Communications/Website Report
May 2010

I assumed the role of CASCA webmaster in the summer of 2009 and this report will present some of the work accomplished in the intervening year and the work that must be done in this coming year.

CMS: New CASCA Website

The old CASCA website was founded on an HTML based web structure. This means that each and every page was a separate html file and that the site had to be changed through the editing of individual pages. In order to improve the management of the CASCA site, the old html based structure was abandoned in favor of a content management system. Using the open-source *Joomla!*, a new site was designed from the bottom up. *Joomla!* is based on having pages separate from the menu structure and the menu structure separate from the template. The use of Joomla! facilitates the management of content in that pages can be easily added and deleted and menu items can be easily moved or deactivated. The existing *Joomla!*-based website is now fully operational: http://www.cas-sca.ca/casca.

Conference Website

Later in the year, I was asked by the CASCA 2010 Conference Organizing Committee to develop a site for this year's conference. In the past, conference organizer's had developed their own sites with links from the CASCA site to the conference website. Given the flexibility of *Joomla!*, it was easy enough to add the necessary pages to the website. The challenge faced: finding an efficient system for members to send their paper, panel, round table and multimedia proposals to conference organizers. Working to develop a useful system, I decided to use Adobe Acrobat to create forms that could be filled out by participants and emailed to conference organizers. Though this system worked, I will be working to perfect the system to see what other options we have that would ensure reliability and ease of use.

Online Payments

One challenge that we face was working with Leverus, the company responsible for creating the online payment forms. We requested that they create a form to allow members to register for the conference banquet, but they failed to deliver the promised form. This created intolerable delays is forwarding the necessary information to members and creating a website capable of collecting fees for the banquet. We will be working to ensure that this problem does not repeat itself in the future.

Logo

As the revised website needed a banner, a new logo was developed for CASCA. This logo, designed by Ekaterina Bouchard, used the Weaver-Tremblay Award Medal as a basic template in order to develop a unique brand for CASCA.

Work Remaining: Expanding the CASCA Site

Having developed the basic structure of the revised CASCA site, the challenge that remains is expanding and improving the site. Of particular interest: the Practicing Anthropology section of the site. The goal is to provide useful information to our members and to encourage the constructive collaboration of members both in academia and outside academic but continuing to practice the discipline. This will, however, require content. I will be calling upon colleagues and contributors to work with me in writing the content required for new additions to the website.

Work Remaining: Transferring Website to CASCA Server

One task that remains is to transfer the CASCA website to a server that will be wholly under CASCA control. I will be working with Craig Campbell, past webmaster, to finish this transfer over the summer.

Work Remaining: *Anthropologica* Website

Having developed a website structure for CASCA and our conference, the main challenge in the coming year will be updating the *Anthropologica* website. Once the CASCA site and the Anthropological website are transferred to a CASCA controlled server, I will be working to develop a *Joomla!* based website for the journal. I expect that this work will take much of the summer of 2010.

Work Remaining: *Culture*

Two issues of Culture were released this past year. The newsletter continues to grow in terms of content and popularity. However, I will be looking at various options for delivering the newsletter online. I will see what options are available to deliver the newsletter online, in addition to a PDF that can be downloaded. The goal is to facilitate the dissemination of the newsletter and continue to increase readership.

Much work has been achieved this past year, but much remains. I would like to thank the CASCA Executive and the membership for their support as we work together to improve our CASCA communication tools.

Sincerely,
Michel Bouchard
CASCA Communications Officer