

MOAA Albuquerque Chapter  
Webmaster's Report  
08/03/2023

Website Issues

- Spent nearly 20 hours of research on the various website design and hosting options available to nonprofits and spent an equal amount of time reviewing our current website and the associated means of management used by a few of our board members
- Completed and issued the ALBUMOAA Website Design and Hosting Request for Proposal to LDD Consulting, LLC (current web hosting contractor), Kinsta, KnownHost, InMotion, and WP Engine.
  - Requested "Interest Response" within a week and proposals by 8/21/23
  - Conducted online interaction with WP Engine
- LDD Consulting, LLC has not been responsive to requests for information or changes in current website
- ALBUMOAA Website Status
  - For the month of July 2023, the ALBUMOAA website had 862 visits, of which 90% (783) lasted less than 30 seconds (these are robotic searches) - that means we had 79 visits to the website conducting business
  - We are abandoning the current website because its current format is unsustainable
  - The current website will be maintained for membership access, to the best of our ability
  - We will not "turn off" the current website until the new site is up and functional (barring any major failures or security concerns on the current website)
  - Recent ALBUMOAA Newsletter article requested membership involvement in development of a new website - no responses to date

MailChimp Issues

- I've transferred the ALBUMOAA MailChimp account to me; I'm working to modify the access code delivery method to include multiple email recipients
  - MailChimp has multiple plans options from the Free account (which we have) to a Premium account for \$350/month; I recommend we obtain an Essentials account at \$13/month which would allow 3 users (3 telephone numbers)

Allen D. Tate, Webmaster; Walter Paul, Assistant Webmaster