

Webmaster Report By Michel Bouchard

A website is by its nature a work in progress, and the CASCA sites are no different. In this report, I seek to report on the progress achieved and chart out a path for what remains to be done.

First, I wish to highlight that I am a volunteer and I came to the job with zero background in Joomla! and content-management website. I continue to work to gain expertise, but invariably, it involves one some steps forward, some steps back as I seek a stable path on my Webmaster path.

With regards to the CASCA site, we continue to improve and perfect the site. We are also experimenting to develop better ways of developing new tools for the site and better ways of communicating to members and facilitating communication between members. Some highlights:

1. The jobs page: I continue to seek better ways of advertising jobs and adding content to the website. I am extremely grateful to the members who send jobs for posting to the website. I am working to find an ideal delivery method. I am now using embedded and downloadable PDFs that are accessed via the main web page, but I continue to seek the most effective ways of uploading jobs and making it easier for members to find these jobs. I hope to build upon the existing structure to improve delivery;
2. The conference page: I added new information tools to the conference website, notably the conference classifieds. This tool proved to be useful for advertising panels. Having panels listed on the site allowed panel seekers to find panels without having to scour the hundreds and thousands of emails we all have in our inboxes. I will continue working on the conference classifieds and would welcome your feedback.
3. Google Earth: We worked to put all the relevant conference information on the website with regards to places to stay and eat and sight to see, but I plan on working on a CASCA2012 Google Earth Map. As I will be traveling to Edmonton this coming may, it will give me great pleasure to work with the CASCA 2012 Conference Committee to develop new marketing tools as early as possible to get existing members, former members and new members to join us in Edmonton next May.
4. Conference forms: This is one of the projects that I continue to work on. Ideally, I would like to develop a set of permanent forms that would be used for future conferences. This, however, exceeds my Webmaster capabilities. In order to develop these forms and to tweak the website, I will be seeking out professional help to build an easy to use and reliable system for submitting conference abstracts. This is perhaps my biggest ongoing work in progress, but I do promise that I will continue thinking and working on this to develop the best online system for CASCA members.

5. Member-only site services: one of the long-term goals is to see how we can not only develop better online forms, but ideally to have services that would be accessible only to members. This I cannot do on my own, but I will explore our options as to what could be done, and more importantly how much it would cost. The goal is to maximize what we can deliver while keeping costs reasonable.
6. CASCA Facebook: we are experimenting with new mediums to get CASCA out there, and this includes Facebook. I invite all the Facebook users out there to join us and to recommend us to your friends. Let's connect anthropologically and share our experiences. As of today, we have 129 members, I would like to double and triple our Facebook membership this coming year.
7. VIMEO: for the CASCA2011 conference, we used Vimeo to post some promotion videos online. I will seek to develop this tool and put it to good use. Again, I would welcome your feedback and your contributions.

The one point that I would like to highlight is the need for content and volunteers. I do my best to post promptly everything that I receive, but I cannot emphasize enough that we need your content. Send us your news, your announcements, your achievements. Send us your links. If you do this, I promise to do my best to distribute it. Some may be posted on our Facebook page, some on our website announcements, some may be best mailed out to the listserv. I may ask for more information, but I will do my best to distribute the news out as widely as I can.

I also would welcome volunteers to help out. I would be more than happy to work with the willing, and train the desirous, to help out both in the task of growing the website and keeping up to date.

Another task that kept me busy is the Anthropologica website. This too is a work in progress. A new and revised Anthropologica website is not online, and it is what I would say the Anthropologica website 1.0 and look forward to working with the new Editor-in-Chief of Anthropologica to develop version 2.0. Here too, we would welcome your feedback and your suggestions.

For both website, I would ask that you feel free to write with your comments. If you see a type, write. If you see a broken link, write. If you want to propose a new section, write. I do my best to correct what I can, but 100, 200, 300 pairs of eyes will see much more than I and I would ask for your help in pointing out the errors and omissions.

As this report is a work in progress as well, I will amend it to address any questions and comments that will be shared with me.

Merci! Thank you!

Michel