Board Monthly Report

May

2011

Monthly report to the PASS Board of Directors.

CONTENTS

PASS HQ 3
1.0 HQ Updates {Judy Christianson} 3
CORPORATE PASS 3
1.0 Microsoft Updates {Mark Souza & Jennifer Moser} 3
2.0 Finance HQ Update {*Sandy Cherry*} 3
COMMUNITY 3
1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Operations Coordinator Update {*Nancy Nasso*} 3
2.0 Director of Virtual Chapters {*Geoff Hiten*} and Community Operations Coordinator Update {*Nancy Nasso*} 3
INFORMATION TECHNOLOGY 4
1.0 Director of Technology Update {*Douglas McDowell*}, IT Team {*David Yang, Wesley Chang & Jason Lau*} 4
MARKETING & PR 4
1.0 Marketing HQ Update {*Alison MacDonald*} 4
2.0 Director of Publications Update {*Andy Warren*} 5
3.0 Sponsorship Sales and Exhibition HQ Update {*Al Shuler*} 5
4.0 PASS Membership HQ Update {*Sanj Gandham*} 6
5.0 Web Traffic – figures ending March 2011 {*Sanj Gandham*} 7
SUMMIT PROGRAM 8
1.0 Director of Educational Program {*Allen Kinsel*} 8
2.0 Educational Program HQ Update {*Elena Sebastiano*} 8
SPECIAL PROJECTS 8
1.0 Director of Special Projects {Thomas LaRock} 8
SQLRALLY – Nordic (Nov. 8th & 9th) 8
1.0 Director of SQLRally {*Currently Rushabh & Andy*} and HQ Update *{Craig Ellis}* 8
SQLRALLY - Global 8
2.0 Director of SQLRally {*Currently Rushabh & Andy*} and HQ Update *{Judy Christianson & Craig Ellis}* 8

PASS HQ

1.0 HQ Updates {Judy Christianson}

- Karla Landrum will join the PASS HQ team on July 1, 2011. She will manage the PASS Chapter and Regional Mentor programs along with the full roster of SQLSaturday events
- Michelle Nalliah joined the PASS HQ team on a permanent basis on May 24, 2011. She manages all administrative duties and governance-related tasks for the PASS Board of Directors and HQ

CORPORATE PASS

1.0 Microsoft Updates {Mark Souza & Jennifer Moser}

- Development of global strategy proposal for PASS Board of Directors
- Active attendance at the Board of Directors meeting
- PASS SQL Rally in Orlando
- Discussion of new Education & Certification program for PASS
- Support of PASS kiosk in community Connect Zone at TechEd North America in Atlanta
- Planning for Microsoft sponsorship of 2011 PASS Summit
- Discussion of annual Microsoft-PASS partnership agreement

2.0 Finance HQ Update {*Sandy Cherry*}

- Concluded discussion with the Auditor as it relates to the Washington State B&O Tax
  - Bill Graziano notified the Board of Directors of the final decision
- Continued work on FY2012 budget

COMMUNITY

1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Operations Coordinator Update {*Nancy Nasso*}

- Chapters (228)
  - 2 New Chapters:
    - Helsinki, Finland
    - New York (BI Group)
- Mark Ginnebaugh wrote "Ten Steps to Starting a PASS Chapter – The Fast Track Chapter Start-Up Guide" for posting on the PASS website
- Distributed PASS Summit 2011 Discount Codes for Chapter Members.
  - $200 discount, no expiration
- Working on plan for doing occasional emails on behalf of new and existing PASS Chapters, using PASS's mailing list

2.0 Director of Virtual Chapters {*Geoff Hiten*} and Community Operations Coordinator Update {*Nancy Nasso*}

- Tech-Ed:
  - PASS's presence at Tech-Ed was a big success. Badge scanner details are yet to be collected.
  - The local Atlanta group provided great staffing levels and enthusiasm for the event.
- Virtual Chapters:
  - Steve Simon, Regional Mentor, has successfully completed first-round discussions with the VC Chapter Leaders.

INFORMATION TECHNOLOGY

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

- Updates
  - Orator continues development while supporting Summit 2011, SQLRally Nordic 2011
  - Preparing for Microsoft Call for Speakers
  - Full-time SQLSaturday development now on Sprint #6 (Wesley)

- Support
  - **Tickets Completed**: 115
  - **New Tickets**: 120
  - **Outstanding Tickets**: 86
  - **Notable items**
    - Looked into office thermostat features
    - Looked into production DB disk space issues
    - Online session survey for SQLRally Orlando
    - Timesheet Report – April
    - Server downtime Log
    - Created report for free disk space on all servers
    - Created report to include total members in each country
    - Webservices - User Info
    - Looked into connectivity problems for Elena's laptop
- Latest Project Additions / Current Significant Projects (in order of priority)
  - Orator – Schedule builder Module
  - Orator – PPT Review Module
  - SQLSaturday – Development Sprints #6-12 (Wesley)
  - PASS RSS Events Feed
  - PASS Membership Management tools
  - Payable Approvals Module
  - Silverlight chapter map to PASS Servers

- Project Item Completions
  - Orator – Session Preferencing Module
  - Orator – Abstract Review Module (updates)
  - Determine New SAN for PASS at MaximumASP
  - Orator - Session Reports and Session Preferencing Reports
  - SQLSaturday Development Sprint #4
  - SQLSaturday Development Sprint #5
  - SQLPASS - logins web service
  - Project - Orator - Speaker Portal modules
  - Orator - Session downloads module for attendee's to download power points
  - Orator - Abstract Review - Final Ranking Updates
  - Orator – View Submitted Sessions Module update
  - Orator - Display Session Details module
  - Orator - Module updates to support MS Call for speakers
  - Servers – remote site monitoring services

MARKETING & PR

1.0 Marketing HQ Update {*Alison MacDonald*}

- **PASS SQLRally Orlando**
  - Day 1 press release written and issued

- Pre-event and Post event e-blasts to SQLRally attendees
- Attendee and exhibitor surveys set up and issued
- PASS home page, blog, social media posts, and Connector articles
- Continuous website updates leading up to and after event

- **PASS SQLRally Nordic**
  - Proofed and update website ahead of launch
  - Press release written and distributed
  - PASS home page, blog, social media posts, and Connector articles

- **PASS SQLRally-in-a-Box Marketing Kit**
  - Reusable, living marketing kit of jump-start resources for organizers of SQLRally events created
  - Summit Tactics plan currently in review
  - PreCons and Spotlight sessions announced, registration call to action issued

- **PASS SQLSaturday**
  - Reviewed and commented on Partner Program sponsorship proposal
  - Website Facelift Proposal Created and approved
  - New logo (adding PASS brand) underway as well as new website look and feel

- **Social Media Stats**
  - Twitter: 3077 (2883 as of April 29)
  - Facebook: 1792 (1749 as of April 29)
  - LinkedIn: 4892 (4694 as of April 29)

- **PASS Connector Newsletters**
  - May 4 and May 18

- **General**
  - PASS Global Growth Board PowerPoint presentation
  - PASS Summit 2013 Announcement messaging
  - Website updates
  - Community and SQLSaturday blog round ups

2.0 Director of Publications Update {*Andy Warren*}

- Completed SQLRally
- Submitted list of additional items for consideration for the end of fiscal year surplus
- Continued to make updates to SQLSaturday.com using Wesley from PASS HQ
- Wrapped up my participation in the ERC and the recommendations were submitted to the Board
- SQLRally 2012 site selection is ongoing, expecting the vote by the community to be June 15, 2011

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

- General:
  - SQL Rally was successful and we are waiting on the comments from the Sponsors as the survey has been sent
  - Sales and recruitment for Summit are now the primary focus
    - We are working to complete some additional arrangements with Dell and their agreement.
    - We also have to finish the design of the floor plan, but we are reviewing some options for the back of the room with marketing

- We are in the process of presenting the Partnership level for the SQL Saturday program to the leadership of SQL Saturday's for review.
    - The 2011 Sales Projections have been submitted to HQ

- Sales Completed in May 2011
    - **Summit 2011:**
        - Idera - Silver
        - Stratus Technologies-Exhibitor
        - Pragmatic Works - Exhibitor
        - Thales e-security - Exhibitor
        - Dell – Platinum
        - Dell-AMO's Internet Pavilion
        - Exhibitor Reception
        - Confio - Exhibitor

- **Additional Sponsorships:**
    - **SQL Saturday Program Partner and National Sponsor**
        - Dell

- **Website Advertising:**
    - Izenda - Connector Sponsorship (3)
    - Attunity - Sponsored Mailing
    - Veeam-Sponsored Mailing
    - Embarcadero-Connector (2) & Banner

- **In the Works:**
    - Continue sending Prospectus for Summit 2011to prospects
    - Finalize floor plan and exhibitor kit
    - Follow-up with previous Summit sponsors
    - Work out details of the new Partner Sponsorship for SQL Saturdays
    - Continue new prospect research and recruitment

4.0 PASS Membership HQ Update {*Sanj Gandham*}

- Ending April 2011, our membership stands at 67,895. In April 2010, the figure was 51,066.

5.0 Web Traffic – figures ending March 2011 {*Sanj Gandham*}

sqlpass.org			
	Feb-11	Mar-11	Apr-11
Overview			
Total number of visits	12,213	15,695	13,377
Absolute unique visitors	8,007	9,815	8,338
Average visits per day	436.18	506.29	445.9
Average page views per day	3.57	3.6	3.88
Average time on site	3.14	3.08	3.19
Top Traffic Sources Visits (% visits)	*Direct* 4,257 (34.86) *Google* 3,595 (29.44) *sqlsaturday.com* 657 (5.38)	*Direct* 5,564 (35.45) *Google* 4,972 (31.68) *sqlsaturday.com* 811 (5.17)	*Direct* 5,063 (37.85) *Google* 3,731 (27.89)
Top Content Page views	*PASS Home Page* 9,372 *Intranet/ Timesheets 3,188* *Register for SQL PASS* 1,799 *Session Recordings* 1,743	*PASS Home Page* 14,012 *Session Recordings* 3,269 *Intranet/ Timesheets* 2,912 *Register for SQL PASS* 2,371	

We sent a survey to SQLRally attendees to get their feedback on the event. A survey was also sent to sponsors. Both surveys close on May 27 and results will be shared thereafter

sqlsaturday.com		
	Feb-11	Mar-11
Overview		
Total number of visits	18,580	21,092
Absolute unique visitors	11,125	11,468
Average visits per day	663.57	680.39
Average pageviews per day	4.89	4.94
Average time on site	3.58	4.11
Top Traffic Sources Visits (% visits)	*Direct* 8,517 (45.84) *Google* 3,432 (18.47) *sqlservercentral.com* 890 (4.72)	*Direct* 9,035 (42.84) *Google* 4,731 (22.43) *sqlpass.org* 789 (3.74)
Top Content Page views	*Home Page* 6,917 *Home Default Page* 4,475 *SQLSat #65 Schedule* 4,208 *SQLSat #65* 3,090	*Home Page* 8,735 *SQLSat #67* 5,184 *Home Default Page* 4,393 *SQLSat #71 Schedule* 2,706

SUMMIT PROGRAM

1.0 Director of Educational Program {*Allen Kinsel*}

- Closed the community call for speakers
- Announced the PreCon selections
- Announced the Spotlight Session selections
- Working to open the call for Microsoft speakers on time - June 1, 2011
- Working with guidebook to come up with a proposal for the applications use on all PASS events

2.0 Educational Program HQ Update {*Elena Sebastiano*}

- SQLRally Orlando speaker changes
- SQLRally Orlando speaker evaluations
- Orator tool updates (Speaker Portal & Session Preferencing Tool)
- Sending out RFP and compiling Summit session recording proposals
- Kick off Summit program meeting with Microsoft
- Preparing the Microsoft Call for Speakers site

SPECIAL PROJECTS

1.0 Director of Special Projects {Thomas LaRock}

- Attended SQLRally and Board of Directors meetings
- Started discussions for next 24 Hours of Pass

SQLRALLY – Nordic (Nov. 8th & 9th)

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

- Call for Community Speakers went out on May 13 and is scheduled to close on July 7
- Nordic Team will use Orator tool for Call for Speakers and abstract review
- Registration is now open with 11 registrations to date
- RegOnline and Executive Events have been selected to manage Registration

SQLRALLY - Global

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

- Global Event Process 1st draft completed