Board Monthly Report

April

2011

Monthly report to the PASS Board of Directors.

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CORPORATE PASS

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

- Continued work on PASS international growth planning
- Continued support with SQL Rally Nordic & Australia planning
- Planning for PASS Summit 2011
- Continued work with PASS all-up and Summit marketing

2.0 Finance HQ Update {*Sandy Cherry*}

- Completed budget FY2012 templates and sent to Board Portfolio owners and their PASS HQ contact (requested them completed by April 29th)
- Worked with Wesley correcting errors from the SQLSaturday Super Admin site
- Completed Summit 2011 and SQLRally Revenue Reconciliations to the end of March 31st
- Completed Pre/Post Con DVD Commission calculations and sent checks to speakers
- Reviewed MS dollars – created spreadsheet summarizing FY2011 spend to the end of February 2011

COMMUNITY

1.0 Director of Chapters {*Mark Ginnebaugh*}

- Attended SQL Saturday #73, in Huntington Beach, and met with leadership and members from the San Diego, Orange County, and Los Angeles Chapters

INFORMATION TECHNOLOGY

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

- Updates
  - Orator (Speaker Management Tool) continues development while supporting SQLRally Orlando 2011 and Summit 2011
  - Full-time SQLSaturday development now on Sprint #4 (Wesley)
- Support
  - **Tickets Completed**: 127
  - **New Tickets**: 120
  - **Outstanding Tickets**: 81
  - **Notable items**
    - Orator - Update session track information
    - Orator - Update event category names
    - SQLRally DNN skin update
    - Timesheet Report – March
    - Upgrade and update Anika's old desktop
    - Fileserver PC Maintenance
    - SQLSaturday – Reconciliation issues
- Latest Project Additions / Current Significant Projects (in order of priority)
  - Orator – Session Preferencing Module
  - Orator – Abstract Review Module (updates)
  - Determine New SAN for PASS at MaximumASP (Geoff H.)
  - SQLSaturday – Development (Wesley)
  - Orator – Schedule builder Module
  - Orator – PPT Review Module
  - PASS RSS Events Feed

    - PASS Membership Management tools
    - Payable Approvals Module
    - Silverlight chapter map to PASS Servers
- Project Item Completions
    - Orator – Speaker Review Module
    - Orator - Speaker Portal for SQLRally
    - SQLSaturday Development Sprint #1
    - SQLSaturday Development Sprint #2
    - SQLSaturday Development Sprint #3
    - Orator - Extra - Who's Attending Module
    - Orator Admin – Speaker Review – Content viewer

MARKETING & PR

1.0 Marketing HQ Update {*Marketing Team*}

- PASS Summit: call for speakers email, tactics plan finalization
- SQLRally Orlando: marketing tactics execution, targeted emails, last chance email, website updates, increased social media presence, organizer blog posts, program guide
- SQLRally Nordic: review of website, materials
- 24 Hours of PASS: Spring wrap-up, session recordings posted; email. Fall planning underway. March event website updates, survey, moderator support, promotional email March 1, Live Meeting updates, press release
- Involvement in Top 10 sessions DVD giveaway at SQLRally and TechEd
- Connector newsletters issued April 6, 20
- Ongoing updates to sqlpass.org, PASS SQLRally, 24HOP, and Summit websites
- Ongoing social media posts. Follower/member numbers as of April 29:
    - Twitter: 2,883 (2,687 followers on April 1)
    - LinkedIn: 4,694 (4,492 members on April 1)
    - Facebook: 1,749 (1,726 members on April 1)

2.0 Director of Publications Update {*Andy Warren*}

- Continuing to work on the election review committee, expecting to have final meeting the first week of May
- Three sprints completed on revisions to SQLSaturday.com, primarily bug fixes and minor features, sprint 4 just beginning and at least two more planned
- Lots of time devoted to SQLRally Orlando, registrations growing nicely and expecting to come close to our attendance target
- Submitted first draft budget back to Sandy for areas I'm involved in
- SQLRally 2012 site selection on hold until after SQLRally Orlando

3.0 PASS Membership HQ Update {*Sanj Gandham*}

- Ending March 2011, our membership stands at 63,908. In March 2010, the figure was 51, 091

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

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

sqlsaturday.com		
	Feb-11	Mar-11
Overview		
Total number of visits	18,580	21,092
Absolute unique vistors	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)	*Direct* 9,035 (42.84)
	Google 3,432 (18.47)	*Google* 4,731 (22.43)
	sqlservercentral.com 890 (4.72)	*sqlpass.org* 789 (3.74)
Top Content		
Page views	*Home Page* 6,917	*Home Page* 8,735
	Home Default Page 4,475	*SQLSat #67* 5,184
	SQLSat #65 Schedule 4,208	*Home Default Page* 4,393
	SQLSat #65 3,090	*SQLSat #71 Schedule* 2,706

SUMMIT PROGRAM

1.0 Director of Educational Program {*Allen Kinsel*}

- Finalized all of the Program committee volunteer team members and assignments
- Finalized the selection process for Summit sessions
- Finalized the selection process for Summit precons
- Finished coordinating changes to the Call for speakers site/Speaker review site
- Opened the call for speakers
- Entered into a Trial with Proxima labs for a mobile event guide (testing at the SQL Rally)

2.0 Educational Program HQ Update {*Elena Sebastiano*}

- PASS SQLRally Orlando
  - Corresponding with speakers on contracts, PPTs, and Speaker Portal details
  - Coordinating with IT on developing a Speaker Portal
- PASS Program Committee
  - Orator (speaker management tool) project request edits, website content and design edits and meetings

SPECIAL PROJECTS

1.0 Director of Special Projects {Thomas LaRock}

- Took part in marketing call
- Spent time with wrap-up for 24 HoP
- Reviewed budget items for FY2012

SQLRALLY – Orlando (May 11th – 13th)

1.0 SQLRally Marketing HQ Update {*Sanj Gandham*}

- We have ordered 500 each of the following items: Program Guide, notepads, pens, lanyards, sponsor raffle tickets, and plastic convention bags for the attendees. T-shirts have been ordered for speakers, the Board & staff

2.0 Director of SQLRally {*Andy Warren*} and HQ Update *{Craig Ellis & Anika Poliseno}*

- Registration
  - Precon: 230 (~200 to breakeven)
  - 2-Day: 337 (~310 to breakeven)
- All event logistics progressing as planned and on budget

SQLRALLY – Nordic (Nov. 8th & 9th)

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

- 50% of the speakers have been selected. These consist of big names and Microsoft speakers
- Provided Demo of Orator Call for Speakers and it looks like we will use that for the Nordic call for speakers
- Close to finalizing on the registration tool we will be using
- Early Bird and Save the Date announcement to be made at SQLRally Orlando on May 13th

SQLRALLY - Global

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

- Approval for SQLRally Global "Marketing Kit" has been approved and commissioned out to Alison. This will be a part of the Global proposal
- SQLRally Global Proposal is being prepared for Board meeting in Orlando