Board Monthly Report

March

2012

Monthly report to the PASS Board of Directors.

CONTENTS

CORPORATE PASS 3
1.0 Microsoft Updates {*Mark Souza, Jennifer Moser & Lara Rubbelke*} 3
2.0 Director of Finance {*Douglas McDowell*} and Finance HQ Update {*Sandy Cherry*} 3
COMMUNITY 3
1.0 Director of Chapters {*Allen Kinsel*} and Community Team {*Karla Landrum & Michelle Nalliah*} 3
2.0 Director of Virtual Chapters {*Denise McInerney*} and Community Team 3
3.0 Director of SQLSaturday Update {*Kendal Van Dyke*} 3
INFORMATION TECHNOLOGY 4
1.0 Director of Technology Update {*Douglas McDowell*}, IT Team {*Wesley Chang & Jason Lau*} 4
MARKETING 5
1.0 Marketing HQ Update {*Alison McDonald and Lana Montgomery*} 5
2.0 Sponsorship Sales and Exhibition HQ Update {*Al Shuler*} 7
SUMMIT PROGRAM 8
1.0 Director of Educational Program {*Adam Jorgensen*} 8
2.0 Educational Program HQ Update {*Marcella McKeown*} 8
SPECIAL PROJECTS 8
1.0 24 Hours of PASS {*Rob Farley*} 8
SQLRALLY 9
1.0 Director of SQLRally {*Currently Rushabh*} and HQ Update *{Judy Christianson & Craig Ellis}* 9

CORPORATE PASS

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

- Global growth committee activities
- SQL Server 2012 Virtual Launch event - supporting PASS participation
- 24HoP – social marketing support
- Support for Business Intelligence targeted events & activities

2.0 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).

COMMUNITY

1.0 Director of Chapters {*Allen Kinsel*} and Community Team {*Karla Landrum & Michelle Nalliah*}

- Chapters (263)
  - 4 New Chapters:
    - Leicester, UK
    - Maidenhead, UK
    - Wisconsin, USA – BI
    - Santa Catarina, Brazil
  - 2 Chapter Leader changes
- Regional Mentors:
  - 2 new regional mentors announced
- Budget exception secured for additional chapters funding
- Work continued on Chapter Kits & request submitted for Chapter Tools
- Chapter Leaders participated in Virtual Launch Event
- Chapter Leaders participated in SQL Server 2012 Road Show Events

2.0 Director of Virtual Chapters {*Denise McInerney*} and Community Team

- Virtual Chapter Leaders participated as 24 Hours of PASS moderators
- Creation of new Master Data/Data Quality VC
- Talks began for French Language VC
- Connector feature on Director and Global Chinese VC
- VC Leader meeting on Sponsorship and division of funds
- VC Leader guide first draft created

3.0 Director of SQLSaturday Update {*Kendal Van Dyke*}

- SQLSaturday events this month:
  - March 3 - #109 Redmond
  - March 3 - #123 Western Cape
  - March 10 - #110 Tampa
  - March 17 - #114 Vancouver
  - March 17 - #115 – Portugal
  - March 24 - #105 Dublin

- March 24 - #120 Orange County
- March 31 - #128 Istanbul

- SQLSaturday events published this month:
  - #143 – Honolulu
  - #144 - Sacramento

INFORMATION TECHNOLOGY

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

- **Updates**
  - ExactTarget is now configured to deliver Connectors and will gradually be integrated with other PASS website tools via its API
  - MaximumASP (CBeyond) has started migrating PASS servers to the new SAN. The project is scheduled to run through April.
- **Support**
  - **Tickets Completed: 171**
  - **New Tickets: 146**
  - **Outstanding Tickets: 64**
  - **Notable tickets**
    - Setup new laptop for Marcella
    - Jane Constant Contact support
    - 2012 Summit: Call for Speakers page
    - PASS Summit 2012 - Desktop Gadget
    - SunBlogNuke upgrade to 3.5.8, then to 4.8.5 (FYI)
    - Purchase brother printer extended warranty
    - Lists to dedupe
    - Create timesheet for Feb 2012
    - Program Distribution List
    - De-dupe of lists
    - Timesheet access
    - Look into Site Emailer not functioning
    - SQLPASS TV
    - Look into website log error exceptions
    - Chapter Emailer issue with DBA and BI VC
    - Event Wednesday February 22 Noon Eastern
    - Fusion web ad call
    - AtlantaMDF Website
    - SQLRally website set up
  - **Latest Project Additions / Current Significant Projects (in order of priority)**
    - New Chapter and PASS Event Module / Tools
    - New Project Tool (AtTask) production site setup and configuration
    - PASS SAN Upgrade
    - ExactTarget – Membership collaboration
    - Orator – Plans for SQLSaturday Integration w/Schedule Builder (+Session Evals)
    - Migration to Office365 (Pending Availability with Licensing)
    - Media Server Log Parser or look into available solutions for purchase
    - Chapters – Chapter Emailer upgrade to bulk import members
    - Orator – Admin – Create Exhibitor module
    - Upgrade DNN to 6.1
    - Orator – Speaker Bureau
    - Payables Approvals Module

- Events RSS feed - Improve Events RSS feed for www.sqlpass.org/events.aspx
- SQLSaturday Sprint #15

- **Project Item Completions**
  - ExactTarget - New PASS Solution for Marketing – Initial Setup
  - Using Orator for 24HOP integration
  - Speaker Resource Data Import/Migration w/Lance/AJ/Tim
  - PASS Summit 2012 Registration Widget
  - Setup SQLRally 2012 Russia portal

MARKETING

1.0 Marketing HQ Update {*Alison McDonald and Lana Montgomery*}

- **Connectors**
  - March 7, March 21 (Community profile – Charley Hanania, Global Chinese VC article)
  - March 21 Connector debuted new newsletter design

- **PASS Blog (posted/edited by various marketing team members or the author):**
  - March 26: 24 Hours of PASS – First Reflections - Rob Farley (351 views)
  - March 21: The New PASS Community Connector - Thomas LaRock (266)
  - March 21: PASS Welcomes Global Chinese Virtual Chapter - PASS (87)
  - March 19: 24 hours to pass until 24 Hours of PASS - Rob Farley (309)
  - March 7: PASS Virtual Chapters: Free Training for Everyone - Denise McInerney (616)
  - March 6: PASS Connector Getting a Facelift - PASS (139

- **Social Media**
  - Twitter: 5680 followers/ following 1451 (5390/1445 as of 2/29)
  - Facebook: 2362 members (2273 as of 2/29)
  - LinkedIn: 7114 members/SQL bloggers group 236 (6789/235 as of 2/29)

- **Websites**
  - Regular updates of News, Events sections, update/add HQ bios
  - Add page to Learning Center for SQL Server 2012 Beta Exams information/offer to Summit 2011 attendees

- **24 Hours of PASS**
  - Took place March 21, 2012 over a 24 hour period using new IBTalk platform.
  - Total registered:49698
  - Unique registrants: 5199
  - Total attendees: 8985
  - Total unique attendees: 3011
  - Avg session attendance:374
  - Highest session attendance: 765
  - Countries represented: 104
  - Average # sessions attended: 3

- **SQLRally Dallas**

- Email to US PASS members 3/13: Hurry! Tomorrow's the Last Day to Save $100 on PASS SQLRally Dallas
    - Precon email to all currently registered attendees – pushing pre-con registrations
    - Pre-con analysis. Low local participation
    - Add "Justify Your Attendance" page, draft letter to manager page, Hotel offers to Travel/Venue page
    - Pre-con preview Q&As – post to web, post links to SM sites

- **Summit 2012**
    - 3/28 Email to all PASS members: Last Chance! Save $900 on PASS Summit – Only Until March 31
    - Program Committee call for volunteers; help readying "What You Want to See at Summit" survey
    - working on Prospectus with Al
    - First Timer Program committee established
    - Microsoft sponsorship agreement – in process

- **Special Ops Tour**
    - Thank you an no show emails for all events
    - Participated in each pre-event meeting / organized operative participation
    - Created attendee survey for each event; regular reporting of evaluation results to team; daily reporting of email addresses for ebook voucher
    - Created emcee intro/housekeeping/wrap-up slides/script; edited "highlights/lowlights" comments gathered after each event; promoted on social media
    - Provided "thank you" notes to send to emcees/operatives

- **VLE:**
    - Promoted PASS booth/giveaways, VLE event overall via Connector, social media, sqlpass.org
- **Misc:**
    - Reviewed Elections timeline proposals
    - SQLBits tradeout
    - Marketing budget first draft finalized

Our current member count is 101,988.

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

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

- **General**
  - We have begun meetings on the Summit Prospectus and we hope to be able to present the proposals to the Board in the first couple of weeks of April. We are reevaluating every sponsorship and benefit and will be proposing eliminating some and adding some new ideas and benefits.
  - SQLRally sales are ongoing and we have 10 sponsors as of this report. We still have some good leads, but this has been a very difficult sell for this year and we will be giving this a complete analysis for the future. I have some ideas to improve the sales for the future. We will also be trying to sell the benefits of the Presenting sponsorship as it does not appear that it will sell for this event.
  - Also working on the Virtual Chapter sponsorship renewals and generating more interest for these. Denise is really engaged in this program and this will be a huge benefit for these to move forward, grow and be more salable.

- **Sales Completed in March 2012**
  - Attunity Sponsored Mailing

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

- **In the Works**
  - Sales for SQLRally
  - Building the Exhibitor Kit for SQLRally
  - Reselling the Virtual Chapter contracts that will expire
  - Begin marketing PASS advertising opportunities
  - Building a new Prospectus for Summit 2012
  - 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 events.

SUMMIT PROGRAM

1.0 Director of Educational Program {*Adam Jorgensen*}

- The program committee has launched & closed the call for members, worked through the calendar for program season
  - We are well into working on the handbook for the committee, and getting the survey done
- Collaboration with marketing has been improved this time around and that is helping us ensure consistent messaging
- We are streamlining the survey process as it was entirely too cumbersome so we're looking at driving a lot more responses

2.0 Educational Program HQ Update {*Marcella McKeown*}

- 24 Hours of PASS
  - Speaker/Moderator communications
  - IBTalk training scheduling
- 2012 PASS Summit
  - 2012 Call for Volunteers opens on March 21st and ends March 28th
  - Preparations for "What would you like to see at Summit" Survey – to launch on April 4th
- SQLRally Dallas 2012
  - Follow-up on speaker contracts

SPECIAL PROJECTS

1.0 24 Hours of PASS {*Rob Farley*}

- 24HOP was held March 20/21
- Collating feedback still
- Attendance ranged from 100s to 700s

SQLRALLY

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

- Microsoft Cape Town has agreed to take on the liability of the Cape Town event, Planning meetings to begin on April 19
- Planning meetings to begin shortly for SQLRally Nordic in Copenhagen. Event to occur in October