

BCCA Website Committee Report 2015-2016

Statistics

Over the past year (September 2015 - August 21, 2016), the website has logged around 10,000 pageviews per month. The most popular time to visit is Monday evening at 8:00 PM.

We have seen a slight uptick in the number of pageviews we get per day (hovering around 400). Each unique visitor views more than 3 pages per site.

Top 10 visitors:

1. USA
2. Canada
3. UK
4. Germany
5. Australia
6. Italy
7. Brazil
8. Netherlands
9. France
10. New Zealand

Top 10 search terms:

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

Top 10 pages people viewed this past year:

1. Litter Listings
2. Breeder Listings
3. National Specialty
4. Bagpipes
5. Affiliate Clubs
6. Rescue Contacts
7. Illustrated Standard order form
8. Rescue
9. Beardie Camp
10. Minutes and Notices

Projects

Added the pages and PayPal buttons for Beardie Camp. We also now have www.beardiecamp.com, which points directly to the main Beardie Camp page. Thanks to Rosie for supplying all the information, and to Bob Leverenz for his sainted patience as I set everything up.

Added the Twitter feed from the National Specialty website to the BCCA site. People have been clicking the links, so we know they've been reading the announcements. BCCA2016.com is now the most-clicked outgoing link on the BCCA website.

It took months, many calls and emails, and only a few threats of physical harm... but it's finally done. The bcca.us domain is now under our regular web hosting account at BlueHost, so we only have to pay one company (and pay them half to one-third of what we were paying for the domain). We have yet to hook up MailChimp, but at least now it's possible.

Expanding the History Section – This is an ongoing project. Eventually I'll have enough spare time to complete it, but right now it gets done a little at a time.

Rescue retooling: the Contacts list has been revamped. There are now Donate Now buttons for both Rescue and the Charitable Trust on the website. I am currently working with Kay and Patty to create an online version of the Adoption Application.

I've been working with Kay Sakowski and Patty Halverson to update the Rescue section of the website. One update they suggested was the addition of an online form version of the standard PDF application to adopt. Using the application as my guide, I built the form and tested it, and now it's working. So far, so good.

What we didn't anticipate was just how popular the online form would be. New applications come in every day -- mostly at a rate of 2 per day, and sometimes as many as 4. The online application went live on August 14, and already we have 18 new adoption applications. None of this makes the wait for a rescue Bearded Collie any easier, but some of the potential adopters have also mentioned wanting to join a local club -- so the affiliate clubs benefit, too.

Respectfully submitted,
 Karen Norteman
 BCCA webmaster

Beardie Bulletin Annual Report 2015 - 2016

Attached is the annual report for the Beardie Bulletin that is based on:

- Actual Advertising Income
- Estimated income from subscriptions
- Estimated income from first class/foreign/bulk postage
- Actual expenses incurred and billed to the BCCA

To see the full excel spreadsheet, please contact Sharon Prassa, Publications Chair, and she will be happy to forward it to you.

The good news to report is that the Beardie Bulletin continues to be self-supportive and according to my figures has brought in a modest profit of approximately \$2,900 to the BCCA for 2015-2016.

Overview:

Reviewing 4 issues, there was a decrease in ad pages from 2014 and the overall page count of the magazine is down. Also, subscription income has decreased based on the number of copies that are shipped.

	<u>2014</u>	<u>2015</u>	<u>2016</u>
	4 Issues	3 Issues	4 Issues
Total Pages	284	188	252
Covers	16	12	16
Advertising \$	\$28,715	\$18,380	\$23,050
Sub Income (Estimated)	\$9,375	\$6,875	\$9,250
Expenses	\$38,658	\$26,531	\$34,377
Profit	\$4,536	\$2,369	\$2,880

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 **2014** numbers, which had 4 issues, we had a total of 167 advertising pages versus 147 pages this year. Looking at the chart above, the drop in ad income is \$5,665.00 from 2014. I see this trend continuing as it is increasing difficult to sell advertising pages. The profit that was realized in 2016 could easily dwindle to nothing if the advertising trend continues into 2016/2017 season.

I would like to add 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. This, plus her responsibilities in checking all camera-ready ads to the printer, continues to keep costs down since the printer would charge for preparing ads that our advertisers submit that are not camera-ready.

This concludes my annual report and I thank the BCCA for their continued support of my editorship.

Lillian Esposito
Beardie Bulletin Editor

2016 Bagpipes Report

During FY 2016 ten issues of the Bagpipes and Extra Edition were sent to members using Mail Chimp. (There was no September newsletter because the National was in September; October/November are combined issues. Subscriptions remain fairly steady at 640 subscribers to the Mail Chimp "BCCA Paid Members - Receive all BCCA Emails" list, with an additional 18 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
 - c. New member applications
 - d. Litter listings
5. Treasurer's report

The Extra Edition contains

1. Committee reports
2. Agility articles
3. AKC Delegate's report
4. Health articles
5. Herding report/articles
6. Obedience articles/reports
7. Therapy articles
8. Versatility articles/reports
9. New AKC Titles
10. Quarterly OFA/CHIC reports
11. Affiliate club events
12. Annual Event calendar

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