

## **ATOS Web Content Editor Report**

**Committee Chair/Name: Don Feely**

Date of Report: June 19, 2020

### **1. Actions completed since the 2019 Annual Meeting:**

- Continue to tweak each top-level menu choice “landing page” with additional graphics and text that allows “SEO” (Search Engine Optimization) for better response to web searches.
- Change homepage banner graphic every 30 days to keep fresh (currently maintaining the convention rescheduling banner)
- Add relevant news items (with photos) to news feed on front page; i.e. Chairman messages, program updates, notable events, news
- Created the “Daily Updates” (webpage and Facebook) during the 2019 convention with commentary and photos
- Updated 2019 Annual Fund Drive web page with the information members received, for consistency and ease of donations.
- Completed 2020 Convention webpage with schedule, photos, link to registration page; and created convention banners/graphics for home page; continue to make changes due to the 2021 rescheduling.
- Added the virtual and streaming concert options to the front page, with constant updates, for viewing during the quarantine
- Continued to add photos to multiple artist, venue, and news feed pages to compliment visual impact
- Respond to requests to update and add information from Board Members/Officers
- Respond to daily member/chapter emails and requests to update information
- As per the Board request, providing a column (Novum Aevum) for the journal highlighting resources on the web and directing members to our website
- Pushed website information to the ATOS Facebook page for wider distribution
- Thanks to Luke, we have updated the application and information for the George Wright Memorial Fellowship

## 2. Actions begun but incomplete since the 2019 Annual Meeting:

- Continue discussion regarding move/upgrade to provide “members only” section, and creation of a mobile app.
- We have yet to create an online registration system through ATOS.org
- Create photo galleries – photos from events; programs; journal articles; conventions – in an online format.

## 3. Goals to be reached by the 2021 Annual Meeting:

- Items that need to be updated, these are items the Board should address:

2. Current application for Student of the Year

<https://www.atos.org/youth/student-of-the-year>

(The website currently has one from 2016)

3. Current application for the Board of Directors Youth Representative

<https://www.atos.org/program/board-directors-youth-representative>

(The website currently has one from 2016)

4. There is no application for the Simonton Literary Prize.

Is this a program the board wishes to continue? <https://www.atos.org/programs-awards/simonton-literary-prize>

Continuing activities:

- Develop the use of Google Docs as a depository for (original) program documents; i.e.: 1. Young Theatre Organist Competition Guidelines/Application 2. Student of the Year of the Year Guidelines/Nomination 3. Board of Directors Youth Representative Guidelines/Application 4. George Wright Memorial Fellowship Guidelines/Application 5. Young Organist Scholarship Guidelines/Application 6. Endowment Fund Guidelines/Application 7. Registration forms: Tech experience registration; Youth Summer Adventure (*In the past, the board member overseeing the program had the original document, but this creates a problem when we change board members and the original is lost. We need to have common storage for these documents so the original can simply be updated as needed, and then expedite the posting.*)
- Continue adding/refreshing content so the ATOS website becomes the definitive site for theatre organ information
- Continue to coordinate content with the ATOS Facebook page - to reach more members
- Continue the Novum Aevum feature in the journal directing members to the website