Board Monthly Report

July

2011

Monthly report to the PASS Board of Directors.

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CORPORATE PASS

1.0 PASS HQ Updates {*Judy Christianson*}

- Karla Landrum started with PASS HQ as Community Evangelist on July 4, 2011
- Marcella McKeown re-joined PASS HQ as Speaker Programs on July 11, 2011

2.0 Microsoft Updates {*Mark Souza & Jennifer Moser*}

- Continued focus on supporting PASS Global Growth initiative & planning for August meeting
- Site visit to PASS HQ for FY12 planning & meeting with Mark Ginnebaugh & Douglas McDowell
- Research & planning for new special project for member certification program
- Finalization of the Microsoft PASS annual partnership & Summit sponsorship agreements
- Research/support for potential French-speaking SQL Rally in Paris

3.0 Finance HQ Update {*Sandy Cherry*}

- Continued work with Vice President of Finance on FY2012 Budget
- Preparation for FY2011 Year End and Audit Process

COMMUNITY

1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Team {*Nancy Nasso and Karla Landrum*}

- Karla Landrum on board as PASS Community Evangelist
  - She will be covering Chapters, Virtual Chapters, SQL Saturdays, 24HOP, and other community activities
- Nancy Nasso's Maternity Leave begins July 30, 2011
- Michelle Nalliah was selected to take on Nancy's Community Administrative Activities
  - She received training prior to Nancy's departure
- Mark Ginnebaugh at HQ July 4th and 5th for orientation, assessment and planning meetings
- We have been distributing Chapter Leader Comp Codes via Regional Directors
- Held a conference call with Regional Mentor Committee to discuss RM responsibilities and upcoming plans
- Selected Arlene Gray as our new Heartland Regional Mentor, replacing Karla Landrum
- Selected Tim Radney as our new South Central Regional Mentor, replacing Patrick LeBlanc
- Calls with 9 Regional Mentors, seeing what help they need, mentoring, and getting feedback
- Calls with 15 Chapter Leaders, including mentoring of new leaders, helping transition to new leaders where needed, and getting informal feedback

2.0 Director of Virtual Chapters {*Geoff Hiten*} and Community Team Update {*Nancy Nasso and Karla Landrum*}

- Beginning preparation for Virtual Chapter events at Summit

INFORMATION TECHNOLOGY

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

- Updates
  - Wesley continues SQLSaturday Development
  - Meeting at HQ – Mark Ginnebaugh, Karla Landrum, Douglas McDowell
  - David will be away on vacation beginning August 8th to August 19th
  - PASS HQ Profile for Connector – David Yang

- Support
  - **Tickets Completed**: 105
  - **New Tickets**: 107
  - **Outstanding Tickets**: 85
  - **Notable items**
    - Task - Update Chapter pages on PASS website
    - Task - Update Silverlight Chapter Map
    - Task - look into PASS Blog performance issues
    - Report - Vacation time report
    - Task - Recover IT NAS data
    - Task - Setup PASSCAB portal
    - Task - Clone 24HOP Spring 2011 for Fall 2011
    - Report - Timesheet report June
    - Task - PASS member count + update process
    - Task - Troubleshoot IT vault

- Latest Project Additions / Current Significant Projects (in order of priority)
  - Orator – Schedule Builder Beta
  - Orator – Session Preferencing part II
  - Orator – PPT Review Module
  - SQLSaturday – Development Sprints #9-12 (Wesley)
  - PASS RSS Events Feed
  - PASS Membership Management tools
  - Payable Approvals Module
  - Silverlight chapter map to PASS Servers

- Project Item Completions
  - Project - Chapter Emailer - look into issues reported
  - Project - Orator - oData Sessions Feed
  - Project - Orator - Community Choice module
  - Project – Orator – Add Speaker Eval DB to prep for SpeakerResourceDB Import
  - Orator – Schedule Builder - Data Feed Importer
  - Project - SQLSaturday Development Sprint #9
  - Project - SQLSaturday Development Sprint #10

MARKETING & PR

1.0 Marketing HQ Update {*Alison MacDonald*}

- **PASS Summit**
  - David Dewitt Voting
  - Community Session Choice voting
  - Launched #sqlpass #memories program. Excellent response
  - First Timers program: Big Brother / Big Sister program underway. Announcement made
  - Banners for MS.com site completes. Go live Aug 1
  - SSC Tradeout complete – awaiting signature
  - SQLServer Magazine tradeout complete
  - ebook tradeout with Manning Publishing underway
  - Website updates. Home page redo, Who's attending

- **24 Hours of PASS**
  - Speakers and schedule finalized. Workback schedule. Live Meeting and website being populated. Go live on Aug 3

- **PR**
  - Media alerts to bloggers and media for pre and post con sessions, regular session availability
  - Media alert sent about Charlotte 2013 announcement

- **PASS SQLSaturday**
  - New logo applied to all SQLSaturday events. New website look and feel complete. Copy edited. Template flyers underway

- **Social Media Stats**
  - Twitter: 3445 followers/ following 1132 (up from 3254 followers/following 1063 as of 6/30)
  - Facebook: 1851 (up from 1823 as of 6/30)
  - LinkedIn: 5226/SQL bloggers group - 191 (up from 5063/186 as of 6/30)

- **PASS Connector Newsletters**
  - July 13, July 27

- **General**
  - PASS Global Growth PowerPoint presentation completed for Sweden meetings
  - Website updates
  - Community and SQLSaturday blog round ups

2.0 Director of Publications Update {*Andy Warren*}

- Working with Marketing to finalize updated logo and site graphics for the SQLSaturday website.
  - Expecting to deploy mid-August
- Wes continuing to work on SQLSaturday tools

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

- General:
  - Sales and recruitment for Summit are now the primary focus and this includes some additional opportunities to market the website advertising options. It appears that there are economic struggles for some, if not many companies currently as dollars appear to be tight after many conversations and actions by vendors
  - The floor plan design is completed and has been approved by the Fire Marshal. There could be some late adjustments if our projections change, which is typical
  - Exhibitor Kit is completed and is being sent to participants
  - We have the pricing for the Massage area are in and we are basically in agreement now on the plan to have five therapists. We have begun to reach out to a potential sponsor to determine interest. We believe that this will be an additional attraction, interesting and fun for the attendees and a great sponsorship opportunity for a company or maybe several

- Sales Completed in June 2011
  - **Summit 2011:**
    - EMC – Gold
    - Melissa Data- Exhibitor Alumni
    - Strategy Companion - Exhibitor Alumni
    - Nerras – Kiosk
  - **Website Advertising:**
    - Idera- Sponsored Mailing
    - Green SQL – Sponsored Mailing- Bottom Banner Ad

- Additional Sponsorships

- **SQL Saturday Program Partner and National Sponsor**
  - Dell (pending)

- **In the Works:**
  - Continue Recruiting for Summit 2011 to previous and potential participants
  - Continue "mining " for new potential Summit participants
  - Follow-up with Summit sponsors for advertising opportunities and benefits
  - Begin to populate the floor plan for Summit
  - Complete the details for the Comfort Zone, massage area sponsorship, and present for approval
  - Present the benefit details of the Orientation Sponsorship, and set the pricing
  - Work out details of the new Partner Sponsorship for SQLSaturdays
  - Explore and detail phone app sponsorship opportunities
  - Working on a number of production details for the Summit Expo

4.0 PASS Membership HQ Update {*Sanj Gandham*}

- Ending June 2011, our membership stands at 74,212. In June 2010, the figure was 57,279

5.0 Web Traffic {*Sanj Gandham*}

Monthly Web Traffic				
	sqlpass.org			
	Mar-11	Apr-11	May-11	June-11
Overview				
Total number of visits	15,695	13,377	15,411	14,223
Absolute unique visitors	9,815	8,338	9,660	8,531
Average visits per day	506.29	445.9	497.13	474.1
Average page views per day	3.6	3.88	4.22	3.75
Average time on site	3.08	3.19	3.38	3.17
Top Traffic Sources	*Direct* 5,564 (35.45)	*Direct* 5,063 (37.85)	*Direct* 6,372 (41.35)	*Direct* 5,008 (35.21)
Visits (% visits)	*Google* 4,972 (31.68)	*Google* 3,731 (27.89)	*Google* 4,295 (27.87)	*Google* 4,330 (30.44)
	sqlsaturday.com 811 (5.17)	*Bing* 483 (3.61)	*Bing* 588 (3.82)	*Bing* 691 (4.86)
Top Content	*PASS Home Page* 14,012	*PASS Home Page* 10,474	*PASS Home Page* 13,065	*PASS Home Page* 11,372
Page views	*Session Recordings* 3,269	*Learning Center* 2,749	*Register for SQL PASS* 4,269	*Intranet/ Timesheets* 2,563
	Intranet/ Timesheets 2,912	*Intranet/ Timesheets* 2,226	*Intranet/ Timesheets* 2,313	*Orator* 2,311
	Register for SQL PASS 2,371	*Register for SQL PASS* 2,086	*Events Page* 1,508	*Events Page* 1,720

6.0 PASS Connector Stats {*Sanj Gandham*}

Progress					
	20-Apr-11	**04-May-11**	**18-May-11**	**01-Jun-11**	**29-Jun-11**
Open rate %	**12%**	**12%**	**14%**	**13%**	**11%**
Sent to	65,669	66,625	66,605	66,713	67,077
Opens	7,575	8,033	9,419	8,862	7,266
Bounces	3,540	3,867	3,978	4,131	3,570
Opt-outs (%)	63 (0.1)	84 (0.1)	80 (0.1)	55 (0.1)	60 (0.1)
Total click throughs	623	1,024	1,304	1,359	730
Top 3 Clicks (in order of popularity)	*Summit Call for Speakers Opens*(56)	*Last Chance: Summit Call for Speaker Closes Tomorrow*(131)	*Announcing PASS Summit 2013 in Charlotte*(329)	*Pre-cons and Spotlight Sessions Announced*(359)	*PASS Summit Home Page* (98)
	O'Reilly Sponsored Book (54)	*24 Hours: Top 3 - Audrey Hammonds Session*(130)	*What Sessions Do You Want to See at Summit* (114)	*List of Spotlight Sessions* (253)	*Blog - PASS Election Changes* (92)
	SQLRally Blog (38)	*24 Hours: Top 3 - Karen Lopez's Session*(112)	*DArch VC Live Meeting Event* (100)	*PASS Summit Home Page* (202)	*Sponsor O'Reilly - Featured Book* (82)

SUMMIT PROGRAM

1.0 Educational Program HQ Update {*Marcella McKeown*}

- Community Choice winners have been notified and announced
- Microsoft sessions are in the process of being reviewed and finalized for an August 1st deadline after which Microsoft will start populating Orator
- 24 Hours of PASS speakers have been chosen, along with 2 alternates. Contracts and PPT templates have been sent out

SPECIAL PROJECTS

1.0 Director of Special Projects {*Thomas LaRock*}

- Orientation Committee
  - weekly meetings
  - organizing event(s)
- 24 Hours of PASS
  - weekly meetings
  - recruiting speakers
  - building schedule
- Marketing calls
  - Summit theme
  - #memories hashtag
- Try to promote use of Yammer for internal sqlpass.org discussions
- Creation of PASSCAB forums

SQLRALLY - Global

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

- Identifying dates/venue for SQLRally Australia
- Currently in discussions with a French User Group to host a SQLRally in France