellowship Chair reminded recipients of the opportunity and also forwarded a list of national recipients (and, for the regional meetings, regional recipients) to Katie so that she can follow through.**

4. In the past month there have been three instances of regional meeting or PIG workshop announcements that did not follow the Brand Usage Style Guide in that they did not include the ALHFAM logo and/or the full ALHFAM name. Both Blake and I contacted those involved in these announcements, attaching the Guide, and asked them to modify the published announcement, if at all possible, and follow the Guide in future announcements, etc.

Since it makes no sense to have the Brand Usage Style Guide if it is not used consistently throughout all arms of ALHFAM, Blake and I request that those board members working with the regions and the PIG chairs impress upon them the importance of following the Style Guide and let them know that Blake is ready to help them implement those guidelines in all of their public communications. Blake is also ready to help them with web page design for their various events and meetings so that we drive traffic to the ALHFAM website.

The organizer of the 2016 FPIP Retreat, Alena Shellenbean, made a Wordpress website that neither Blake nor I knew about until we saw it on the original announcement for the Retreat. The link is here: <https://fipn.wordpress.com/> The Retreat now has a page on the ALHFAM website (http://www.alhfam.org/?cat_id=285#846), and it is to that URL and to the ALHFAM website that everyone involved or interested in the FPIP Retreat should be directed. We want to increase traffic to the website, not divert it!

5. I would like clarification on when and how we will transition to digital publication of both the *Bulletin* and the *Proceedings*. According to my notes from the June 2015 Board meeting, the *Bulletin* will transition to an all-digital publication in 2016, but I've no notes about the *Proceedings*, nor have I received any information about it in any other way. Has any decision been made about the *Proceedings*? Thanks!

SOME SUMMARY REMARKS:

My thanks again to the Board for giving me the opportunity to serve ALHFAM as co-chair of the Communications Committee. I am grateful to work with people who are passionate about their commitment to ALHFAM and to its public face and who want to make sure that each avenue of our communications is as good as it can be. It is very satisfying to know that I am making this important contribution.

Report of the ALHFAM Website Editorial Team-DRAFT

Submitted by Blake Hayes

October 2015

Web Usage

Attached to this report are PDFs highlighting our Google Analytics statistics from June 2014 through June 2015. These statistics are similar to those given in previous Google Analytics reports presented at past board meetings, making it easier to compare information on how many visits we get and which pages on the website get the most visits; from which locations our users visit the site; and what browsers and access services (speeds) they are using.

The following is a brief summary of the patterns we have been seeing since last June:

- Web usage - visits/sessions is up by 18.8% against the previous 12-month period, and time on the site has increased by 2.55%. The percentage of new visitors is down 7.7%. The total unique people visits was 28,4963 versus 26,144 in the last 12-month period. We still get the vast majority of our visitors from North America, as we would expect, with England, Germany, India , and Brazil, Greece and Italy topping the international visitors. Of these Italy has the largest increase: 176%
- Searches sent 19% of our visitors to the site (down 10%). Direct traffic was 29.5%, (down ~5%), while referring sites and others were 48% (up 13% again). This is surely driven by the *eUPDATE* links “referring” visits. The most common search keywords that find us, after ALHFAM, and “alfham” (as usual, folks can’t spell our name), were “alfham jobs”, “alfham conference 2015”, “living history museums” and “living history farms”. Access via hand-held devices continues to go up – about 38%.
- The most commonly viewed top-level menu page after *Home* is still the *Jobs* area, followed by *2015 CW Conference*, *Conferences*, *Living History*, *Membership*, *Regions*, *About ALHFAM*, *Interest Groups*, and then *Publications*, which is the least visited top level menu area (other than *Contacts*). The most commonly-viewed content-level pages are *Full-Time Positions*, *Part-time Jobs*, *Institutional Members/Museum Links*, and *Annual Conference*, *Regional Conferences*, and then *Skills Database*. The content page with the greatest increase in the period was *Skills Database*, with a 1,418.33% increase – from 60 to 911 visits.
- Our Member-Only access service now has just over 1,770 subscribers (48 more than the June 2015 report). This number of course is wildly inflated with folks who are surely not members. But purging them is very tedious process which will be cured by the use of the new membership management system

E-Commerce

Over the last 12 months (Oct 2014-Oct 2015) we had 335 completed transactions (77 more than the previous 12-month May-May period), with gross sales of \$13,783 (\$2,389 more than the past 12-month period reported in Oct. 2014). Of those, 312 were membership purchases (the majority of these appear to be new memberships at the basic level), 9 were book purchases (now sold out), 7 were *Proceedings*, and 4 were *Bulletin* (non-member purchases from one source).

At present our available products remain:

- Memberships and Membership renewals
- *Proceedings* (2014 and all back issues)
- *Bulletin* issues from 2004 to the current issue
- *Bulletin* ad payments
- Donations to the Memorial Fund
- Occasional special (custom set-up) credit card purchases

Web Features & Operations

Two new website features of note were added this year. The first was (finally) the A.S.K. ALHFAM search system. The second feature are the first entries in the ALHFAM Skill Clips project. This online video clips project was spearheaded by the Skills Plank committee and the FARM PIG and is very great start!

Although I noted that the print version of the MOMCC magazine was issued for Vol. XXXVI, Vol.1 (I think they mean No. 1), the electronic version has not been supplied for me to post on the ALHFAM website. So far we have one issue that has been posted electronically – Vol. XXXV, Vol. 2-3.

I spend at least 4-6 hours a week on the updates to basic info and jobs listings. Additional time of about 1-2 hours per week is dedicated to working with e-commerce and other issues. Additional time is spent each month to make sure that *eUpdate*-related material is placed on the web and that links from the electronic newsletter point people to additional information on the website.

Continuing ALHFAM Web Policy Issues, Directions, Policy & Procedures Needs

Since so much will be changing very soon with development of the new website and its deployment, the traditional report with section-by-section elements that has always followed here is much abbreviated.

In late August we entered into a final design contract with Merge Creative of Toronto, ON. They have completed the first phase of the design process and presented the design concept in September, which the Board was able to review. They are now working on the actual page template design implementation on the website and the development of the customized “cascading style sheet”. Some of the new customization is now visible on the new website, but much is yet to be done before we can begin the move to the new site and the use of the membership system.

In preparation for the change-over, Blake Hayes, Matt Miller and Heidi Glatfelter have created a final check list of technical and logistical issues that must be dealt with prior to and at the time of the change-over. To support this we have begun a information campaign via the existing website and the monthly *eUPDATES*. The initial offerings of this information campaign are now at http://alhfam.org/index.php?cat_id=406&nav_tree=99,110,406

General Overview

Website Features

Issues

- The majority of the existing website features will move to the new website platform, as follows:
 - All general content items
 - Membership sales, and management of member accounts
 - Membership directories (dynamically updated by the membership system – no longer PDF- based)
 - Donations to Memorial Fund and other “campaigns” as created.
 - Regional listings of Institutional Members & Links to Member Museums (dynamically updated by the membership system – no longer hand-entered)
 - Job postings
- New features that will be available on the new WA-based website:
 - On-line event/conference /workshop registration
 - Emails to members/ newsletters (*eUpdate*)
 - Member forums, including shifting jobs to a set of jobs forums that will allow institutional members to post their own jobs.
 - Blog / News feature

- A few service functions will remain on the older web server:
 - Sales of all publications
 - Bulletin & Proceedings indices
 - Skills Database
- Interest in a map-based locator for our Institutional Members
- Single login access to all platforms
- Consistent branding and graphic “look & feel” for all platforms

Actions

- *Connection to the KB from the existing website is live now, and is set up for the new website.*
- *Skill Clips are live on the website and a system for providing them on the new website considered.*
- *New website design contract is in process.*

Recommendations

- *Move eUpdate production to new WA system ASAP*
- *Select a regional conference to work with on testing the event registration features of WA this coming spring (SE or MA).*
- *Plan for the use of the events system to do annual meeting registration*

Using the Website to Manage the Membership System

The basic system for managing membership via the Wild Apricot system has been set up and is functioning in a test mode, with the previously mentioned test group. Payment is processed through our existing PayPal account just the same as our present e-commerce system.

Issues

- All membership contact is expected to be via email. Those without email will need to be “hand” managed via print/mail contact as before.
- People wanting alt/second email addresses where they also receive all emails will be a problem that needs to be explored. WA says they are going to add this feature but have not done so yet.

Actions

- The Information Sheets campaign about the new system has begun and will continue on the website and via the monthly *eUPDATE* for at least six months.

ALFHAM eUPDATE

We have now sent the email newsletter for almost four years, using Vertical Response. The email news goes out each month around the 15th, or perhaps later if the 15th falls on the weekend, holiday, etc. It takes the better part of a day to pull all of the material together and actually lay-out and publish the newsletter. A report on the last mailing is attached. Martha sends out two reminder e-mails each month (one on or about the 25th of the preceding month and the other on or about the 10th of the publication month) to solicit news and announcements for the upcoming newsletter from the ALHFAM Board, the PIG and Regional chairs, and many other organizations, including AAM, AASLH, IMTAL and NAI.

The format is established now, and it seems to work well in presenting most of the new information we want to get out regarding:

- Board and Committee “business” news
- Conference news
- Other General News
- PIG Pen – Interest group news
- CORN Crib – regional news
- Other Pastures: News from the Museum & Cultural Community
 - Share Living History Interpretation
 - From the Broader Pastures
- We added a Member News section on the right-hand column, under “What’s New on the Website, at the beginning of 2015. It reports on “Personal announcements of job changes, awards/recognitions, and deaths.” To date there have not been a lot of submissions, and in at least one issue there were none.

In the main, the content of the email is an “advertisement” for the content of the web site. Most of the actual content is already on the website or has just been updated, and the email directs members to it. So in most cases, other than Other Pastures, when we seek info from regional reps and committee/PIG chairs, we are asking for web updates and a hook to put in the email. A key feature of the email news format is the What’s New links from the web site—again a method to drive people to existing content on the website.

Here are some updated performance stats for the email since the June 2015 report:

- We had an email list of 1681 for the Sept. 2015 mailing
 - We merge the actual official membership list of email addresses with our website “member-only-content” list of email addresses.
 - About 350 members or past members have email addresses that have bounced, so we cannot reach them at that address. This is likely due to their domain rejecting what it presumes is junk mail or because they no longer work at an institution and therefore that email is no longer valid.
 - Nearly 40 members (or previous members) have unsubscribed – they do not want our news updates.

- In Sept, 21.8% of those who received the email opened it – 366 opens – almost half of them (170) in the first two hours, 393 within the first day, the rest over a two-week period. In general opens have been declining over the last 3 months.
- We had 44 Facebook likes (up), 70 Tweet shares (down), and 59 LinkedIn shares (up).
- Of those who opened the email, over half of them clicked on some link (and fewer click on several links) – a total of 206 clicks this month – 12.25 % click rate (up from the previous month). Many of the clicks occur on the second day, implying that people look quickly at the email and then return to explore more deeply.
- The most common clicks for the Sept. email were:
 - New Membership Management System Info sheet (52 – the most click for any item ever)
 - Full-Time Positions (37 clicks)
 - A.S.K. ALHFAM (15 clicks)
 - 2016 Conference call for Papers (12 clicks)
 - Historic Ag Resources Map (9 clicks)
 - Top-level Jobs (6 clicks)
 - All others 5 clicks or less

Some Issues to Consider

- The Vertical Response email system is a bit clunky and time-consuming to use in creating and formatting the newsletter. It also has a byte limit that has at times caused us to trim the information and impacts the addition of additional graphics, including potential ads.
- Moving this feature to Wild Apricot system and eliminating Vertical Response as soon as we have all member accounts uploaded to the Wild Apricot system. The design contract with Merge Creative includes a custom design template for this purpose that will match our new website's design.
- When the new system is used for emailing the *eUPDATE* our % of opens should go up since we will be mailing to only valid members. But we still reach far too few of our members with this form of communication.
- How to promote sponsorship /advertising for the *eUPDATE* and continue to coordinate with Business Membership promotion and *Bulletin* advertising. We have had little or no interest in advertising in the *eUPDATE*.

My Dashboard

Oct 5, 2014 - Oct 5, 2015
Compare to: Oct 5, 2013 - Oct 5, 2014

All Sessions
+0.00%

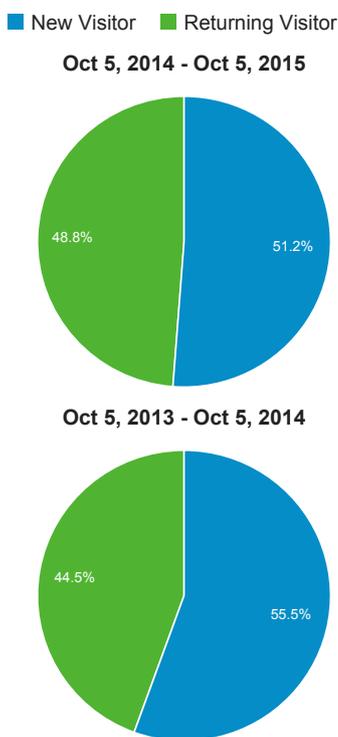
Sessions by Keyword

Keyword	Sessions
(not set)	
Oct 5, 2014 - Oct 5, 2015	50,483
Oct 5, 2013 - Oct 5, 2014	41,013
% Change	23.09%
alhfam	
Oct 5, 2014 - Oct 5, 2015	818
Oct 5, 2013 - Oct 5, 2014	1,204
% Change	-32.06%
alhfam	
Oct 5, 2014 - Oct 5, 2015	163
Oct 5, 2013 - Oct 5, 2014	221
% Change	-26.24%
alhfam jobs	
Oct 5, 2014 - Oct 5, 2015	120
Oct 5, 2013 - Oct 5, 2014	124
% Change	-3.23%
alhfam	
Oct 5, 2014 - Oct 5, 2015	111
Oct 5, 2013 - Oct 5, 2014	176
% Change	-36.93%
alhfam conference 2015	
Oct 5, 2014 - Oct 5, 2015	108
Oct 5, 2013 - Oct 5, 2014	1
% Change	10,700.00%
living history museums	
Oct 5, 2014 - Oct 5, 2015	60
Oct 5, 2013 - Oct 5, 2014	93

Visits



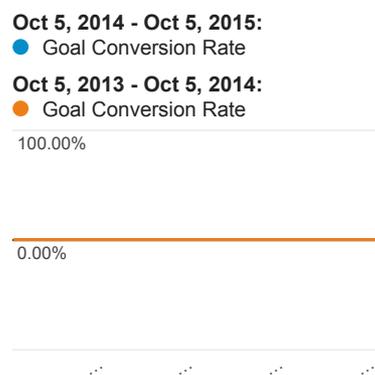
Visits by Visitor Type



Unique Visitors



Goal Conversion Rate



Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
There is no data for this view.		

Visits and Avg. Visit Duration by Country/Territory

Country	Sessions	Avg. Session Duration
United States		
Oct 5, 2014 - Oct 5, 2015	48,700	00:02:17
Oct 5, 2013 - Oct 5, 2014	39,793	00:02:13
% Change	22.38%	3.30%
Canada		
Oct 5, 2014 - Oct 5, 2015	2,107	00:02:37
Oct 5, 2013 - Oct 5, 2014		

4		
% Change	-35.48%	
alhfam.org		
Oct 5, 2014 - Oct 5, 2015	59	
Oct 5, 2013 - Oct 5, 2014	37	
% Change	59.46%	
living history farm		
Oct 5, 2014 - Oct 5, 2015	59	
Oct 5, 2013 - Oct 5, 2014	4	
% Change	1,375.00%	
ahlfam		
Oct 5, 2014 - Oct 5, 2015	48	
Oct 5, 2013 - Oct 5, 2014	54	
% Change	-11.11%	

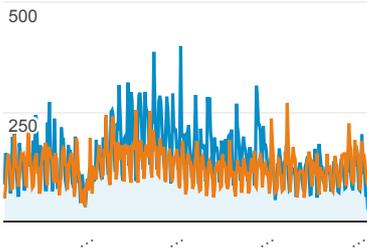
Visits

Oct 5, 2014 - Oct 5, 2015:

● Sessions

Oct 5, 2013 - Oct 5, 2014:

● Sessions



Avg. Visit Duration

Oct 5, 2014 - Oct 5, 2015

00:02:14

Avg for View: 00:02:14 (0.00%)



Oct 5, 2013 - Oct 5, 2014

00:02:11

Avg for View: 00:02:11 (0.00%)



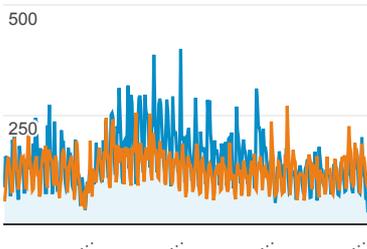
Visits

Oct 5, 2014 - Oct 5, 2015:

● Sessions

Oct 5, 2013 - Oct 5, 2014:

● Sessions

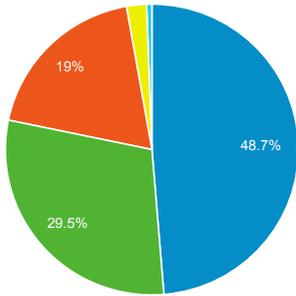


014	2,700	00:02:33
% Change	-21.96%	2.13%
United Kingdom		
Oct 5, 2014 - Oct 5, 2015	483	00:01:25
Oct 5, 2013 - Oct 5, 2014	603	00:01:12
% Change	-19.90%	17.42%
Germany		
Oct 5, 2014 - Oct 5, 2015	312	00:01:05
Oct 5, 2013 - Oct 5, 2014	191	00:02:07
% Change	63.35%	-48.83%
India		
Oct 5, 2014 - Oct 5, 2015	271	00:01:56
Oct 5, 2013 - Oct 5, 2014	210	00:01:58
% Change	29.05%	-1.90%
Brazil		
Oct 5, 2014 - Oct 5, 2015	194	00:00:16
Oct 5, 2013 - Oct 5, 2014	195	00:00:11
% Change	-0.51%	48.12%
Greece		
Oct 5, 2014 - Oct 5, 2015	119	00:00:33
Oct 5, 2013 - Oct 5, 2014	43	00:01:02
% Change	176.74%	-46.23%
Italy		
Oct 5, 2014 - Oct 5, 2015	97	00:00:51
Oct 5, 2013 - Oct 5, 2014	88	00:01:25
% Change	10.23%	-40.23%
France		
Oct 5, 2014 - Oct 5, 2015	95	00:01:39
Oct 5, 2013 - Oct 5, 2014	92	00:01:29
% Change	3.26%	11.54%
Australia		
Oct 5, 2014 - Oct 5, 2015	89	00:01:29
Oct 5, 2013 - Oct 5, 2014	109	00:02:34
% Change	-18.35%	-41.92%

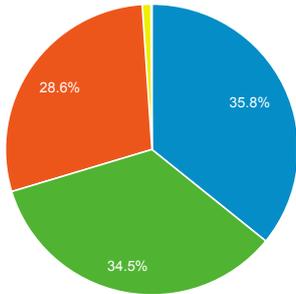
Visits by Traffic Type

■ referral
 ■ direct
 ■ organic
 ■ (not set)
 ■ email

Oct 5, 2014 - Oct 5, 2015



Oct 5, 2013 - Oct 5, 2014



Visits and Pageviews by Mobile

Mobile (Including Tablet)	Sessions	Pageviews
No		
Oct 5, 2014 - Oct 5, 2015	42,957	127,379
Oct 5, 2013 - Oct 5, 2014	37,743	111,777
% Change	13.81%	13.96%
Yes		
Oct 5, 2014 - Oct 5, 2015	11,129	27,079
Oct 5, 2013 - Oct 5, 2014	8,009	18,565
% Change	38.96%	45.86%

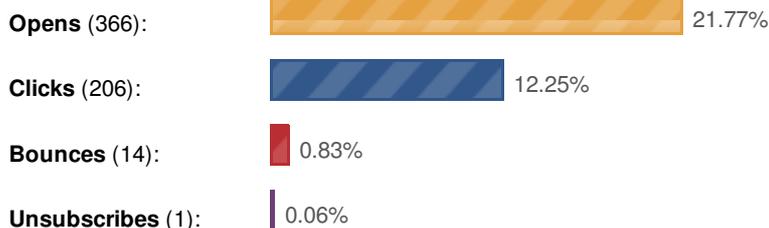
Oct 5, 2014 - Oct 5, 2015	4,906 (3.18%)	4,008 (3.08%)	00:01:08	1,523 (2.82%)	58.96%	32.33%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	4,024 (3.09%)	3,354 (3.02%)	00:00:58	1,116 (2.44%)	52.96%	28.63%	\$0.00 (0.00%)
% Change	21.92%	19.50%	15.63%	36.47%	11.34%	12.92%	0.00%
7. ALHFAM - Membership							
Oct 5, 2014 - Oct 5, 2015	3,838 (2.48%)	3,052 (2.34%)	00:00:40	327 (0.60%)	26.91%	12.12%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	3,138 (2.41%)	2,516 (2.26%)	00:00:42	256 (0.56%)	25.00%	11.47%	\$0.00 (0.00%)
% Change	22.31%	21.30%	-6.13%	27.73%	7.65%	5.61%	0.00%
8. ALHFAM - ALHFAM Regions							
Oct 5, 2014 - Oct 5, 2015	3,202 (2.07%)	2,632 (2.02%)	00:00:50	212 (0.39%)	31.60%	14.87%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	2,738 (2.10%)	2,248 (2.02%)	00:00:35	186 (0.41%)	23.66%	10.88%	\$0.00 (0.00%)
% Change	16.95%	17.08%	39.71%	13.98%	33.60%	36.58%	0.00%
9. ALHFAM - About ALHFAM							
Oct 5, 2014 - Oct 5, 2015	2,599 (1.68%)	2,178 (1.67%)	00:00:55	217 (0.40%)	44.70%	17.20%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	2,247 (1.72%)	1,923 (1.73%)	00:00:55	145 (0.32%)	42.76%	19.40%	\$0.00 (0.00%)
% Change	15.67%	13.26%	1.40%	49.66%	4.54%	-11.36%	0.00%
10. ALHFAM - Annual Meetings and Conferences							
Oct 5, 2014 - Oct 5, 2015	2,537 (1.64%)	2,228 (1.71%)	00:00:42	168 (0.31%)	37.50%	14.70%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	1,213 (0.93%)	1,047 (0.94%)	00:00:48	61 (0.13%)	54.10%	15.91%	\$0.00 (0.00%)
% Change	109.15%	112.80%	-12.40%	175.41%	-30.68%	-7.60%	0.00%
11. ALHFAM - Interest Groups							
Oct 5, 2014 - Oct 5, 2015	2,319 (1.50%)	1,923 (1.48%)	00:00:30	205 (0.38%)	53.66%	11.17%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	2,193 (1.68%)	1,822 (1.64%)	00:00:28	246 (0.54%)	60.98%	13.73%	\$0.00 (0.00%)
% Change	5.75%	5.54%	5.41%	-16.67%	-12.00%	-18.63%	0.00%
12. ALHFAM - Publications							
Oct 5, 2014 - Oct 5, 2015	2,243 (1.45%)	1,838 (1.41%)	00:00:32	142 (0.26%)	35.92%	11.81%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	1,913 (1.47%)	1,619 (1.46%)	00:00:33	151 (0.33%)	43.71%	14.79%	\$0.00 (0.00%)
% Change	17.25%	13.53%	-4.85%	-5.96%	-17.83%	-20.14%	0.00%
13. ALHFAM - Institutional Members							
Oct 5, 2014 - Oct 5, 2015	2,026 (1.31%)	1,705 (1.31%)	00:02:46	154 (0.28%)	75.32%	37.51%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	2,107 (1.62%)	1,796 (1.61%)	00:02:38	195 (0.43%)	71.79%	36.83%	\$0.00 (0.00%)
% Change	-3.84%	-5.07%	5.14%	-21.03%	4.92%	1.85%	0.00%
14. ALHFAM - Part-Time Positions							
Oct 5, 2014 - Oct 5, 2015	1,965 (1.27%)	1,776 (1.36%)	00:01:09	112 (0.21%)	70.54%	40.15%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	1,779 (1.36%)	1,623 (1.46%)	00:01:35	121 (0.26%)	63.64%	45.36%	\$0.00 (0.00%)
% Change	10.46%	9.43%	-28.09%	-7.44%	10.84%	-11.49%	0.00%
15. ALHFAM - Museum Links							
Oct 5, 2014 - Oct 5, 2015	1,764 (1.14%)	1,122 (0.86%)	00:00:23	467 (0.86%)	20.56%	13.38%	\$0.00 (0.00%)
Oct 5, 2013 - Oct 5, 2014	1,862 (1.43%)	1,110 (1.00%)	00:00:26	466 (1.02%)	22.32%	12.03%	\$0.00 (0.00%)
% Change	-5.26%	1.08%	-11.23%	0.21%	-7.89%	11.21%	0.00%
16. ALHFAM - Contacts							

	Oct 5, 2014 - Oct 5, 2015	1,510 (0.98%)	1,208 (0.93%)	00:00:53	56 (0.10%)	48.21%	22.91%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	1,337 (1.03%)	1,088 (0.98%)	00:01:02	34 (0.07%)	38.24%	24.91%	\$0.00 (0.00%)
	% Change	12.94%	11.03%	-13.92%	64.71%	26.10%	-8.00%	0.00%
17.	ALHFAM - Regional Conferences							
	Oct 5, 2014 - Oct 5, 2015	1,142 (0.74%)	970 (0.75%)	00:00:26	57 (0.11%)	19.30%	5.17%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	1,166 (0.89%)	942 (0.85%)	00:00:29	76 (0.17%)	25.00%	7.29%	\$0.00 (0.00%)
	% Change	-2.06%	2.97%	-12.20%	-25.00%	-22.81%	-29.13%	0.00%
18.	ALHFAM - Skills Database							
	Oct 5, 2014 - Oct 5, 2015	911 (0.59%)	301 (0.23%)	00:01:12	64 (0.12%)	9.38%	7.79%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	60 (0.05%)	40 (0.04%)	00:02:03	1 (0.00%)	0.00%	10.00%	\$0.00 (0.00%)
	% Change	1,418.33%	652.50%	-41.29%	6,300.00%	∞%	-22.06%	0.00%
19.	ALHFAM - Board of Directors							
	Oct 5, 2014 - Oct 5, 2015	887 (0.57%)	663 (0.51%)	00:00:40	85 (0.16%)	45.88%	11.27%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	740 (0.57%)	552 (0.50%)	00:00:37	30 (0.07%)	16.67%	7.57%	\$0.00 (0.00%)
	% Change	19.86%	20.11%	9.77%	183.33%	175.29%	48.98%	0.00%
20.	ALHFAM - Internships							
	Oct 5, 2014 - Oct 5, 2015	857 (0.55%)	725 (0.56%)	00:01:50	172 (0.32%)	73.84%	43.29%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	935 (0.72%)	837 (0.75%)	00:01:46	239 (0.52%)	80.33%	51.87%	\$0.00 (0.00%)
	% Change	-8.34%	-13.38%	3.46%	-28.03%	-8.09%	-16.54%	0.00%
21.	ALHFAM - FARM							
	Oct 5, 2014 - Oct 5, 2015	852 (0.55%)	710 (0.55%)	00:02:17	297 (0.55%)	71.04%	40.38%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	676 (0.52%)	543 (0.49%)	00:02:04	177 (0.39%)	68.36%	36.69%	\$0.00 (0.00%)
	% Change	26.04%	30.76%	10.79%	67.80%	3.92%	10.06%	0.00%
22.	ALHFAM - Living History Resources							
	Oct 5, 2014 - Oct 5, 2015	809 (0.52%)	608 (0.47%)	00:00:32	97 (0.18%)	45.36%	12.73%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	537 (0.41%)	425 (0.38%)	00:00:29	65 (0.14%)	50.77%	13.97%	\$0.00 (0.00%)
	% Change	50.65%	43.06%	10.76%	49.23%	-10.65%	-8.84%	0.00%
23.	ALHFAM - "What's It Picture"							
	Oct 5, 2014 - Oct 5, 2015	757 (0.49%)	665 (0.51%)	00:03:07	633 (1.17%)	84.52%	80.58%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	14 (0.01%)	9 (0.01%)	00:00:33	7 (0.02%)	85.71%	57.14%	\$0.00 (0.00%)
	% Change	5,307.14%	7,288.89%	467.80%	8,942.86%	-1.40%	41.02%	0.00%
24.	ALHFAM - Benefits of Membership							
	Oct 5, 2014 - Oct 5, 2015	728 (0.47%)	597 (0.46%)	00:01:43	41 (0.08%)	58.54%	27.06%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	641 (0.49%)	531 (0.48%)	00:01:30	36 (0.08%)	66.67%	31.51%	\$0.00 (0.00%)
	% Change	13.57%	12.43%	14.25%	13.89%	-12.20%	-14.13%	0.00%
25.	ALHFAM - A.S.K. ALHFAM							
	Oct 5, 2014 - Oct 5, 2015	724 (0.47%)	555 (0.43%)	00:00:38	60 (0.11%)	35.00%	11.88%	\$0.00 (0.00%)
	Oct 5, 2013 - Oct 5, 2014	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%

ALHFAM eUpdate September, 2015

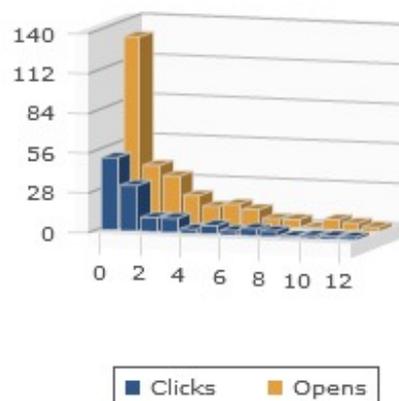
Sent to 1,681 list members on Sep 16, 2015 9:17AM EDT

Overall Performance



Non-responders: 1248 Forwards: 0

Activity



Top Performing Links

Link	#	%
Check It Out Now! http://alhfam.org/pdfs/MMS_Info_Sheet1.pdf	52	3.09%
Full-Time Positions http://alhfam.org/index.php?cat_id=155#94	37	2.20%
A.S.K. ALHFAM http://www.alhfam.org/index.php?cat_id=390&nav_tree=390	15	0.89%
download from the website http://alhfam.org/?cat_id=395&nav_tree=111,117,395	12	0.71%
The ALHFAM Historic Agriculture Resources Map http://alhfam.org/index.php?cat_id=398&nav_tree=153,160,398	9	0.54%

Top Performing Lists

Name	Sent	Open	Click	Bounce	Unsub	Non-Resp.
Monthly	1,063	184 (17.31%)	97 (9.13%)	12 (1.13%)	1 (0.09%)	838 (78.83%)
Special mail-members	618	182 (29.45%)	109 (17.64%)	2 (0.32%)	0 (0.00%)	410 (66.34%)

[More list details...](#)

Compare to Other Emails

ALHFAM eUpdate September, 2015: Sent on Sep 16, 2015 9:17AM EDT 1,681 recipients	
ALHFAM eUpdate September, 2... Sent on Sep 16, 2015 9:58AM EDT 7 recipients	
ALHFAM eUpdate August, 2015:	

Sent on Aug 17, 2015 2:43PM EDT
1,611 recipients



ALHFAM eUpdate July, 2015:

Sent on Jul 15, 2015 3:16PM EDT
1,623 recipients



ALHFAM News Notice - 2015 C...:

Sent on Jul 01, 2015 4:13PM EDT
330 recipients



Account Average:

