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Coast Guard Academy Parents Association

7 October 2010

Coast Guard Academy Parents Association
Executive and Member Councils

Webmaster Report for Autumn meeting, 2010

Greetings,

Enclosed is a report of the status of the CGA Parents Association (CGAPA) web site, since reported June 27, 2010. The site continues as work accomplished by many past volunteers who spent countless hours in design, compilation and maintenance that has gone into the site – *many* thanks to all who have made this site successful over the years.

Jim Buckley, one of the original webmasters noted in one of his early reports (2002) to the Executive Council that there was a serious need for a more interactive approach to the web site design and maintenance. He pointed out that several features of our site are extremely labor intensive to maintain. That was eight years ago. Very little was done to initiate this 'interactive' (web-based) approach and through the years, the site has continued to be maintained by a very loose committee of dedicated but transient parent volunteers. This has created a very complicated and disorganized web site. Luckily, this complexity and disorganization is hidden from view in the code and files on our web host. I am still hoping that we can move our site to the iModules content management system being used successfully by the Alumni Association. Tara King is helping us move in that direction.

Current Status

The site is operating smoothly with very little significant downtime. We did have a minor issue just after R-Day. Our web hosting service, OneWorld Hosting, did some major server security software upgrades and broke several key scripts associated with our Message List. This was quickly fixed, but it occurred early on the Tuesday after R-Day while your webmaster was traveling between New London and Anchorage and caused substantial hand-wringing by swab parents. Thanks need to go to David Anderson for helping to figure out what the problem might be and serving as a telephone link, Carolyn Hohenberger and Paula Smith for assuaging the fears of parents

that had just dropped off their swabs the day before, and Alaska Airlines for their new inflight wifi service allowing site troubleshooting while in-flight.

Activities

- The Message List, under the watchful eyes of our Listmasters, continues to provide an extremely useful forum for our association. Carolyn Hohenberger has done a remarkable job of guiding our new parent members into the fold of the association.
- Paula Smith, our Listmaster training and support person, is putting the final touches on Message List/Listmaster documentation
- I am in the process of organizing our chapter webmasters.
- Ulises Cartaya has stepped into the breach as the new Florida Chapter webmaster. After some good talks over the phone and via email he's taken on the task of cleaning up the Florida Chapter pages and associated 'behind the scenes' files. Florida has volunteered to be the first chapter site to move to the new iModules structure when we are ready to make the move (this winter?)
- The Photo Gallery is being well maintained by Cathy Sherman. There is a question as to how long we should maintain links in the gallery and when they should be archived.

Issues

Actual site maintenance, at least that part that is visible to the ordinary user, has stabilized. There are times when things do get labor-intensive, but for the most part things are manageable. The real problem is still behind the scenes. The web team is slowly picking away at the problem but the ultimate answer to the problem is to move the site under the iModules content management structure.

iModules does have a bulletin board system which may allow us to move the Message List to a more supported software/database environment. The biggest issue, and one that we are investigating, is whether or not the iModules bulletin board system can be set up to be as moderated as our current Message List is. Based on experience and much Listmaster feedback, the ability to moderate list postings is critical.

Recommendations

1. Move to iModules as soon as practical,
2. Update FAQs based on new Association member input and Message List topics.
3. Determine Photo Gallery archive policy.
4. Develop an Association contact list maintenance process.
5. Enlist new web team members, assigning them the task of maintaining specific content, e.g., fund raising efforts, schedules and calendars, minutes and reports, membership, chapter links, etc. This tactic of divide and conquer will be aided by the move to iModules.

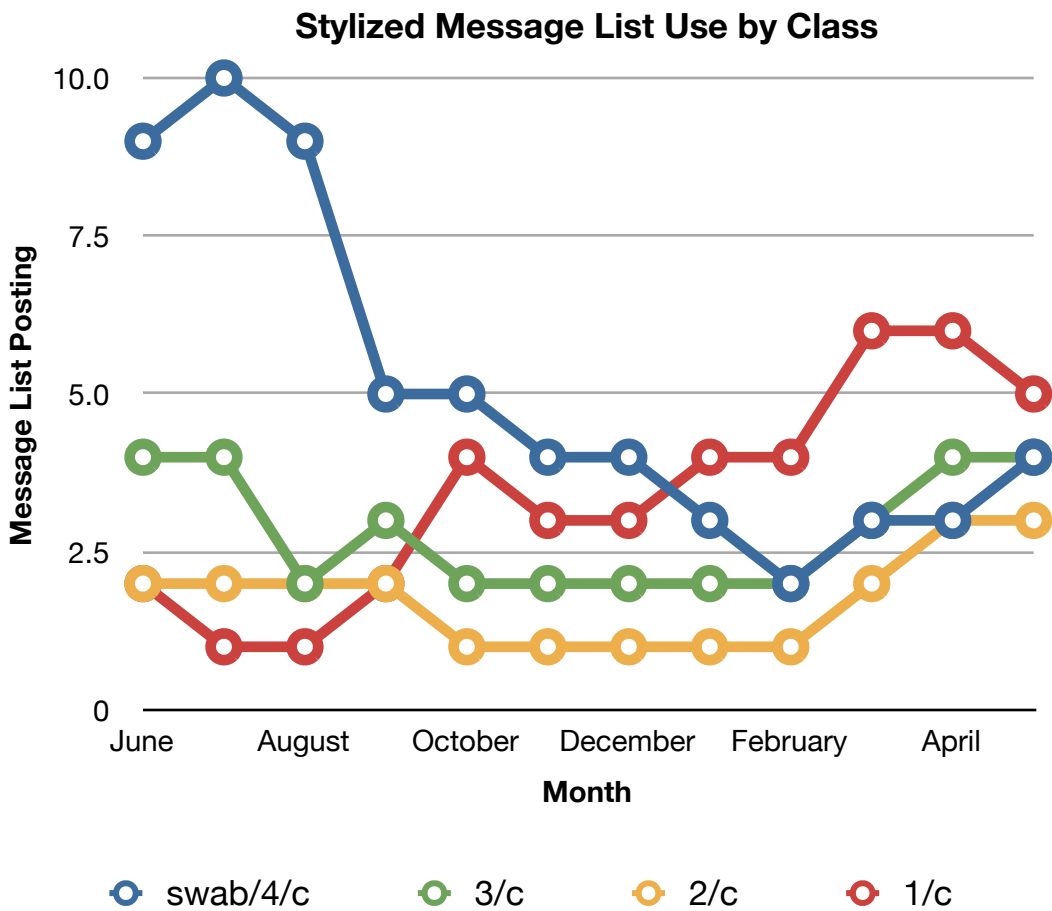
Statistics

Message List - 6 October 2010 statistics

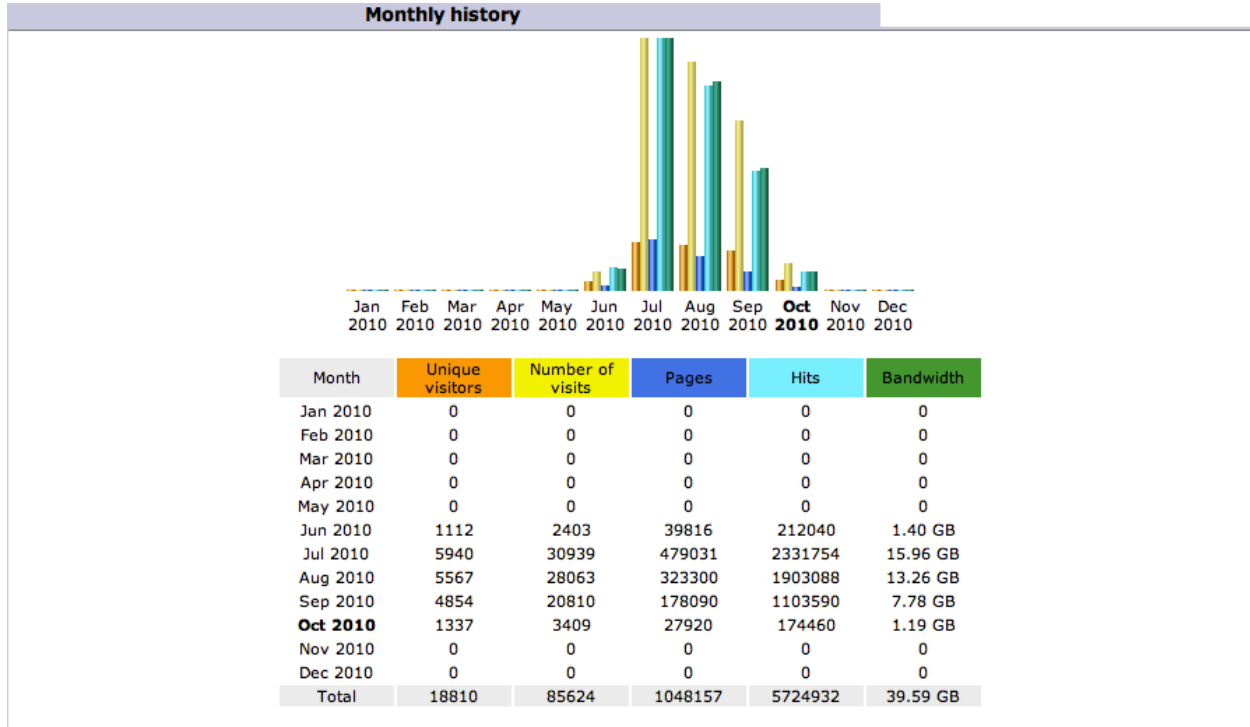
The following two tables show the Message List membership and message posting activity by class. Note that this membership consists of login email addresses; some cadets have more than one interested parent email on the list. There are also a handful of administrative members, e.g., web folks, Academy liaisons, Alumni Association, etc. In general though, the numbers are very good as relative Message List membership indicators. The 'activity' table shows the number of posts to each class list and the number of days that each class list has been active. I am in the process of analyzing the number of posts by class through a particular class's academic lifespan. We don't really have the data to do a good job of this yet as we've only had the Message List in place for 3 years. However, the graph illustrates a stylized message list usage by class through the the years. The Message List is most used by swab-4/c parents and 1/c parents.

| Member Status | Members |
|---------------|---------|
| Swab Summer | 274 |
| Class 2013 | 255 |
| Class 2012 | 273 |
| Class 2011 | 186 |
| Class 2010 | 167 |
| Class 2009 | 170 |

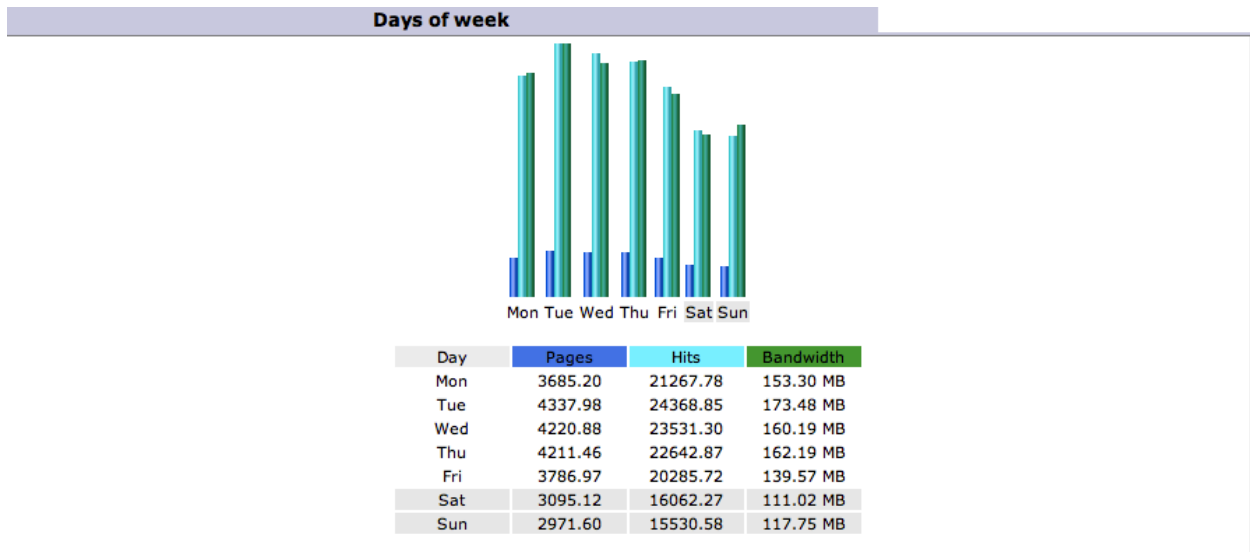
| Member Status | Days of Activity | All Messages | Accepted Messages | Accepted Messages per Day |
|---------------|------------------|--------------|-------------------|---------------------------|
| Class 2014 | 167 | 2936 | 2016 | 12.1 |
| Class 2013 | 591 | 3022 | 2888 | 4.9 |
| Class 2012 | 850 | 3640 | 3490 | 4.1 |
| Class 2011 | 794 | 661 | 693 | 0.9 |
| Class 2010 | 684 | 729 | 736 | 1.1 |
| Class 2009 | 690 | 673 | 710 | 1.0 |



Web Site - 29 June - 6 October (due to web server software change)

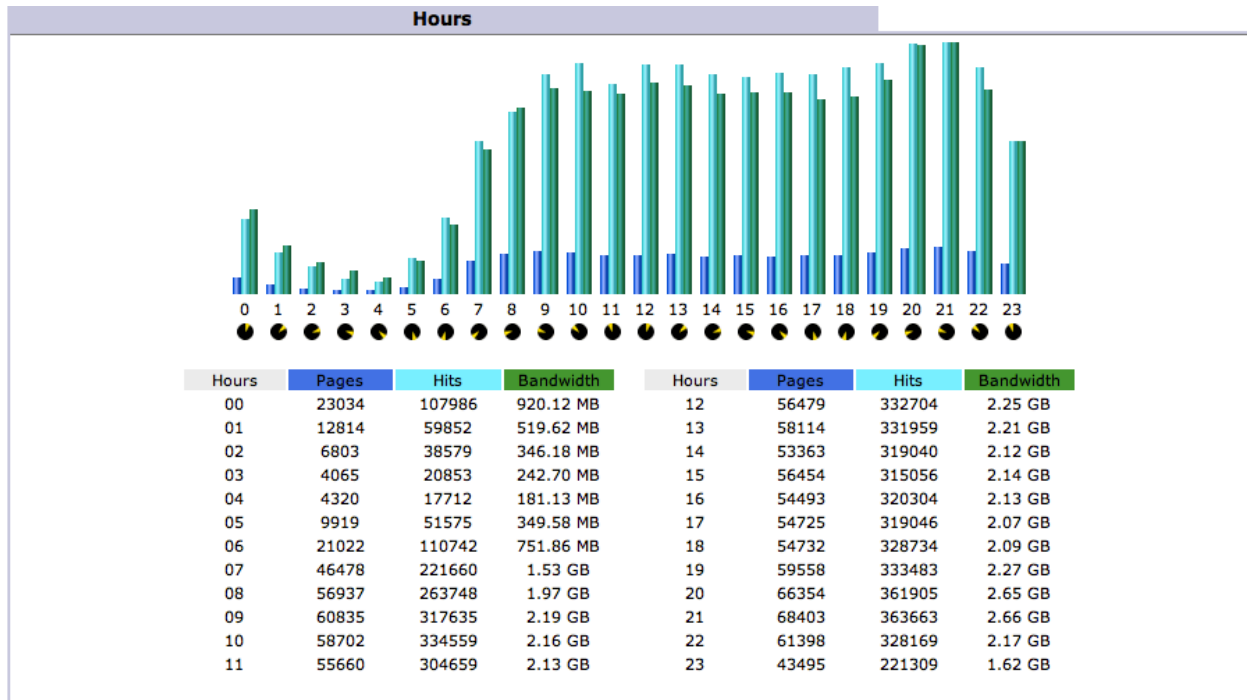


This table shows the number of web site 'hits' per month since 29 June (when web server software was upgraded). There is actually not a lot of information here other than the obvious summer spike from swab parent activity.



This table shows Message list activity by day of week. Again, not a lot here except what might be an up-tick early in the week to check on sports.

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This table shows hits by time of day. As you might have guessed, late evening is the peak, but it seems as though parents never really sleep.

Countries (Top 25) - Full list

| Countries | Pages | Hits | Bandwidth | |
|----------------------|-------|---------|-----------|-----------|
| United States | us | 1035274 | 5667202 | 38.79 GB |
| Virgin Islands (USA) | vi | 3442 | 8076 | 138.02 MB |
| Puerto Rico | pr | 1835 | 7550 | 57.61 MB |
| Canada | ca | 1620 | 9079 | 93.40 MB |
| Russian Federation | ru | 958 | 1222 | 45.54 MB |
| Germany | de | 829 | 5045 | 57.42 MB |
| Bulgaria | bg | 468 | 4792 | 26.50 MB |
| Micronesia | fm | 370 | 1629 | 22.42 MB |
| Great Britain | gb | 325 | 2757 | 58.71 MB |
| Netherlands | nl | 213 | 424 | 10.48 MB |
| Mexico | mx | 212 | 937 | 11.36 MB |
| China | cn | 176 | 497 | 8.73 MB |
| France | fr | 165 | 1585 | 23.88 MB |
| Israel | il | 145 | 160 | 2.53 MB |
| Taiwan | tw | 131 | 240 | 5.43 MB |
| Moldova | md | 124 | 124 | 1.15 MB |
| Ireland | ie | 121 | 1352 | 6.72 MB |
| Ukraine | ua | 115 | 323 | 21.13 MB |
| European country | eu | 102 | 480 | 6.67 MB |
| Kazakhstan | kz | 101 | 101 | 1.87 MB |
| Poland | pl | 93 | 169 | 1.93 MB |
| Hong Kong | hk | 89 | 93 | 4.90 MB |
| Libya | ly | 80 | 1042 | 8.05 MB |
| South Korea | kr | 73 | 747 | 5.08 MB |
| Luxembourg | lu | 59 | 59 | 1.56 MB |
| Others | | 1037 | 9247 | 199.86 MB |

This is just interesting from the standpoint of hits our site gets from countries around the world. Granted, some hits are accidental and/or search engine web-crawlers, but many are legitimate.

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| Visits duration | | | |
|-----------------|--|------------------|---------|
| | Number of visits: 85624 - Average: 622 s | Number of visits | Percent |
| 0s-30s | | 28857 | 33.7 % |
| 30s-2mn | | 12749 | 14.8 % |
| 2mn-5mn | | 12671 | 14.7 % |
| 5mn-15mn | | 14158 | 16.5 % |
| 15mn-30mn | | 6880 | 8 % |
| 30mn-1h | | 6073 | 7 % |
| 1h+ | | 4185 | 4.8 % |
| Unknown | | 51 | 0 % |

This table shows the amount of time spent on our site by visitors. Note that the very short duration visits are mainly click-throughs, e.g., clicking on one of our buttons to get someplace else. The longer duration visits are content views, e.g., FAQs, schedules, minutes, fund raising pages, etc.

| Pages-URL (Top 25) - Full list - Entry - Exit | | | | | |
|---|--------|--------------|-------|-------|--|
| 390 different pages-url | Viewed | Average size | Entry | Exit | |
| /Message_List.php | 663057 | 19.62 KB | 7104 | 37134 | |
| /Message_List_Home.php | 158063 | 11.25 KB | 26052 | 4582 | |
| / | 73315 | 27.52 KB | 39954 | 11841 | |
| /Message_List_Manager.php | 43874 | 31.04 KB | 1910 | 1820 | |
| /chapter/photos/ | 32308 | 18.02 KB | 1039 | 2653 | |
| /chapter/photos/album_links.htm | 31273 | 357.82 KB | 2989 | 15786 | |
| /button12.swf | 3125 | 2.43 KB | 64 | 66 | |
| /button_ML_Home.swf | 3106 | 2.33 KB | 41 | 194 | |
| /faqs.html | 2751 | 65.06 KB | 888 | 1209 | |
| /links/ | 2443 | 24.42 KB | 274 | 895 | |
| /academy/ | 2112 | 17.75 KB | 66 | 282 | |
| /academy/Academy_Calendar.pdf | 1928 | 20.38 KB | 184 | 1021 | |
| /membership/ | 1794 | 32.99 KB | 116 | 161 | |
| /organization/ | 1281 | 21.21 KB | 49 | 121 | |
| /Message_List_Signup.php | 1248 | 19.16 KB | 93 | 113 | |
| /pdfs/CadetHandbook.pdf | 1111 | 324.20 KB | 595 | 731 | |
| /pdfs/PW10.pdf | 994 | 79.57 KB | 97 | 565 | |
| /pdfs/ParentHandbook.pdf | 932 | 378.53 KB | 180 | 448 | |
| /aboutus/ | 819 | 14.09 KB | 16 | 77 | |
| /organization/contactsList.htm | 757 | 61.21 KB | 64 | 314 | |
| /pdfs/PW_generic.pdf | 719 | 154.63 KB | 74 | 273 | |
| /chapter/DelawareValley/index.htm | 719 | 17.68 KB | 297 | 223 | |
| /academy/parentwkend/ | 646 | 20.04 KB | 95 | 214 | |
| /organization/contacts.htm | 624 | 556 Bytes | 139 | 20 | |
| /chapter/CaptPaulFoye/EnsignEdibles.htm | 624 | 12.37 KB | 115 | 113 | |
| Others | 18534 | 147.87 KB | 3129 | 4717 | |

This chart shows the top 25 pages on our site, As you might guess, the Message List is our biggest draw, the photo gallery and handbooks (parent and cadet) are also big hits.

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| Search Keyphrases (Top 10) | | |
|---|--------|---------|
| Full list | | |
| 3205 different keyphrases | Search | Percent |
| uscga parents association | 2633 | 21.5 % |
| uscga parents | 713 | 5.8 % |
| cga parents association | 687 | 5.6 % |
| uscga | 366 | 3 % |
| us coast guard parents association | 329 | 2.6 % |
| united states coast guard academy parents association | 324 | 2.6 % |
| uscgaparents.org | 301 | 2.4 % |
| coast guard academy parents association | 298 | 2.4 % |
| coast guard parents association | 211 | 1.7 % |
| coast guard academy | 154 | 1.2 % |
| Other phrases | 6181 | 50.6 % |

| Search Keywords (Top 25) | | |
|--------------------------|--------|---------|
| Full list | | |
| 2749 different keywords | Search | Percent |
| parents | 7011 | 15.3 % |
| association | 5181 | 11.3 % |
| uscga | 5060 | 11 % |
| coast | 3952 | 8.6 % |
| guard | 3923 | 8.5 % |
| academy | 2456 | 5.3 % |
| cga | 1057 | 2.3 % |
| us | 887 | 1.9 % |
| states | 543 | 1.1 % |
| parent | 540 | 1.1 % |
| united | 539 | 1.1 % |
| weekend | 354 | 0.7 % |
| 2010 | 344 | 0.7 % |
| uscgaparents.org | 310 | 0.6 % |
| the | 308 | 0.6 % |
| to | 294 | 0.6 % |
| of | 214 | 0.4 % |
| uscg | 206 | 0.4 % |
| assoc | 179 | 0.3 % |
| for | 175 | 0.3 % |
| photos | 167 | 0.3 % |
| cadet | 166 | 0.3 % |
| 2014 | 160 | 0.3 % |
| swab | 147 | 0.3 % |
| in | 147 | 0.3 % |
| Other words | 11348 | 24.8 % |

These tables show the search phrases and keywords that folks use to find the CGAPA site.

Please let me know if you have any questions.

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