Board Monthly Report

June

2012

Monthly Report to the PASS Board of Directors

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CORPORATE PASS

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

- Supporting PASS HQ with proposal for new PASS sponsored Business Analytics event
- PASS Summit 2012 Microsoft session review and selection
- Updated annual Microsoft sponsorship agreement and PASS summit 2012
- Continued research for potential certification program for PASS members
- Communicating with the community via twitter regarding new Global Growth planning and activities

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

- Completed revisions to the PASS FY2013 budget
- FY2013 Budget was approved by board of directors
- Continual transition/training of selected financial tasks to Tania
- Transitioning revenue reconciliation to new format with Gerry, Nicole and Tania

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

- As of July 1st the PASS HQ Team is now using AtTask Timesheets. The timesheet set up in AtTask is a more efficient and less time consuming then the system we were using previously
- PASS HQ Staff have started sending each other work requests through AtTask and are saving time by utilizing project templates for recurring projects (ex. 'SQLSaturday' and 'Setting up a New Chapter')
- The PASS Helpdesk has been successful migrated into AtTask and all tickets are now being received and processed via AtTask

COMMUNITY

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

- Chapters
  - 1 New Chapter:
    - Fox PASS (Appleton, WI, USA)
  - Multiple Chapter Leader and Chapter Agreement Updates due to Chapter Kit Mailings
- Regional Mentors:
  - Travel pilot wrapped up: 11 RMs went to 9 Chapter meetings, 6 SQLSaturday events
  - Meetings with Global Growth team
- Next rounds of Chapter tool improvements underway
- Chapter Kits: Survey and Shipping complete
  - Michelle & Karla did not quit over mailings
- Complied FY2012 stats

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

- Marketing
  - Continued work with Marketing on website revamp
  - New VC marketing in monthly chapter deck
- Chapter Changes
  - Connected with Brazil VC about transition to Portuguese focus and Mexico VC about transition to Spanish focus

    - Introduced new VC: DBA Fundamentals
    - New leadership for Virtualization VC
- Summit
    - Started brainstorming on VCs at Summit Welcome Reception

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

- IT working on SQLSaturday Reconciliation Fixes
- SQLSaturday events this month:
    - June 2 - #117 Columbus
    - June 9 - #121 Philadelphia
    - June 9 - #132 Pensacola
    - June 16 - # 141 South Florida
    - June 30 - #148 Shanghai
- SQLSaturday events published this month:
    - #167 – Columbus, GA
    - #168 – Tampa BI
    - #169 – Denver
    - #17 – Munich
    - 171 – Pittsburgh

INFORMATION TECHNOLOGY

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

- Updates
    - AtTask is now in production for PASS HQ. Both helpdesk and timesheet have been moved from DNN to AtTask
    - MaximumASP / CBeyond finished SAN migration. Only issue occurred is on List Server where it needs to be rebuilt
    - On-going Orator support for Summit 2012 and Nordic 2012.
    - PASS Chapter Tools project is now currently underway
- Support
    - Tickets Completed: 128
    - New Tickets: 100
    - Outstanding Tickets: 40
    - Notable Tickets:
        - FW: FoxPASS agreement
        - [Orator request] RE: MS submissions for PASS 2012
        - SQLSat 142 - SpeedPASS fail
        - Emails defaulting to text when sent as HTML
        - Project: Speaker Bureau
        - Project Request - Membership Management
        - Project: Chapter Webhosting - Member Email Capabilties
        - FW: Summit Registration banner
        - FW: Election Closed!
        - FW: sqlpass tv
        - FW: SQLRally Dallas - Session Evaluation Results
        - Candidate pages
        - Troubleshoot Exchange server

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

MARKETING

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

Connectors:

- June 13 (NomCom voting opens, Master Data VC, Wesley Chang HQ profile), June 27 (NomCom results, Summit $ bump & community sessions/pre-cons, Bill Lescher profile, DBA Fundamentals VC article)

PASS Blog (posted/cross-posted, edited, or written by various marketing team members):

- 6/27 - Announcing the 2012 NomCom (152 views)
- 6/27 - New DBA? This Virtual Chapter Is for You (887)
- 6/13 - Mastering Master Data (548)
- 6/13 - PASS Global Growth Initiatives (743)
- 6/13 - Voting Opens for 2012 NomCom (270)

Social media:

- Twitter: 6101 followings/following 1462 (6008/1451 as of 5/31)
- Facebook: 2516 members (2489 as of 5/31)
- LinkedIn: 7874 members/309 SQL Bloggers (7664/309 as of 5/31)

Website – sqlpass.org:

- Regular updates of News/Events sections, add HQ profile, Community Profile

Elections:

- Blog posts/website and candidate bio editing/copy updates for NomCom election

Global Growth:

- Twitter Chats, June 20-21
    - Town Hall meetings, June 27-28

Summit 2012:

- Emails: 6/19 - Announcing PASS Summit Community Sessions and Pre-Cons (6/19); 6/28 - Welcome Back to Summit with $700 Savings - Ends June 30! 6/28 - New to PASS Summit? Save $700 - Only Until June 30
- Program Team: Proofing Speaker Portal; Orator display updates with IT; editing of community session/pre-con abstracts and bios; launching Pre-Conference Sessions, Conference Sessions, Spotlight Sessions, Half-Day Sessions webpages; updating Sessions webpage
  - Summit activites: First Timers planning, ribbons, networking workshops, bloggers

SQLRally Nordic:

- Email edit: 6/25 - Join Top International Speakers at PASS SQLRally Nordic

BA Conference

- Proposal planning

24 Hours of PASS

- Sept 20 date set. Using IBTalk again

Monthly Report Statistics:

PASS Members			
	Apr-12	May-12	Jun-12
	107,478	112,718	122,553

Monthly Web Traffic sqlpass.org				
	Mar-12	Apr-12	May-12	Jun-12
Overview				
Total number of visits	18,316	18,418	17,378	18,656
Absolute unique vistors	13,036	12,321	11,331	11,841
Average visits per day	631.59	594.13	560.58	621.87
Average pageview per day	3.77	4.18	4.83	4.64
Average time on site	6:57	3:46	4.32	3:54
Top Traffic Sources	*Direct (7,014)*	*Direct (6,788)*	*Direct (6, 334)*	*Direct (6,503)*
Visits (% visits)	*Google (5,084)*	*Google (5,15)*	*Google (5, 221)*	*Google (5,598)*
	sqlsaturday.com (1,381)	*sqlsaturday.com (1,543)*	*sqlsaturday.com (945)*	*t.co (965)*
Top Content	*PASS Home Page 15,724*	*egister for SQL PASS 3,152*	*Pass Home Page 14,021*	*Pass Home Page 13,874*
Page views	*Register for SQL PASS 3,275*	*24 Hours of PASS 2,623*	*egister for SQL Pass 2,757*	*Elections 6,381*
	Events 2,251	*Events 2,446*	*Events 1,893*	*Register for SQL PASS 4,166*
	PASS Chapters 1,737	*Learning Center 1,885*	*PASS Chapters 1,711*	*Events 2,279*

PASS Connector					
Progress					
	2-May-12	**16-May-12**	**30-May-12**	**13-Jun-12**	**27-Jun-12**
Open rate %	**10.9%**	**9.9%**	**8.8%**	**10.41%**	**12.6%**
Sent to	80,293	76,549	72,420	70, 565	87,321
Opens (Total)	12,951	11,401	9,943	11,384	15,880
Opens (Unique)	8,265	7,125	6,283	7,345	10,420
Bounces	3,385	5,236	1,440	918	12,031
Opt-outs (%)	119 (0.1%)	117 (0.1%)	75 (0.1%)	102 (0.1%)	157 (0.1%)
Click throughs (Total)	1,855	1,387	1,493	1,521	2,515
Click throughs (Unique)	1,079	654	771	792	1,154
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)*	*Blog: Voting Opens for NomCom 2012 (184)*	*Blog: This Virtual Chapter is for You(486)*
	SQLPass TV: Seeking SQL Server Secrets (118)	*Election's Season: Help Shape Tomorrow's Future (130)*	*PASS Summit 2012 - Quick Link (69)*	*PASS Community: Global Growth (152)*	*PASS Summit 2012 - Quick Link (180)*
	In the Loop with PASS Summit - Adam's Blog (71)	*SQLPASS TV (102)*	*Blog - Grant Fritchey 'Don't you know who I am' (65)*	*SQLAndy: No More SQRally in the US*	*PASS Community Profiles (142)*

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

- General:
  - Prospectus has been completed and sponsorship sales have begun
  - We have also developed the sponsorship opportunities for 24 Hours of PASS and are now finalizing the pricing
  - Sales should begin soon
  - Sales Completed in June 2012
- Virtual Chapter Sponsorships:
  - Neudesic: Master Data/Data Quality
  - SQL Saturday Program Partner and National Sponsor: Dell-- (pending)
  - Website Advertising: Amazon Web Services
- Summit 2012:
  - Silver Sponsorships - 4
  - Exhibitor - 2
  - Exhibitor Alumni -14
  - With additional space and marketing options sold, total = $188,900
  - 24 Hours of PASS (fall)
    - Sales will begin soon
  - SQL Saturday Program Partner and National Sponsor:
    - Dell (pending / not included in sales totals)
  - In the Works:
    - Finalize Exhibitor Kit for Summit

- Finalize the 2012 Summit floor plan
- Continue to develop consistent Sponsorship presentation for Virtual Chapter Pages
- 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
- 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*]

- Wrap up of abstract review
- Abstract review notifications to all abstract submitters
- Obtaining speaker contracts
- Proofing and editing of selected session titles, abstracts and speaker biographies for publication/announcement; June 19, 2012
- Pre-Conference scheduling and registration availability; live as of June 27, 2012
- Final selection of Microsoft sessions and proofing/editing of titles, abstracts and biographies before publication on website and announcement in July 11th Connector

SPECIAL PROJECTS

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

- September 26, 2012 Event **– Date to be rescheduled (original date is that of Yom Kippur); considering if September 20, 2012 will be appropriate as it is the Jain Festival**
- Invites to go out when Rob has the time
- Decision on IBTalk v Live Meeting Still TBD
- Committee Stable from first event this year; very positive looking forward to 2013

2. Director of Global Growth [*JRJ*]

- Communications:
  - Launched GG Microsite
  - Meetings with Regional Mentors
  - Townhall Meetings
  - Twitter Chats
  - Soliciting volunteers for community language translations

        - Karla Landrum is coordinating community translations and first responses are in
- Governance:
    - Retainer signed with Gowlings and services set up with Taylor Wessing UK
    - Regions further defined
    - IP planning underway

SQLRALLY

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

- The SQLRally Nordic Team/ Craig has contacted Jennifer for input and assistance on a Keynote speaker for the event
- Current registration is at 36^ of the target, 13 weeks out from the event. The next price bump occurs on August 25, 2012
- The community Call for Speakers is open until August 8. 2012

2. SQLRally Dallas 2012 [*Marcella McKeown*]

- Finalized session/speaker evaluations
- Completed web access to results on the Speaker Portal
- Notified speakers of results