

Publications Committee Report

Overall, it has been a successful year for BCCA publications.

Lil has come up with some very good ideas for lower cost advertising and BCCA members have responded well. Her special sections have offered advertisers an opportunity to showcase their beardies at a very reasonable cost.

Michele emailed 286 AKC U. S. Beardie judges, that included a link to the previous issue, and a sign-up link to subscribe to a MailChimp Beardie Bulletin subscriber list. A link to the current issue has been sent to those who subscribed. A number of appreciative comments were sent by judges.

Karen is maintaining the 2017 National Specialty Website, in addition to the BCCA website.

I am so fortunate to have 3 of the most talented people in the country working on BCCA Publications. The bearded collie community should be very proud of the work these women do.

2017 Bagpipes Report

During FY 2017 eleven 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. Subscriptions remain fairly steady at 617 subscribers to the Mail Chimp "BCCA Paid Members - Receive all BCCA Emails" list, with an additional 9 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 | 7. Therapy articles |
| 2. Agility articles | 8. Versatility articles/reports |
| 3. AKC Delegate's report | 9. New AKC Titles |
| 4. Health articles | 10. Quarterly OFA/CHIC reports |
| 5. Herding report/articles | 11. Affiliate club events |
| 6. Obedience articles/reports | 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

BCCA Website Committee Report 2016-2017

Statistics

Over the past year (September 2016 – July 10, 2017, the date of this report), the website has logged around 8,000 pageviews per month. This represents a decrease from last year's average of 10,000 pageviews per month – no idea why. Maybe it's because this is a non-Beardie Camp year, so people looking for Beardie Camp information are not visiting. Each unique visitor views about 3 pages on the site. The favorite time to visit appears to be Friday at 7:00 PM ET.

Top 10 countries by number of visitors:

- | | |
|--------------|----------------|
| 1. USA | 6. Australia |
| 2. Canada | 7. Spain |
| 3. UK | 8. Netherlands |
| 4. Germany | 9. Sweden |
| 5. Argentina | 10. Mexico |

Top 10 search terms:

- | | |
|------------------------------------|-----------------------------|
| 1. bearded collie club of america | 6. bcca |
| 2. bearded collie rescue | 7. bearded collies for sale |
| 3. bearded collie puppies for sale | 8. bearded collie club |
| 4. bearded collie breeders | 9. bearded collie |
| 5. bearded collie puppies | 10. bcca litter list |

Top 10 pages people viewed this past year:

- | | |
|--------------------------------------|---|
| 1. Breeders/Litter Listings | 7. Colors and Coats |
| 2. Rescue | 8. "A Lifetime of Friendship... The Bearded Collie" |
| 3. Beardie Breeders and Puppy Prices | 9. Past Specialty Winners |
| 4. Rescue Contacts | 10. Membership Renewal |
| 5. National Specialty | |
| 6. Affiliate Clubs | |

Completed Projects

The Application to Adopt is now online. Kay and Patty now receive an email each time someone completes the application. They respond to each application individually, and save the information in a central Dropbox.

The Membership Renewal is now online.

We now use an offsite backup service to back up the website. We have never experienced a problem, but now we won't. (I lost the BCCME website, and rebuilding that was traumatic enough that I couldn't bear the thought of rebuilding BCCA.us. Our site has about 250 pages.)

The bcca.us domain is now registered with the same company as the website hosting account, so we can provide @bcca.us emails to any officer or Board member who would like one.

Combined the Litter Listing and Breeder Listing pages into one page. The Breeder Listing will be redone into a simple table with name, kennel name, and contact information after Membership Renewal closes for the year.

Projects on the To-Do List

Membership Form: Requesting a subscription to a form-building application service, such as WuFoo or Captain Forms. Although the Membership Renewal is online and it works, it is far from elegant. It is basically made up of little snippets of PayPal Shopping Cart code, which means that a member first has to select the renewal, and then is routed to the Shopping Cart, and then must click Continue Shopping to subscribe to the Bulletin, add a breeder listing, or any other task. In addition, PayPal captures only some of the information we require for the membership database. If there are changes to the information, the member still needs to fill out an old-school form or email the Treasurer or Corresponding Secretary with changes.

It would be far more convenient to use a form-builder service to build the form in one easy unit, so that the member stays on the page until all the information is filed in, and is then routed to the Shopping Cart once to finish payment. Michele and I have done some preliminary research on services that are compatible with our WordPress website. The average price for a year of service is about \$200-250.

Website redesign: Submitted a preliminary plan to update the design of the website. Nicole suggested that an ad-hoc committee be formed, consisting of the Executive Committee, Chet & Michele, and myself. (I

would like to obtain some artwork from Chet for the new design.) I haven't pursued this further, but I wasn't clear as to who would chair this committee. I guess I will.

Website/MailChimp integration: We can connect the bcca.us domain with MailChimp to enable our mailings to identify themselves as being from bcca.us. I need to request login access to MailChimp to do this. Also, I can use some MailChimp code to automate the "front page news" listing of the recent MailChimp mailings. Right now, I do this by hand by copying and pasting the web URL for each mailing into the website.

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.

Lists of BCCA Awards by Year: Still building these.

Bulletins archive: Need to complete the archive and optimize the PDF files one by one. Some of the page scans are not of the best quality, especially of the old typed pages.

Respectfully submitted,
Karen Norteman
BCCA webmaster

BCCA Beardie Bulletin Annual Report

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

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 \$2,400 to the BCCA for 2016-2017. However, this is down from last year's profit.

Overview:

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

	<u>2015</u>	<u>2016</u>	<u>2017</u>
	3 Issues	4 Issues	4 Issues
Total Pages	188	252	244
Covers	12	16	16
Advertising \$	\$18,380	\$23,050	\$22,014
Sub Income	\$ 6,875	\$ 9,250	\$ 8,375
(Estimated)			
Expenses	\$26,531	\$34,377	\$32,335
Profit	\$ 2,369	\$ 2,880	\$ 2,406

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. I see this trend continuing as it is increasing difficult to sell advertising pages. The profit that was realized in 2017 could easily dwindle to nothing if the advertising trend continues.

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. 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
The Beardie Bulletin Editor

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