**The Greensboro Association**

**Website Committee Report**

**August 2018**

The GA Website has continued to be a central hub of information and news published by the Greensboro Association. Together with posts on social media, our website has been accessed consistently throughout the year and our online “Green Sheet” calendar has been particularly helpful to members seeking to track down the myriad of activities in Greensboro.

We seek to maintain the most current information on the website, including committee members and a listing of the board of trustees. The Fund for Greensboro page is also up to date with the addition of donor forms and instructions.

We have had over 4000 visitors and 8000 views on the website year to date and top keywords and page visits topics include ticks, dues, the Caspian Challenge, calendar and blog news posts.

The Green Sheet Calendar submission process worked very well this year paving the way for members of the community to directly submit calendar entries and saving the calendar committee a lot of time in tracking down dates and times.

The committee also maintained a current technology platform adding HTTPS (SSL) to the website for additional security and also adding features for GDPR privacy compliance.

In 2019, we will be reviewing the technology that supports the member directory and recommending a new approach in collaboration with the Membership Committee.

Respectfully submitted,

John Stone III & Betsy Hunt

Greensboro Association Website Committee