

ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM

Name of Activity: **ATOS Website: Support of existing site and deployment of new ATOS website**
(Please fill out separate form for each activity.)

Committee Chair/Officer Name: **Tom Blackwell**

Date of Report: **January 19, 2010**

1. Actions completed since the 2009 Annual Meeting: (Please bullet actions completed.)

Existing website:

- **Recruitment of new Content Editor: Micah Bisson for Around the Circuit calendar of events. Initial discussions with several potential Content Editors.**
- **Elimination of a majority of e-mail bouncing issues by reconfiguration of underlying e-mail routing**
- **Setup and configuration of ATOS Theatre Organ Radio station**
- **Creation of new website Technical Q&A forms and processes**

New website:

- **Established new web server hosting environment and Internet domain account at Pair networks**
- **Setup and installed Drupal content management platform and loaded new ATOS site design created by Marc Dorsett Designs.**
- **Created new web forms for Membership sign-up/renewal, President's Blog, Web Journal, Around the Circuit event submission, Theatre Organ Locator submission.**
- **Converted legacy ATOS website content created originally by David Kelzenberg and loaded into new site framework: Theatre Organ Story, Feature Articles, Theatre Portraits, Organ Personalities of Yesterday, Lesser Known Builders**
- **Established credit card merchant services account with NPC. Setup new "UberCart" secure payment system, initially for the 2010 Seattle convention, and later deployed for use in ATOS Membership signups/renewals, ATOS Marketplace orders and online donations.**

2. Actions begun but incomplete since the 2009 Annual Meeting: (Please bullet actions begun.)

Migration to new ATOS web server is still in process. The "Drupal" content management system is in place, but a significant amount of work has been required to convert existing content and processes into the new system format. Working with Jim Merry to develop new systems and procedures to support Membership processing. Working with Steve Worthington to deploy next generation of ATOS Theatre Organ Radio player.

3. Goals to be reached by the 2010 Annual Meeting: (Please bullet goals.)

- **Deployment of new e-commerce system to provide registration for the 2010 Seattle and future conventions as an ATOS-provided service to chapters. Launch date for other online ATOS credit card functions to be determined by Paul Van Der Molen and Jim Merry.**

- **Exploration of ATOS Theatre Organ Radio player enhancements to support the purchase of CD's**
- **Continued migration of existing ATOS website content to new site framework.**

4. Amount budgeted for your committee: **\$4,800 is needed in 2010-11 to implement ATOS e-commerce capabilities for Membership signup/renewal, ATOS Marketplace and Online Donations. These features were not included in initial 2009 budget request which covered website redesign only. These dollars will be required once the previously committed work is completed (i.e. new ATOS website is "live.").**

Amount expended by your committee: **Approximately \$4,500 in 2008-09 for website graphical design services, web hosting setup and web development/programming services associated with new content management system.**

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

Will look to Strategic Planning effort to provide further guidance/direction for development of new website features going forward.