# Board Monthly Report

July

# 2012

Monthly Report to the PASS Board of Directors

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## CORPORATE PASS

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

- Continued work on PASS Summit 2012 activities including finalizing Microsoft speakers & sessions, as well as planning for focus groups, hands on labs, and the Microsoft Expo Hall booth
- Supported conversations regarding a Standards of Conduct document and process for PASS events
- Continued support for Global Growth including reviews of the membership Global Growth survey, as well as presenting to international Microsoft SQL Server product managers – connecting them with local PASS contacts
- Continued efforts to secure Office365 subscriptions for PASS HQ and teams
- Building plans and internal support for the new PASS Business Analytics conference in Spring 2013

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

- Started Processes with new Bank
- Finalizing FY2012 in Preparation for the yearly Audit
- Finalizing Public and Private Version of the FY2013 Budget

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

- Team is using AtTask Daily and are getting more comfortable with the updating tasks and projects, and using AtTask timesheets.
- 24 Hours of PASS schedule is almost complete. We are just confirming the last of the speakers, working out the schedule and are working on getting the website populated.
- Session recordings for summit are being finalized with a new vendor and may include more rooms video captured, more live streaming and the potential for translations and dubbing or subtitles on summit session recordings.

## COMMUNITY

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

- Chapters
  - 1 New Chapter:
    - Northern Colorado
  - Chapter Leader Changes for Israel, Edmonton
- Regional Mentors:
  - New Regional Mentors for Central Eastern Europe & US Mid-Atlantic
  - Examined Regional Mentor placements and begin discussions with potential new RMs
  - Version 3 of RM agreement created
  - Regional Mentors meeting with Director
- Director Q2 message to Chapter Leaders including Comp Code Distribution

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

- Marketing
  - Marketing and Sponsorship met to discuss website requirements
  - Website redesign distributed to VC Leaders for input
  - Summit brainstorming begun
- Chapter Changes

    - New Leadership and name for Azure VC
    - Discussions begun on changing Brazil to Portuguese and Mexico to Spanish VC
- Other
    - VC Leaders meeting held
    - Summit codes finalized and distribution begun
    - Q2 stats created
    - Volunteers help introduced to CFSS

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

- SQLSaturday events this month:
    - #113 – Indonesia
    - #122 – Louisville
    - #144 – Sacramento
    - #126 - Indianapolis
- SQLSaturday events published this month:
    - #172 – Oregon

## INFORMATION TECHNOLOGY

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

- Updates
    - PASS IT Helpdesk is now Switched over to AtTask
    - On-going Orator Support for Summit 2012 and Nordic 2012
    - PASS Chapter Tools Project is now Currently Underway
    - SQLSaturday Development 2012 is now Currently Underway
- Support
    - Tickets Completed: 140
    - Outstanding Tickets: 31
    - Notable Tickets:
        - FW: TS Report Download
        - FW: Summit Banners!
        - Populate AD/address book with BoD/HQ contact info
        - FW: Trying to submit
        - FW: Emailing a Virtual Group
        - FW: New banner for website homepage
        - FW: Microsoft Sessions
        - FW: Meeting Archive for Chapters
        - FW: Sandy computer support
        - FW: Summit widget
        - FW: Lightning Talks - Call for Speakers Site
        - FW: owa access
        - FW: SQLPASSTV
        - FW: Access Last Year Event
        - FW: Fix Chapter portal layout bug
        - FW: VCs listing on "my chapters" page
        - FW: Add 24HOP Fall 2012 Orator admin tools
        - FW: Registration gadget
        - FW: Queued Message(s) Not Sent for SQL Saturday #158
        - FW: Website Request

- FW: EDMPASS
- Correct Broken Email Links

- Latest Project Additions / Current Significant Projects (in order of priority)
  - New Chapter and PASS Event Module / Tools
  - SQLSaturday Development 2012
  - PASS Main site DNN Skin Revamp
  - Migration to Office365 (Pending Availability with Licensing)
  - Upgrade DNN to 6.1
  - Orator - Plans for SQLSaturday Integration with Schedule Builder (+Session Evals)
  - Media Server Log Parser  or look into available solutions for purchase
  - Orator - Admin – Create Exhibitor module
  - Orator - Speaker Bureau
  - Events RSS feed - Improve Events RSS feed for www.sqlpass.org/events.aspx
  - Tracking of all technical hours (including media streaming)
  - Ungate Session Content on PASS Site
  - Filterable Session Video Content on PASS Site
- Project Item Completions
  1. PASS Help Desk Migration to AtTask

## MARKETING

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

- Connectors:
  - July 12 (Performance VC, Alison MacDonald HQ profile, PASS Board apps coming up)
  - July 25 (PASS BoD applications open, MS/CSS sessions announcement, Felipe Ferreira profile, call for Summit Lightning Talks)
- PASS Blog (posted/cross-posted, edited, or written by various marketing team members):
  - 7/10: PASS Budget News: A New Event and Growing the PASS HQ Team, Douglas McDowell (880)
  - 7/10: Join the PASS HQ Team (1527)
  - 7/10: Performance VC Shifts into High Gear (442)
- Social Media:
  - Twitter:  6210 followers/following 1458 (6101/1462 as of 7/29)
  - Facebook: 2555 members (2516 as of 7/29)
  - LinkedIn:  8077 members/312 SQL Bloggers (7874/309 as of 7/29)
- Website – sqlpass.org:
  - Regular updates
  - user experience project underway for registration, events and chapter pages
  - Virtual chapter page look and feel refresh – with VC leaders for review
  - Updated look and feel to home page
    - SEO updates underway
- Elections:
  - Proofing of Elections webpages in preparation for Board of Directors call for applications
- Global Growth:
  - Resources webpage with Portuguese and Russian translations posted and more to come
  - Feedback amalgamation underway
- Survey Issued. 250+ Responses so far. Closes Aug 7
- Summit 2012:

- Program: Editing of Microsoft/CSS session abstracts/bios and announcement of sessions, proofing of Lightning Talks call for speakers webpages and announcement of call
- Blogger Program: Draft of blogger list in preparation for sending invitations
- Birds of a Feather Lunch: Initial planning
- Email going out 7/31 promoting Summit pre-cons to those who've already registered
  - First Timers program underway

- 24 HOP
- Speaker confirmations being collected, abstracts and bios
- Launch delayed to Aug 15

**Monthly Report Statistics:**

| PASS Members | | | |
|---|---|---|---|
| | **May-12** | **Jun-12** | **Jul-12** |
| | 112,718 | 122,553 | 123,726 |

| Monthly Web Traffic<br>**sqlPASS.org** | | | | |
|---|---|---|---|---|
| | Apr-12 | May-12 | Jun-12 | Jul-12 |
| **Overview** | | | | |
| Total number of visits | 18,418 | 17,378 | 18,656 | 16,329 |
| Absolute unique vistors | 12,321 | 11,331 | 11,841 | 10,668 |
| Average visits per day | 594.13 | 560.58 | 621.87 | 526.74 |
| Average pageview per day | 4.18 | 4.83 | 4.64 | 3.82 |
| Average time on site | 3:46 | 4.32 | 3:54 | 3:17 |
| **Top Traffic Sources** | | | | |
| Visits (% visits) | *Direct (6,788)*<br>*Google (5,15)*<br>*sqlsaturday.com (1,543)* | *Direct (6, 334)*<br>*Google (5, 221)*<br>*sqlsaturday.com (945)* | *Direct (6,503)*<br>*Google (5,598)*<br>*t.co (965)* | *Direct (5,560)*<br>*Google (5,102)*<br>*Bing (690)* |
| **Top Content** | | | | |
| Page views | *Register for SQL PASS 3,152*<br>*24 Hours of PASS 2,623*<br>*Events 2,446*<br>*Learning Center 1,885* | *PASS Home Page 14,021*<br>*egister for SQL PASS 2,757*<br>*Events 1,893*<br>*PASS Chapters 1,711* | *PASS Home Page 13,874*<br>*Elections 6,381*<br>*Register for SQL PASS 4,166*<br>*Events 2,279* | *PASS Home Page 13,047*<br>*Register for SQLPASS 4,294*<br>*Events/PASS Summit 2,220*<br>*Session Recordings 1,801* |

| PASS Connector | | | | | | |
|---|---|---|---|---|---|---|
| *Progress* | | | | | | |
| | **16-May-12** | **30-May-12** | **13-Jun-12** | **27-Jun-12** | **11-Jul-12** | **25-Jul-12** |
| **Open rate %** | **9.9%** | **8.8%** | **10.41%** | **12.6%** | **11.56%** | **11.44%** |
| Sent to | 76,549 | 72,420 | 70, 565 | 87,321 | 92,405 | 88,293 |
| Opens (Total) | 11,401 | 9,943 | 11,384 | 15,880 | 15,771 | 15,099 |
| Opens (Unique) | 7,125 | 6,283 | 7,345 | 10,420 | 9,974 | 9,924 |
| Bounces | 5,236 | 1,440 | 918 | 12,031 | 6,128 | 1,507 |
| Opt-outs (%) | 117 (0.1%) | 75 (0.1%) | 102 (0.1%) | 157 (0.1%) | 149 (.1%) | 106 (.1%) |

| | | | | | | |
|---|---|---|---|---|---|---|
| Click throughs (Total) | 1,387 | 1,493 | 1,521 | 2,515 | 3,604 | 1,640 |
| Click throughs (Unique) | 654 | 771 | 792 | 1,154 | 1,706 | 884 |
| **Top 3 Clicks** (in order of popularity) | *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)* | *E-Book Gallery for Microsoft Technologies (836)* | *Global Growth Survey (334)* |
| | *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)* | *24 Hours of PASS/ Fall 2012 (337)* | *PASS DBA: Virtual Chapter Live Meeting Event (159* |
| | *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)* | *Blog: PASS Budget New: A New Event and Growing the PASS HQ Team (219)* | *Community Profile: Feilipe Ferreira (109)* |

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

- General:
  - PASS Summit sponsorship sales are progressing; we are about where we were at the same time as last year as July tends to always be a bit slower
  - Several of the larger sponsors are not returning at the same level: there is still concern with CA, and Expressor has been purchased but is unsure of their status
  - I am optimistic however that we will hit our projections as we are picking up some new sponsors as well
  - 24 Hours of PASS prospectus is completed and sales will begin on Aug 8, 2012
  - Still working with Triumph on a redesigned floor plan for Summit. I think that we are getting close on an improved plan that provides a lot of options, as we grow
- Sales Completed in July 2012:
  - Summit 2012:
    - Silver Sponsorships - 1
    - Exhibitor - 2
    - Exhibitor Alumni -14
  - With additional space and marketing options sold
  - 24 Hours of PASS (fall)
    - Sales will begin soon
  - Virtual Chapter Sponsorships:
  - SQL Saturday Program Partner and National Sponsor:
    - Dell
  - Website Advertising:
  - In the Works:
    - 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
    - Work out details of the newly proposed Partner Sponsorship for SQL Saturdays;
    - Researching and mining for new companies that may be interested in larger sponsorships for 2012 Summit

## SUMMIT PROGRAM

### 3. Director of Speaker Programs Update [*Adam Jorgensen*]

- CSS Sessions in for Summit
- Precons all set; currently working through comps and discounts for the committee members

### 2. Speaker Programs HQ Update [*Marcella McKeown*]

- Working with Microsoft to obtain, proof, edit final sessions for publication/announcement (July 25)
- Putting together the Call for Lightning Talks for launch (July 25 - closing August 8)
- Speaker registration mail-out to all community speakers (July 23)
- Confirmed and updated speaker contract for SQLRally Nordic 2012

## SPECIAL PROJECTS

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

- Date moved to September 20, 2012
- A lot of speakers are being confirmed

### 2. Director of Global Growth [*JRJ*]

- First round of Community Translations of Vision document have been posted to website
- Regional Map posted to website
- Survey finalized and launched
- IP protections in USA prioritized
- V1 of EMEA legal entity proposal from Gowlings reviewed

## SQLRALLY

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

- Registration Update:
  - 83 Three Day Registrations
  - 63 Two Day Registrations
  - 43% of Registration Target
- Team is working on Securing Keynote Speakers
- Craig has Reached out to Jennifer for Input