



ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM (2011)

Name of Activity: Website

Committee Chair/Officer Name: Tyler Morkin & Tom Blackwell, Website Manager

Date of Report: 1/3/11

1. Actions completed since the 2010 Annual Meeting:

- Completed the rough design phase of the website redesign process
- Hosted two website redesign Q&A sessions with board/staff, making various changes to the website design as a result
- Installed Drupal content management system in a development site using Amazon EC2 Web Services
- Creation of CSS (cascading style sheet) design specification for new site
- Worked with Journal editors Don Feely and Mike Bryant to establish new /tojournal directory for content linked to THEATRE ORGAN Journal
- Upgraded disk storage capacity on existing ATOS server to support various initiatives for the THEATRE ORGAN Journal and posting of ATOS committee reports to website.

2. Actions begun but incomplete since the 2010 Annual Meeting:

- Ongoing content migration to the new website
- Migration of Board/Staff email accounts to new Internet Service Provider: Pair.com
- Ongoing recruitment of additional content editors
- Migration of atos.org Internet domain to PairNIC domain registrar
- Integration of new ATOS Identity Standards in site redesign and graphical elements

3. Goals to be reached by the 2011 Annual Meeting:

- The redesigned website will be launched
- Several Drupal roles will be configured and editors will be assigned to certain pages based on administratively-defined permissions
- See the previously-presented "New ATOS Website Project Deliverables" document (attached) for additional goals

4. Amount budgeted for your committee: \$8,317 (ATOS FY11)

Amount expended by your committee: In FY11: \$262 for website hosting fees. Approx. \$3,700 for database programmer services (not yet invoiced).

5. Comments:

- The website redesign is progressing well. Our timeline of having the redesign completed by the January 2011 mid-year meeting will be met.

New ATOS Website Project Deliverables PG 1 of 2

Deliverables for January 2011

- New ATOS website design/layout corresponding to new ATOS identity standards
- ATOS domains (atos.org and theatreorgan.org) converted to PairNIC registrar
- ATOS web server converted to new provider (Pair.com)
- Implementation of a new Content Management System (CMS) with role-based security
- New FTP site to support ongoing THEATRE ORGAN Journal design/publishing activities
- Implementation of Google Analytics for weblog analysis
- Around the Circuit (calendar of events) submission form
- ATOS News
- Membership info and signup/renewal form
- ASCAP submission form
- Online donations submission form
- ATOS Front Desk, Board documents and photos
- President's Blog
- ATOS Artists Directory
- ATOS Artists pages
- Find a Local ATOS Chapter
- ATOS Web Journal
- Theatre Organ Locator (installation database)
- Feature Articles (conversion of legacy Kelzenberg content)
- THEATRE ORGAN Online content and
- New site-wide Search capability
- ATOS Theatre Organ Radio player download and schedule listing
- Technical Q&A page and submission form
- Audio/visual clips via embedded YouTube links
- Basic web ads via JavaScript rotator
- ATOS email addresses converted to new provider (Pair.com)
- ATOS email distribution lists converted to listservs (members only)

New ATOS Website Project Deliverables – PG 2 of 2

Future Capabilities (scope and delivery dates to be determined):

- ATOS Marketplace – online end-to-end credit card transactions
- Membership – online end-to-end credit card renewal/sign-up transactions
- Donations – online end-to-end credit card donations
- ATOS e-Newsletters signup
- More sophisticated advertising system with click-through tracking
- Audio/Visual content downloads
- Conversion of legacy THEATRE ORGAN Journal content (copyright issues to work through)
- ATOS chapter webpage hosting
- Members only area (i.e. for change of address)
- Board/Staff only area (i.e. for secure hosting of confidential documents)
- Other?

