Board Monthly Report

December

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*}

- Global Growth subcommittee work
- PASS involvement in SQL Server 2012 launch – sharing plan & updating RM/CL's
- SQL Rally discussions with Brazil & Australia (+SQLSaturday)
- Preparation for January ExecCo meeting with Microsoft

2.0 Finance HQ Update {*Sandy Cherry*}

During the month of December I worked on the following:

- Reconciliation for Summit 2011
- Reconciling/Paying Summit vendors
- Reconciling the revenue and posting the Financials up to the end of November
- Training Nicole on SQLSaturday Month end and day to day transactions.
- Completion of the ACH setup with the Bank of America
- General daily accounting duties
- Started the formatting process for Budget FY2013

COMMUNITY

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

- Chapters (250 total)
- Finalized chapter reports for 2011
- DVDs mailed
- 5 SQLSaturday events processed

INFORMATION TECHNOLOGY

PASS Monthly Report – December

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

- Updates
  - Wrapping up 2011 and preparing projects for 2012
  - Wesley on vacation (Dec 12 - Dec 23)
- Support
  - Tickets Completed: 77
  - New Tickets: 64
  - Outstanding Tickets: 86
  - Notable tickets
    - Download and copy SQLRally 2011 Nordic content to PASS Media Server
    - Chapters - CMM - Add first/last name search for RM adding
    - Provide special ops dev server for MS
    - Provide Remote Access to Orator DB for Lance
- Latest Project Additions / Current Significant Projects (in order of priority)
  - 24HOP – Orator Call for Speakers
  - New Project Tool for Board & HQ – Setup Trial and Training
  - ExactTarget - New PASS Solution for Marketing
  - SQLSaturday Sprint #14
  - SQLSaturday Sprint #15
  - 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
- Migration to Office365 (Pending Availability with Licensing)
- 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 Session Eval responses for speakers to review in Speaker Portal
  - Prepare PASS elections 2011 voting tool
  - Project Tool recommendation for BoD and HQ
  - Orator - Plans for Speaker Bureau
  - Microsoft Special Ops Tour website work for next launch
  - Office365 Trial account creation and testing
  - PASS off-site backup (servers and DB)
  - ChapterEmailer major fix for mass bulk emails
  - SQLSaturday – Guidebook integration

MARKETING

1.0 Marketing HQ Update {*Lana Montgomery*}

Event Programs

- Special Ops Tour – SQL Server 2012 (US only)
  - Website rev #2 complete, DBA contest in place, social media an Connector promotions

SQLRally Dallas (US)

- Opened call for speakers. Call for speakers section of website cleaned up; launched registration on website; newsletter and social media promotion; Prospectus being finalized

SQLRally (global)

- Preliminary discussions for a SQLRally Australia and SQLRally SaoPaulo in 2012

- 24 Hours of PASS SQL Server 2012 (global)
  - New 24 HOP platform: IBTalk. Next HQ-run 24HOP will be in April/May 2011

- 24 Hours of PASS Russia (global)
  - All Russian 24 HOP underway for April 12. Documentation for setting up LiveMeeting platform sent through. Marketing will provide basic support

- SQLRally Nordic (global)
  - Page created for session recordings. Live and promote through Connector

- SQLSaturday (global)
  - Tweaks to website content for consistency in voice

- PASS Summit (global)
  - Finalized Summit 2011 post-mortem doc; created new banners, working with IT and designer for look/feel, fixing inconsistencies

Elections

- Email blasts and social media promotion to push elections

- Website updates

Social Media Stats

- Twitter: 4986 followers/following 1377 (4821/1377 as of 11/30)
- Facebook: 2150 members (2111 as of 11/30)
- LinkedIn: 6228/SQL bloggers group - 209 (6018/206 as of 11/30)

Sqlpass.org Website

- Marketing team auditing sqlpass.org website for full content refresh by January 15
- Estore review and launch
- Several blog posts around elections mostly

PASS Connector Newsletters

- December 12, 28

Global Growth

- Reach out to international community members for feedback on newsletter and translation possibilities
- Goal phrasing for overall committee goals
- Letter to Chapters upon Summit DVD receipt

General

- Community and SQLSaturday blog round ups
- Discussions with Microsoft and Execs on Executive presentation for January meeting

Marketing:

- Marketing team is working together with IT to finalize changes to the website to improve content and usability
- SQLRally Dallas Marketing Plan
- Connector to include a 'Community Profile' every second edition

PASS Membership:

- In December, the PASS membership stood at 83,542.

Connector and Website Statistics:

Monthly Web Traffic			
sqlpass.org			
	Oct-11	Nov-11	Dec-11
Overview			
Total number of visits	28,449	16,450	12,671
Absolute unique vistors	15,358	10,759	8,584
Average visits per day	917.71	548.33	408.74
Average pageviews per day	3.85	3.69	3.58
Average time on site	3:42	3:36	3:28

Top Traffic Sources Visits (% visits)	*Google 10,181* *Direct 8,777* *Bing 2,385*	*Direct (5,428)* *Google (5,105)* *Bing (774)*	*Direct (4,144)* *Google (3,847)* *Bing (474)*
Top Content Page views	*PASS Home Page 26,920* *Register for PASS 7,477* *Lost my login 3,953* *Login page 3,655*	*PASS Home Page 13,485* *Register for SQL PASS 2,854* *Session Recordings 1,661* *PASS Chapters 1,649*	*PASS Home Page 9,755* *Register for SQL Pass 1,702* *Best of PASS Summit 1,389* *PASS Chapters 1,362*

PASS Connector				
Progress				
	16-Nov-11	**30-Nov-11**	**14-Dec-11**	**28-Dec-11**
Open rate %	**17%**	**14%**	**14%**	**13%**
Sent to	71,193	71,269	71,305	71,353
Opens	10,962	8,855	9,274	8,457
Bounces	5,974	6,185	6,606	6,920
Opt-outs (%)	55 (0.1)	67 (0.1)	86 (0.1)	81 (0.1)
Total click throughs	1,859	1,281	1,969	924
Top 3 Clicks (in order of popularity)	*Preparing for SQL Server 2012 - What you need to know (930)*	*Manning Deep Dives PASS Book (660)*	*Manning Deep Dives E-Book (1437)*	*Purchase the PASS Summit DVD (210)*
	Special Ops Tours (317)	*PASS Board Candidates Finalized (167)*	PASS Summit 2011 DVD (252)	*SQL Server 2012 Interview with Jennifer Moser (162)*
	Purchase the PASS Summit 2011 DVD (258)	*PASS Summit 2011 DVD (119)*	*Top 10/ Best of PASS Summit 2011 (110)*	*Adam Jorgenson Candidate Profile (125)*

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

- General:
  - The big sales and sponsorship news as we end 2011 and prepare for 2012, is that Dell, who has been a very valuable supporter and has purchased most of our larger sponsorship for the past several years, may have very little if any sponsorships for 2012. We will be working very and will be very focused on recruiting sponsors for these opportunities. It may very well have a negative impact on the
  - I have also been researching new companies, and getting some companies lined up for advertising options for 2012. I have also have been contacting companies and planting some seeds for Sql Rally and 24 Hours of PASS.
  - The holidays obviously impacted our progress on our recruitment as many folks are not at work or are focusing on closing out the year.
  - I have also made a new proposal to Craig and Alison to address the SQL Saturday Partner Program, so hopefully it can move forward.
  - We have made good progress on the Sql Rally Prospectus and should have it completed soon after the first of the year.

- Sales Completed in December 2011
  - Summit 2012: 0
  - Additional Marketing Opportunities and Advertising:
    - Idera- Sponsored Mailing--$5000
  - Precise Software--$350
  - Virtual Chapter Sponsorships:
  - SQL Saturday Program Partner and National Sponsor:

        - Dell--$22,000 (pending) (not included in sales totals
    - Website Advertising**:**
        - $0
- Total December Sales $ $5350
    - In the Works:
    - *Final Plans for SQL Rally. Floor plan, Prospectus, Pricing, Options
    - *Reselling the Virtual Chapter contract that will expire
    - * Begin marketing PASS advertising opportunities
    - *Work out details of the newley proposed Partner Sponsorship for SQL Saturdays. Dell has already basically committed $22,000
    - *Researching and mining for new companies and companies that may be interested in larger sponsorships for 2012 events.

SUMMIT PROGRAM

1.0 Educational Program HQ Update {*Marcella McKeown*}

- PASS Program
    - 2011 PASS Summit Session evaluations – completing the data entry and announcement of top sessions
    - 2012 SQL Rally Dallas – Launch of Call for Speakers