

## 2015 PUBLICATIONS COMMITTEE REPORT

Sharon Prassa, Chair; Michele Ritter, Bagpipes; Lillian Esposito, Beardie Bulletin; Karen Norteman, Website

Committee members are same as chairs.

Goals for 2015-2016 – Continue publishing superb publications. We have some of the finest people in the industry working for us. I would like to thank all three and everybody who supports them for a stellar year of outstanding work.

### Web Goals:

- Continue to make timely changes and updates as needed
- Add Gail's newly designed BCCA History section to the website
- Enable people to renew BCCA memberships through the website/PayPal
- Add some better photos
- Continue filling in the Bulletin Archives as time permits (1970-85 are done so far)
- Continue to add the major trophies to the website, with photos

5. Activities and Major Accomplishments: BEARDIE BULLETIN WAS PROFITABLE! Thank you, Lil, for your hard work in accomplishing this.

### Web Accomplishments:

- Added news posts from the MailChimp mailings to the website front page (under BCCA News)
- Added and updated the In Memoriam and Memorial Plaques pages – Thanks to Carol Bond for all her hard work
- Updated some of the Colors and Coats pages with better photos
- Added the BCCA Awards By Year section (up to 2012; still in progress)
- Added the Breed Standings By Year listings from 1977-1995
- Added the Award Certificates section

6. July '14 – May '15 The Beardie Bulletin is profitable by \$3,668.

From Lillian: This report indicates that we can continue to do business as usual. However, advertising is down and each issue remains a challenge for me to obtain advertisers. It is not uncommon for me to sell pages after closing dates or discount pages in order to fill color forms. Based on the same 3 issues last year, 2014 we had a total of 146 advertising pages versus 120 pages this year. That is almost a drop of 20% in advertising. Not a good sign.

I would like to ad that Michele Ritter has been of great assistance in preparing a digital file for archival purposes for the BCCA, as well as submitting one file for each issue to our printer.

### Web Statistics:

The website currently has 246 pages and 16 posts (articles imported from MailChimp)

The website has had 54,657 hits as of July 5, 2015, as compared to 59,648 a year ago. (We had a total of 120,168 hits in 2014.) Daily hits range between 300 and 400 (2014 average was 329). We show greater activity around expected events, such as Membership Renewals and announcements related to the national specialty.

The same topics are most popular compared to previous years, in addition to the home (Welcome) page:

1. Rescue
2. Breeders
3. Litter Listings
4. Beardie Breeders & Puppy Prices
5. Rescue Contacts
6. National Specialty
7. Affiliate Clubs
8. Colors and Coats
9. "A Lifetime of Friendship... the Bearded Collie"
10. Breed Standard
- 11.

The Membership Renewal Form was downloaded 16 times in the past 30 days. People seem to get the forms they need from the Mail Chimp mailings. The Membership page is the 34<sup>th</sup> most popular page on the site, and the Forms page is the 40<sup>th</sup>.

The most popular time for visits is Monday at 8:00 PM ET. The countries with the most visitors are

1. the USA
2. Canada
3. the UK
4. Brazil
5. Germany
6. Australia
7. Japan
8. the Netherlands
9. Sweden
10. Italy

The most popular search terms are (all are typed in lowercase):

1. bearded collie club of america
2. bearded collie rescue
3. bearded collie breeders
4. bcca
5. bearded collie
6. bearded collie puppies for sale
7. bearded collie puppies
8. bearded collies for sale
9. bearded collie club

7. Additional Information/Comments/Special Highlights

Web:

In previous years, the number of pages that we could put into the menus was limited to 210; adding more than that broke the website. This was due to a limitation in the WordPress software. The software also limited the size of individual uploads to 10 MB, which prevented many of the old Bulletin files from being uploaded or recognized by the software. That limitation has been increased to 50 MB.

What this means is that we can now make many pages easier to find on the website by putting them into the menus. Not every page needs to be in the menus, but there are many that just have links from their parent pages and from the Quick Links on the right side of each web page. We can also complete the Bulletin Archive without having to break the Bulletin issues into smaller files.

Bagpipes Report:

During FY 2015, eleven issues of the Bagpipes and Extra Edition were sent to members using Mail Chimp (October and November are combined issues because of the National Specialty.) There are currently 650 subscribers to the Mail Chimp "BCCA Paid Members - Receive all BCCA Emails" list, with an additional nine members requesting "hard copies" of the newsletter.

The main part of the newsletter contains

1. President's report
2. Minutes for the previous month
3. Recording secretary's monthly notices
4. Corresponding secretary's
  - a. Membership changes
  - b. Proposed members to be voted on by the board
  - 5. Treasurer's report
  - c. New member applications
  - d. Litter listings

The Extra Edition contains

1. Committee reports
  - a. Agility
  - b. Delegate
  - c. Health
  - d. Herding
  - e. Membership
  - f. Obedience
  - g. Therapy
  - h. Versatility
2. New AKC Titles

In addition, in the body of the Mail Chimp email, upcoming deadlines are noted, with links to pertinent documents such as National Specialty judges' ballots, membership renewals (*many reminders*) and National Specialty forms.

Michele Ritter  
*Editor, Bagpipes*