Board Monthly Report

March

2011

Monthly report to the PASS Board of Directors.

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CORPORATE PASS

1.0 Finance HQ Update {*Sandy Cherry*}

- Completed revisions to the time tracking sheet and monthly reporting of the time tracking sheets.
- Met with VP of Finance re upcoming budget process, set dates for templates going out, when the board is to have them returned and projected increase in revenues for Summit and PreCon attendance.
- Meet with Operations Manager and operations staff at PASSHQ re Summit Program, Expo and PreCon Program 2012 budget.
- Completed work with the Auditor for the FY2010 Audit and tax returns
- Competed Audit adjustments in June 30th financials and posted to PASSNet
- Completed implementation of the remote deposit service with BOA

2.0 PASS Governance HQ Update {*Hannes Bezuidenhout*}

- PASS global governance structure (board and operations) – recommendations and committee formation
- ERC – consultation, maintenance, and public exposure (through Twitter and blogs)
- SQLSaturday high-level sponsorship procedure and contracts audited and amended

COMMUNITY

1.0 Director of Chapters {*Mark Ginnebaugh*} and Community Operations Coordinators Update {*Nancy Nasso & Caprice White*}

- Chapters (226)
- 5 new chapters
  - South Africa (1) – Western Cape
  - United States (3) – Lincoln, NE; Daytona, FL; Tulsa, OK
  - Russia (1) – Kzasuodar

2.0 Director of Virtual Chapters {*Geoff Hiten*} and Community Operations Coordinators Update {*Nancy Nasso & Caprice White*}

- VC Regional Mentors re-engaged
- Working on scheduling regular communications with VC leaders

INFORMATION TECHNOLOGY

1.0 Technology HQ Update {*David Yang, Wesley Chang & Jason Lau*}

- Updates
  - Wesley returns to office from medical leave
  - As of March 28th, 2011, Wesley begins full-time SQLSaturday development
  - Link to recently launched MS page using our custom PASS Events feed - http://www.microsoft.com/sqlserver/en/us/community/events.aspx
- Support
  - **Tickets Completed**: 167
  - **New Tickets**: 175
  - **Outstanding Tickets**: 86
  - **Notable items**
    - New Office Printer Setup/Config/Testing/Deployment
    - Setup printer on all PCs
    - Sandy computer support
    - Setup bank scanner in office for ElenaCCMail support

        - Timesheet report February
        - Troubleshooting SQLSaturday issues
        - Emailer issues
        - Upload Summit Sessions to site
        - SQLRally reports
- Latest Project Additions / Current Significant Projects (in order of priority)
    - Orator – Speaker Review Module
    - Orator – Schedule Preferencing Tool Module
    - Orator – Abstract Review Module (updates)
    - Orator – Schedule builder Module
    - Orator – PPT Review Module
    - Determine New SAN for PASS at MaximumASP (Geoff H.)
    - SQLSaturday – Development
    - PASS RSS Events Feed
    - PASS Membership Management tools
    - Payable Approvals Module
    - Silverlight chapter map to PASS Servers.
- Project Item Completions
    - Chapters – Webhosting – Events Management Module
    - Remote fileserver access setup for PASSHQ (Jason)
    - Exhibitor Database 2011
    - Chapters - Event Features. Add Basic RSVP feature to Emailer Module
    - Orator – Emailer
    - Orator – Speaker Portal for SQLRally

MARKETING & PR

1.0 Marketing HQ Update {*Marketing Team*}

- PASS Summit: registration rate increase email March 28
- SQLRally Orlando marketing tactics plan development, website updates
- 24 Hours of PASS March event website updates, survey, moderator support, promotional email March 1, Live Meeting updates, press release
- Connector newsletters issued March 9, 23
- Ongoing updates to sqlpass.org, PASS SQLRally, 24HOP, and Summit websites
- Ongoing social media posts. Follower/member numbers as of April 1:
    - Twitter: 2,687 (2,447 followers on Feb 28)
    - LinkedIn: 4,492 (4,323 members on Feb 28)
    - Facebook: 1,726 (1,665 members on Feb 28)

2.0 Web Quality Control {*Hannes Bezuidenhout*}

- Supported 24 Hours of PASS, SQLRally, SQLSaturday, and Summit (registration and governance items) through Twitter and blogs
- Continue to publish weekly blog round-ups for Board and management

3.0 Director of Publications Update {*Andy Warren*}

- Continuing to participate in the ERC
- SQLRally 2011 is doing weekly status meetings, good growth in registration in last 30 days, main focus now is marketing and logistics
- SQLRally 2012 is blocked due to hotels in Nashville and Denver requiring a room block. Board motion to consider supporting the room block is being considered, selection process delayed until at least Apr 15th, which makes announcing the 2012 site at the 2011 SQLRally unlikely
- Wesley is starting work on some of the SQLSaturday feature requests, using funds remaining in the budget to keep Jason on staff for 6 weeks while Wesley doing development work. The plan to use an external contractor via an advertising tradeout is on hold while we assess the progress using this method

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

- General:
  - Closed out the Sponsor sales for SQL Rally
  - Secured a sponsor for the WIT Program
  - Summit Prospectus completed and sent to all previous sponsors in the database and is in the process of being sent to all of our current prospects
  - Bookstore sponsor in place for the Summit
  - Making progress with the Virtual Chapter sponsors and we have been working through a plan to create a Partnership level for the SQL Saturday program.
- In the Works:
  - Distribution on sponsor information for SQL Rally sponsors second mailing
  - Continue sending Prospectus for Summit 2011to prospects
  - Begin first round of follow-up with previous Summit sponsors
  - Work out details of the new Partner Sponsorship for SQL Saturdays
  - Virtual Chapter sponsorship benefits plan (solid q)
  - Continue new prospect research

5.0 Web Traffic – figures ending February 2011 {*Sanj Gandham*}

Monthly Web Traffic		
	sqlpass.org	
	Jan-11	Feb-11
Overview		
Total number of visits	13,242	12,213
Absolute unique vistors	8,984	8,007
Average visits per day	427.16	436.18
Average pageviews per day	3.49	3.57
Average time on site	3.01	3.14
Top Traffic Sources Visits (% visits)	*Google* 4,331 (32.71) *Direct* 4,268 (32.23) *sqlsaturday.com* 516 (3.90)	*Direct* 4,257 (34.86) *Google* 3,595 (29.44) *sqlsaturday.com* 657 (5.38)
Top Content Page views	*PASS Home Page* 10,943 *Events* 2,341 *Intranet/ Timesheets* 1,748 *Register for SQL PASS* 1,628	*PASS Home Page* 9,372 *Intranet/ Timesheets* 3,188 *Register for SQL PASS* 1,799 *Session Recordings* 1,743

	sqlsaturday.com	
	Jan-11	Feb-11
Overview		
Total number of visits	17,104	18,580
Absolute unique vistors	10,323	11,125
Average visits per day	551.74	663.57
Average pageviews per day	4.66	4.89
Average time on site	3.47	3.58
Top Traffic Sources Visits (% visits)	*Direct* 7,681 (44.91) *Google* 3,735 (21.84) *sqlpass.org* 667 (3.90)	*Direct* 8,517 (45.84) *Google* 3,432 (18.47) *sqlservercentral.com* 890 (4.72)
Top Content Page views	*Home Page* 6,808 *Home Default Page* 4,266 *SQLSat #62* 3,703 *SQLSat #57* 2,999	*Home Page* 6,917 *Home Default Page* 4,475 *SQLSat #65 Schedule* 4,208 *SQLSat #65* 3,090

SUMMIT PROGRAM

1.0 Educational Program HQ Update {*Elena Sebastiano*}

- 24 Hours of PASS
  - Ongoing meetings with team
  - Responding to all email directed to the 24hrs email alias
  - Editing website
  - Corresponding with speakers
  - Event
- PASS SQLRally Orlando
  - Corresponding with speakers on contracts & PPTs
  - 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
  - Confirmation mail outs for Call for Volunteers survey applicants
  - Updating Program Committee documents for 2011
  - Precon speaker contract & general speaker terms for 2011
- PASS SQLRally Nordic
  - Ongoing meetings with content management team
  - Critical Dates for Nordic event
  - Speaker contract

Special Projects

1.0 Director of Special Projects {Thomas LaRock}

- 24 HoP event took place
  - Attended all 24 sessions, over 2 days
  - Attended weekly meetings
- Wrote one editorial for PASS blog

SQLRALLY – Orlando (May 11th – 13th)

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

- 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}*

- Having bi-monthly Operations calls with the Swedish Chapter
- Weekly calls with the content team
- Working on registration site

SQLRALLY - Global

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

- Had conference call with Greg Low about hosting a SQLRally in Australia. Still in the decision-making mode
- In the process of creating a global event model. This will include a template that event leaders around the world can utilize and leverage the support of HQ