

MOAA Albuquerque Chapter
Webmaster's Report
10/04/2023

Website Issues

- Still reviewing RFP Responses
- Working to define all aspects of the current website infrastructure (hosting provider, website designer, domain registrar, site maintenance contractor, CMS, etc.) to ensure ALBUMOAA controls each
 - Setting up a meeting with LDD Consulting to get specifics and control of domain transferred
- MailChimp Survey concerning website was viewed by 155 members, but only 54 (22%) responses
 - 40% do not use the website at all (some responded that this was the first they had heard of the website)
 - Newsletters was the highest usage area, with Membership Renewal as second
- ALBUMOAA Website Statistics
 - For the month of September 2023, the ALBUMOAA website had 3,071 visits, of which 84% (2,605) lasted less than 2 minutes (most of these are robotic searches); that means we had 16% of the visits to the website potentially conducting business, a 6% increase over August
 - With removal of Membership data from the current website, we have averted some concerns of data loss
 - We can continue to use the current website for other membership business (posting information about Ski Trips, Tours, Lunch Club, meetings, etc.)
 - We must manage membership data with other programs, which is time intensive - Walter and Allen are working a system for this purpose
- Recent ALBUMOAA Newsletter article requested membership involvement in development of a new website - no responses to date

MailChimp Issues

- At the moment, our MailChimp account methodology continues to work - recommend this issue wait until resolution of membership and website issues

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