# Board Monthly Report

May

# 2012

Monthly Report to the PASS Board of Directors

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## CORPORATE PASS

### 1. Microsoft Update [*Mark Souza, Jennifer Moser & Lara Rubbelke*]

- Work on Global Growth program at SQL Rally Dallas
- Global Growth steering committee work with communication plan and task list
- Proposed two new programs for PASS support official certifications and Business Analytics
- Preparation for PASS Summit 2012
- Continued work on updating the annual PASS-Microsoft sponsorship agreement

### 2. Director of Finance [*Douglas McDowell*] and Finance HQ Update [*Sandy Cherry*]

- FY2013 Budget
- FY2012 cash flow and estimation for upcoming taxes (prepayment was due on March 15th)

### 3. Task Management HQ Update [*Craig Ellis and Vicki Van Damme*]

- As of April 1st 2012, PASS HQ has been engaged in the Implementation of an online Project Management system (AtTask – www.attask.com)
- All of our current projects and upcoming events are currently being created within AtTask. The initial input of projects/events should be complete by June 1st
- Recurring projects/events are being created and then saved as templates. This will save valuable HQ time the next time the project/event occurs
- All HQ Staff have completed basic AtTask training while certain staff have gone on to take more advanced training

## COMMUNITY

### 1. Director of Chapters [*Allen Kinsel*] and Community HQ Update [*Karla Landrum & Michelle Nalliah*]

- Chapters (xxx total)
  - 3 New Chapters:
    - Nigeria
    - Iceland
    - Central Pennsylvania
  - 2 additional Chapter Leader Updates
- Regional Mentors:
  - Travel pilot continues
- First rounds of Chapter tool improvements underway
- Survey for Chapter Kit mailing addresses underway
- Shipping beginning on Chapter Kits

### 2. Director of Virtual Chapters [*Denise McInerney*] and Community HQ Update

- Version 1 of VC Guidebook published
- Increased attendance at meetings due to improved chapter emailing
- Begun discussions to create a DBA Fundamentals VC
  - Continued discussions with Prof Dev/Tech Manager VC
- Big Data featured in May 16 Connector

- Sponsorship secured for Master Data\Data Quality VC

### 3. Director of SQLSaturday Update [*Kendal Van Dyke*] and Community HQ Update

- Working on revision of the Manage SpeedPASS page on Admin site
- SQLSaturday events this month:
  - May 5 - #134 Johannesburg
  - May 12 - #112 Birmingham
  - May 12 - #129 Rochester
  - May 19 - #142 Waltham
  - May 29 - #119 Chicago
  - May 26 - #106 Puerto Rico
- SQLSaturday events published this month:
  - #160 – Kalamazoo
  - #161 – East Iowa
  - #162 – Cambridge
  - #163 – Dallas BI
  - #164 – Cleveland
  - #165 – Lincoln
  - #166 – Olympia

## INFORMATION TECHNOLOGY

### 1. Director of Technology [*Douglas McDowell*] and IT HQ Update [*Wesley Chang, Jason Lau & Benny Su*]

- Updates:
  - SQLPASS.ORG receives a facelift. Benny and Jason continue to work on minor tweaks to ensure the new skin works on all SQLPASS.ORG pages.
  - Wesley is working with Craig and Vicki to implement AtTask for project and task management, as well as IT Help Desk and Timesheets. All IT projects have been loaded into AtTask.
  - MaximumASP (CBeyond) continues migrating PASS servers in batches to the new cluster. Over 60% servers have already been migrated. Web server also received hardware upgrade that should improve performance.
  - On-going Orator support for Summit 2012 and Nordic 2012.
  - PASS Chapter Tools project is now currently underway.
- Support:
  - Tickets Completed: 172
  - New Tickets: 188
  - Outstanding Tickets: 83
  - Notable tickets:
    - Add Google Analytics to Summit 2012 and SQLRally Dallas 2012
    - URGENT - SQL Saturday 106 - SpeedPass
    - Install Photoshop on Lana's laptop
    - FW: URGENY! Call for Speaker site not working.
    - Simple template in Exact Target
    - FW: Sandbox for Orator
    - FW: Hina Pala Departure
    - Looking for stats on VC Oracle DBA membership
    - FW: PASS Summit 2012 - Speaker Portal

- Elections 2012 setup
- SQLRally Nordic Orator site required
- FW: SQLRally PDF Downloads
- FW: URGENT: PASS Chapters navigation - please help
- Sandy computer support
- FW: GTG re Elections Site on SQLPASS.Org
- Two accounts
- FW: Change required to time sheets
- Prepare for new hire

- Latest Project Additions / Current Significant Projects (in order of priority):
  1. New Project Tool (AtTask) production site setup and configuration
  2. New Chapter and PASS Event Module / Tools
  3. PASS SAN Migration
  4. ExactTarget – Membership collaboration
  5. SQLSaturday Website Development 2012
  6. Migration to Office365 (Pending Availability with Licensing)
  7. Upgrade DNN to 6.1
  8. Orator – Plans for SQLSaturday Integration w/Schedule Builder (+Session Evals)
  9. Media Server Log Parser or look into available solutions for purchase
  10. Orator – Admin – Create Exhibitor module
  11. Orator – Speaker Bureau
  12. Events RSS feed - Improve Events RSS feed for www.sqlpass.org/events.aspx
  13. Tracking of all technical hours (including media streaming)
  14. Ungate Session Content on PASS Site
  15. Filterable Session Video Content on PASS Site
- Project Item Completions:
  1. SQLPASS.ORG facelift
  2. SQLRally Dallas 2012 Orator Support

## MARKETING

### 1. Marketing HQ Update [*Alison McDonald and Lana Montgomery*]

- Connectors:
  - May 2, May 16, May 30
- PASS Blog:
  - 5/30: SQLRally: A Chance to Inspect and Adapt - Thomas LaRock (763)
  - 5/30: Brazil: Connecting a Vast Community - PASS (353)
  - 5/30: Call for NomCom Now Open - PASS (128)
  - 5/14: Elections Season: Help Shape Tomorrow's PASS - Rushabh Mehta (397)
  - 5/14: Big Data: What's the Big Deal? - PASS (944)
  - 5/7: Top Speakers Invited to Submit Spotlight Sessions - Adam Jorgensen (289)
  - 5/3: SQLRally - 1 Week Out - Tim Mitchell (76)
  - 5/1: In the Loop with PASS Summit - Adam Jorgensen (510)
  - 5/1: SQLSaturday #118 Madison Recap - Energy and Organization - Karla Landrum (238
- Social Media:
  - Twitter: 6008 followers/following 1451 (5853/1451 as of 4/30)
  - Facebook: 2489 members (2433 as of 4/30)
  - LinkedIn: 7664 members/309 SQL bloggers group (7376 members /300 as of 4/30)

- Website – www.sqlpass.org:
  - Marketing team refresh of copy and design
  - Regular updates
  - Hired user experience web designer to help with Chapter and Events pages
- Elections:
  - Elections 2012: Blog posts/website copy for Elections Season kickoff, Call for NomCom; reviewed/edited Elections webpages, reviewed/edited NomCom application
- Global Growth:
  - Global Growth web page set up
  - Resource materials created
  - Comms plan activities set up
- Summit 2012:
  - Program Committee support during Call for Speakers, Session/Speaker review, Orator updates
  - Initial plan for Blogger Program at Summit
  - Microsoft sponsorship agreement
- SQLRally Dallas:
  - Emails
  - 5/1 to attendees: SQLRally Dallas Pre-Cons: Don't Miss This All-Star Lineup
  - 5/1 for CLs/RMs to send: Join Me at PASS SQLRally Dallas Next Week
  - 5/3 to attendees: Final Tips for Joining Us at PASS SQLRally Dallas
  - Website – SQLRally live updates: sessions, events, blog links, announcements
- SQLRally Nordic:
  - Review/edit website ahead of registration opening/Call for Speakers
  - Edited 2 emails: SQLRally Nordic is back!, Call for Speakers
- SQLRally General:
  - Messaging lack of Rally 2013 in the US
- SQLSaturday:
  - Thank you cards
  - Working on template flyer
  - Help finalize SQLSat agreement
- BA Conference:
  - Investigate and research viability of holding event in Spring 2013
- SQLRally Nordic:
  - Coordinating HQ activities and participating in bi-weekly calls.
- PASS Style Guide
- SQLRally Dallas Exhibitor and Attendee Survey results to be sent out to BoD and HQ by first week of June

**Monthly Report Statistics:**

| **PASS Members** | | |
|---|---|---|
| | Apr-12 | May-12 |
| | 107,478 | 112,718 |

| Monthly Web Traffic | | | | |
|---|---|---|---|---|
| **Sqlpass.org** | Jan-12 | Feb-12 | Mar-12 | Apr-12 |
| **Overview** | | | | |
| Total number of visits | 17,148 | 17,850 | 18,316 | 18,418 |
| Absolute unique vistors | 11,095 | 12,014 | 13,036 | 12,321 |
| Average visits per day | 357.90 | 615.52 | 631.59 | 594.13 |
| Average pageviews per day | 3.66 | 4.09 | 3.77 | 4.18 |
| Average time on site | 3:41 | 3:57 | 6:57 | 3:46 |
| **Top Traffic Sources** | *Direct (5,643)* | *Direct (6,434)* | *Direct (7,014)* | *Direct (6,788)* |
| Visits (% visits) | *Google (5,249)* | *Google (5,124)* | *Google (5,084)* | *Google (5,15)* |
| | *Twitter (730)* | *sqlsaturday.com (980)* | *sqlsaturday.com (1,381)* | *sqlsaturday.com (1,543)* |
| **Top Content** | *PASS Home Page 13,472* | *PASS Home Page 15,525* | *PASS Home Page 15,724* | *Register for SQL PASS 3,152* |
| Page views | *Register for SQL PASS 2,422* | *Register for SQL PASS 4,597* | *Register for SQL PASS 3,275* | *24 Hours of PASS 2,623* |
| | *Session Recordings 1,803* | *Events 2,130* | *Events 2,251* | *Events 2,446* |
| | *PASS Chapters 1,681* | *PASS Chapters 1,983* | *PASS Chapters 1,737* | *Learning Center 1,885* |

| PASS Connector | | | |
|---|---|---|---|
| | 2-May-12 | 16-May-12 | 30-May-12 |
| **Open rate %** | **10.9%** | **9.9%** | **8.8%** |
| Sent to | 80,293 | 76,549 | 72,420 |
| Opens (Total) | 12,951 | 11,401 | 9,943 |
| Opens (Unique) | 8,265 | 7,125 | 6,283 |
| Bounces | 3,385 | 5,236 | 1,440 |
| Opt-outs (%) | 119 (0.1%) | 117 (0.1%) | 75 (0.1%) |
| Click throughs (Total) | 1,855 | 1,387 | 1,493 |
| Click throughs (Unique) | 1,079 | 654 | 771 |
| **Top 3 Clicks** (in order of popularity) | *Be the Next Microsoft Employee Contest (410)* | *Webinar: Eating the Elephant: SQL Server Table Partioning (169)* | *SQLRally: A Chance to Inspect and Adapt (386)* |
| | *SQLPass TV: Seeking SQL Server Secrets (118)* | *Election's Season: Help Shape Tomorrow's Future (130)* | *PASS Summit 2012 - Quick Link (69)* |
| | *In the Loop with PASS Summit - Adam's Blog (71)* | *SQLPASS TV (102)* | *Blog - Grant Fritchey 'Don't you know who I am' (65)* |

## 2. Sponsorship Sales and Exhibition HQ Update [*Al Shuler*]

- General:
    - Well it was an exciting Month as we produced a successful SQLRally Dallas, finished up a complete cost analysis of the Summit Sponsorships and offerings, and as of the end of the month; we finished up the 2012 Summit Prospectus, that has some new pricing, options and benefits
    - The Prospectus project has been a lot of work by a number of our team, and we are really excited with the outcome; looking forward to presenting it to the market.
- Sales Completed in May 2012
- Virtual Chapter Sponsorships:
    - Neudesic: Master Data/Data Quality
    - SQL Saturday Program Partner and National Sponsor: Dell-- (pending)
    - Website Advertising: Amazon Web Services
- In the Works:
    - Begin to distribute and sell the 2012 Summit
    - Finalize the 2012 Summit floor plan
    - Reselling the Virtual Chapter contracts that will expire
    - Reintroduce the Marketplace website concept again since we have very limited commercial advertising opportunity on the website now
    - Work out details of the newly proposed Partner Sponsorship for SQL Saturdays
    - Researching and mining for new companies and companies that may be interested in larger sponsorships for 2012 Summit

## SUMMIT PROGRAM

### 1. Director of Speaker Programs Update [*Adam Jorgensen*]

- Completed call for speakers
- MS call is in progress and we're working with CSS for their sessions as well
- At this point 80% of session review and allocation has been completed by the committees and they are doing a great job
- Spotlight and pre-con selections are also almost complete
- We are also working with operations on the computers in the rooms: the recording RFP, selecting vendors (even with video this will come in under budget)

### 2. Speaker Programs HQ Update [*Marcella McKeown*]

- Program support for SQLRally Dallas 2012
- Finalizing and ensuring all new Program Volunteers have accepted and signed the PASS NDA
- PASS Summit 2012 Call for Speakers – Closure of call for speakers
- Organized the Speaker and Abstract Review teams in Orator
- Working on the 2012 Speaker Portal and Sessions page

## SPECIAL PROJECTS

### 1. Director of 24 Hours of PASS Update [*Rob Farley*]

- The Summit Preview 24 Hours of PASS will be September 26, 2012

## 2. Director of Global Growth [*JRJ*]

- Board Update on Transition Plan
- Prioritisation and Assignment of tasks
- Funding Green light for International IP protection
- Planning for Communicating with Community GG Progress and Micro Site
- Other stuff

## SQLRALLY

## 1. SQLRally HQ Update [*Craig Ellis & Lana Montgomery*]

- Call for Speakers and Registration site was launched on Thursday May 24
- Call for Speakers email blast was sent to 2011 Nordic speakers/ Registration email was sent to EMEA PASS members and Nordic 2011 attendees from PASS.
- 32 registrations for general sessions so far, 26 registered for pre-cons
- sqlrally.com has been redirected to the Nordic site and there is a link on the page for anyone looking for Dallas content
- The first price bump occurred on May 31 from EURO 549 – EURO 599
- HQ is continuing to working with the Nordic team on marketing the event to PASS members