Board Monthly Report

November

2011

Monthly report to the PASS Board of Directors.

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CORPORATE PASS

1.0 Microsoft Updates {*Mark Souza, Jennifer Moser & Lara Rubbelke*}

- PASS Nordic participation(Mark Souza - Keynote)
- International Growth meetings
- PASS HQ meeting on Global Growth & technology specific activity/events
- Microsoft SQL Server 2012 launch & PASS involvement
  - US subsidiary activity: Special Ops Tour
  - Virtual Launch Event
  - Microsoft SQL Server 2012 Community Launch In A Box for Regional Mentors & Chapter Leaders
  - Overall strategy & planning
- PASS Summit 2012 survey review & conference post-mortem activity

2.0 Finance HQ Update {*Sandy Cherry*}

- Completed the FY2011 year end and received Audited Financial Statements
- Submitted documents for renewal of PASS's line of credit
- Received approval for ACH payments via cash pro web
- Continue to work on Summit 2011 reconciliation

COMMUNITY

1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Team {*Karla Landrum & Michelle Nalliah*}

- Chapters (250 total)
  - 8 New Chapters:
    - Nepal
    - Egypt
    - Cambridgeshire, UK
    - Montreal, Quebec (BI)
    - St. Louis, MO (BI)
    - Chicago, IL (BI)
    - Quad Cities, IA & IL
    - New London, CT
- 3 New Regional Mentors:
  - Steve Hughes, US Northeast
  - Phil Robinson, US Southwest
  - Colin Stasiuk, Western Canada
- Finalized lists for Summit 2011 DVDs
- Lining up educational webcasts for Chapter Leaders
  - October 6th at 9:00 ET – "Using Dot Net Nuke Websites" by Mike Lawell
  - November 16th at 9:00 ET – "Marking Your Chapter Legal While Removing Stress" by Arnie Rowland
  - Both sessions available on Chapter Leaders Only Resources page
  - SQL Server 2012 launch call with Microsoft and Chapter Leaders in planning stages
- Karla attended SQLSaturday #87, Louisville, KY and SQLSaturday #100, Brazil

2.0 Director of Virtual Chapters {*Geoff Hiten*}

- Healthcare Virtual Chapter had its first meeting with 68 people attending. Big congratulations to Damu Venkatesan for his persistence in getting this going.
- Several Virtual Chapters are changing leadership.
  - Aaron Nelson is now primary leader for the PowerShell VC with Ben Miller moving into a supporting role.
  - Erin Stellato will be taking over the Performance VC and is looking for additional assistance.
  - David Taylor is finding himself in the same situation with the AppDev VC.
- We had inquiries for new Virtual Chapters for US Federal and Big Data.

INFORMATION TECHNOLOGY

1.0 Director of Technology Update {*Douglas McDowell*}, IT Team {*David Yang, Wesley Chang & Jason Lau*}

- Updates
  - David is currently helping with the review of a new SaaS Project Management solution for HQ and Board
  - 2012 SQLRally and Summit initiatives in the works
  - Wesley will be on vacation (Dec 12 - Dec 23)
- Support
  - Tickets Completed: 87
  - New Tickets: 100
  - Outstanding Tickets: 95
  - Notable tickets
    - Review timesheet data entered by users for August
    - Update Constant Contacts custom fields
    - Guidebook sync checking
    - Duplicate raw keynote files to Microsoft team
    - Download old Summit 2007 recorded sessions to HQ
    - Convert all PPTs to PDFs for session downloads
    - Add Orator modules to SQLRally Nordic
    - Orator - SQLRally Nordic Guidebook
    - Convert keynotes from MOV to WMV and place on HQ fileserver
    - CMC Session downloads
- Latest Project Additions / Current Significant Projects (in order of priority)
  - Orator Session Eval responses for speakers to review in Speaker Portal
  - Prepare PASS elections 2011 voting tool
  - Project Tool for BOD and HQ
  - Orator - Plans for Speaker Bureau
  - Microsoft Special Ops Tour website work for next launch
  - Exact Target - New PASS Solution for Marketing
  - Office365 Trial account creation and testing
  - SQLSaturday – Guidebook integration
  - PASS off-site backup (servers and DB)
  - Orator - Plans for 24HOP/Chapter/VC features/integration
  - Orator - Plans for SQLSaturday Integration w/Schedule Builder (+Session Evals)
  - PASS Membership Review for updates and integration
  - Payables Approvals Module

- Events RSS feed - Improve Events RSS feed for www.sqlpass.org/events.aspx
- Media Server Log Parser
- Upgrade DNN to 6.1
  - Orator Admin - Create Exhibitor module
- Project Item Completions
  - Orator - Online Session Evals changes and updates
  - Orator – Guidebook Integration
  - Orator - Integration with regonline for registered attendees
  - Orator - Session upload module – updating co-presenters
  - Summit 2011 – Live Streaming Keynote pages
  - Summit 2012 site design to DNN Skin
  - Summit 2010 DVD Sessions to go online
  - SQLRally 2012 Dallas – DNN Skin
  - DNN Modules Purchased and Installed - DNN Essentials
  - DNN Modules - SunBlogNuke Upgrade
  - Review ExactTarget for Marketing
  - Teaser website for Microsoft – special ops tour
  - SQLSaturday – SpeedPASS report
  - SQLSaturday – International SQLSaturday support (paypal)

MARKETING

1.0 Marketing HQ Update {*Lana Montgomery*}

Marketing:

- We are creating a more user-friendly Communications Calendar to track and plan all marketing activities
- A review of the sqlpass.org site is underway
- The November 30 edition of the Connector will announce the launch of SQLRally Dallas

PASS Membership

- In October, the PASS membership stood at 79,028. In January 2011 it was at 61,985.

Summit

- Both the Sponsor/ Exhibitor survey results and the Attendee survey results have been distributed.

Web traffic

Monthly Web Traffic			
	Aug-11	Sep-11	Oct-11
Overview			
Total number of visits	17,881	23,485	28,449
Absolute unique vistors	11,056	13,336	15,358
Average visits per day	576.81	782.83	917.71
Average pageviews per day	3.66	3.81	3.85
Average time on site	3.22	3.48	3.42
Top Traffic Sources Visits (% visits)	*Google 5,939 (46.67)* *Direct 5,746 (56.27)* *sqlsat.com referall 1,310 (55.19)*	*Direct 7,855 (55.35)* *Google 7,771 (42.62)* *Bing 1,455 (39.04)*	*Google 10,181* *Direct 8,777* *Bing 2,385*
Top Content Page views	*PASS Home Page 15,046* *Intranet/ Timesheets 3,054* *Register for SQL Pass 2,965* *Session Recordings 2,322*	*PASS Home Page 20,769* *Register for SQL Pass 4,872* *Session Recordings (24 Hrs Fall) 3,058* *Session Recordings 2,738*	PASS Home Page 26,920 *Register for PASS 7,477* *Lost my login 3,953* *Login page 3,655*

PASS Connector					
Progress					
	21-Sep-11	**05-Oct-11**	**19-Oct-11**	**02-Nov-11**	**16-Nov-11**
Open rate %	**12%**	**12%**	**12%**	**13%**	**17%**
Sent to	69,066	70,488	70,989	71,158	71,193
Opens	8,291	8,644	8,519	8,652	10,962
Bounces	5,851	5,512	5,636	5,740	5,974
Opt-outs (%)	59 (0.1)	79 (0.1)	66 (0.1)	74 (0.1)	55 (0.1)
Total click throughs	1,220	1,003	1,342	638	1,859
Top 3 Clicks (in order of popularity)	*24 Hours of PASS Session Recordings (264)*	*PASS Summit Live Keynote Streaming (156)*	*What it takes to be a Director link (182)*	*PASSHQ Profiles (128)*	*Preparing for SQL Server 2012 - What you need to know (930)*
	24 Hours of PASS Sessions by schedule (122)	*The #SQL Pass Daily blog link (127)*	*David DeWitt Live Keynote Stream (102)*	*Purchase the PASS Summit DVD (90)*	*Special Ops Tours (317)*
	PASS HQ Profiles (81)	*PASS Summit 2011 website link (88)*	*Ted Kummert Live Keynote Stream (102)*	*PASS Summit 2011 Learning Center (84)*	*Purchase the PASS Summit 2011 DVD (258)*

2.0 Director of Special Projects Update {*Andy Warren*}

- Met with Karla and Wes to update and prioritize SQLSaturday wish list for IT
- Working to resolve an issue with swag budget for SQLSaturday
- SQLSaturdays this month:
  - November 26 - #100, Brazil
  - November 11 - # 99, Minnesota
  - November 11 - #102, Trinidad
  - November 5 - #96, Washington DC
  - November 5 - # 86, Tampa BI

- SQLSaturdays published this month:
  - May 26 - #106, Puerto Rico
  - April 12 - # 107, Houston
  - February 25 - #108, Redmond
  - March 3 - #109, Silicon Valley
  - March 10 - # 110, Tampa
  - April 14 - #111, Atlanta
  - May 12 - #112, Birmingham
  - Dec 10, 2011 - #113, Indonesia
  - March 17 - #114, Vancouver
  - March 17 - #115, Portugal

3.0 Sponsorship Sales and Exhibition HQ Update {*Al Shuler*}

- General:
  - Sales for 2011 are basically closed out at this time, and we have switched our efforts, to planning for all of the activities for 2012. There are a huge number of items to address for 2012, and we will ensure another very successful year coming up.
  - I have also been researching new companies, and getting some companies lined up for advertising options for 2012. We will be able to begin to close some of these sales in the next few days.
  - I have also made a new proposal to Craig and Alison to address the SQL Saturday Partner Program, so hopefully it can move forward.
  - Plus since the decision was recently made to greatly cut back on the sponsored mailings, I am revising the MarketPlace plan for the website, that will still provide the vendors an outlet, for their products, services and information, without taking up any mailing bandwidth, as well, it will help us maintain our positive relationship, with the vendors, and provide another resource for the members.

- Sales Completed in November 2011
  - Additional Marketing Opportunities and Advertising:
  - Cisco – Advertising Suite
  - SQL Saturday Program Partner and National Sponsor
    - Dell (pending)

- In the Works:
  - Planning process for SQL Rally. Floor plan, Prospectus, Pricing, Options
  - Begin marketing PASS advertising opportunities
  - Review virtual chapter agreements and get them resigned

- Work out details of the Proposed Partner Sponsorship for SQL Saturdays.
- Researching and mining for additional companies

SUMMIT PROGRAM

1.0 Director of Educational Program {*Allen Kinsel*}

- Finalizing Summit wrap up including Session evaluations

2.0 Educational Program HQ Update {*Marcella McKeown*}

- PASS Summit 2011 Session Evaluation data entry – working on results distribution process
- SQLRally Dallas 2012 Call for Speakers – Launching on December 14, 2011
  - Updating the Pre-Con and General Speaker Contracts
  - Working with Dallas Program and PASS Marketing to update speaker requirements
  - Updating and preparing Call for Speakers website

SPECIAL PROJECTS

1.0 Director of Special Projects {*Thomas LaRock*}

- Attended ExecCo meeting in YVR
- Marketing phone calls (3)
- NomCom interviews
- NomCom meetings
- BoD phone calls (2)
- Creation of experimental private Yammer group for PASS members
  - We are trying to help our members connect
  - This might be a way for speakers/events to stay in contact with each other

SQLRALLY

1.0 Director of SQLRally {*Currently Rushabh*} and HQ Update {*Judy Christianson & Craig Ellis*}

- Phone meeting with Jody Roberts in Cape Town and next step is to set up meeting with local MS office.
- Discussions for SQLRally Melbourne have stalled with no recent response on HQ efforts to reach out
  - Another meeting is being set up to talk to a wider Australian audience.