

CSSR Webmaster's Report for 2013 AGM

For many years, our Past-President Rebecca Carruthers Den Hoed has managed our website and created a beautiful, clean design. However, it was becoming difficult to keep it up to date. In June 2012, Tania Smith offered to migrate the existing CSSR website to a collaboratively-managed WordPress site at <http://www.cssr-scer.ca/> The migration cost approximately \$200 in service fees and required intense labor from the webmaster and executive during the month of October 2012.

New Site features

- Hosted on [cssr-scer.ca](http://www.cssr-scer.ca/), content & design, home page blog, bilingual structure, *Rhetor*
- Search results, co-authorship capability, Increased technical compatibility, free online tools
- CSSR email mailboxes (president@cssr-scer.ca) can remain static, forwarding settings change.
- Website works well, especially in conjunction with mailing list. See appendix 1 page report (pdf).

Public Mailing List & Members' Database

- Blog as mailing list; MailChimp's free nonprofit account; designer email templates; user-control
- Consolidated online database of free email subscribers & paid members.

For Discussion / Decision

1. Should we launch the beta Members'-only site?

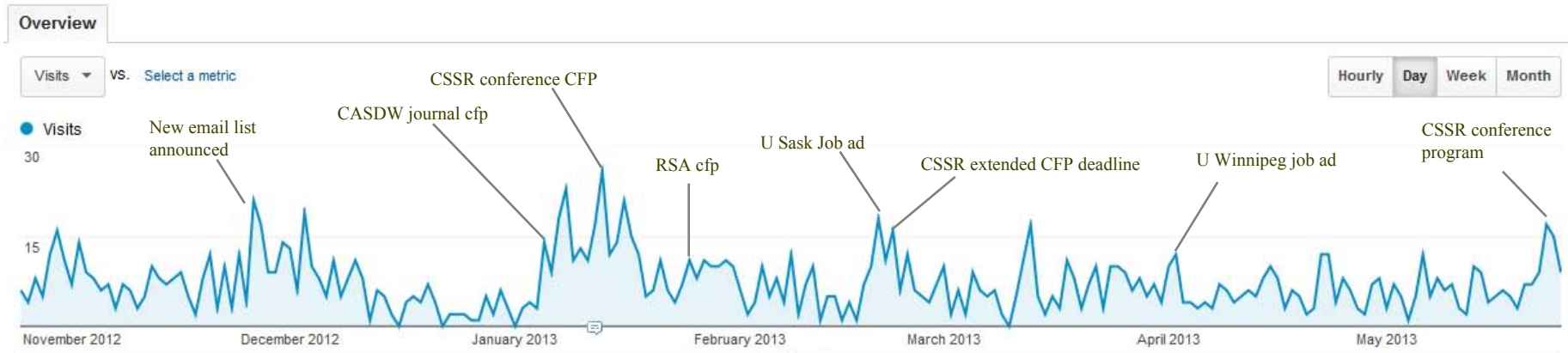
- A members'-only website requiring password & login has already been created and is ready for user testing at <http://members.cssr-scer.ca> . It is available as a link on the main menu of our website and can be shown on screen during the AGM. Our "Sub-domains" are free of charge.
- Some potential uses:
 - Facilitate multi-directional *private* email communication among paid members, not possible via the public mailing list and MailChimp.
 - Members may share conference papers, slides, handouts, drafts, and resources, and welcome comments on them.
 - The executive may display selected info from our current members' database here for other members to view (name, role, affiliation, research interests). We may wish to share or archive other information here, accessible only to current members.
- Challenges: Paid members must be added or removed manually by the webmaster or executive. However, thereafter, users can self-manage their own password, profile, and email notification preferences. Users must be careful of privacy issues & not misuse what is posted by others (see its terms of use policy)
- The site is set up in the format of a *Forum* to facilitate discussion among members.
- A members' site that we control is different from using social networking platforms such as LinkedIn, Twitter, etc. Having this members' site does not hinder us from also using or trying these services (We already have a Facebook page for our organization, but it is rarely used).

2. Enable online credit card payments? If so, which company?

- Some members may wish to pay fees by credit card. Online payments are much less labor intensive for the secretary-treasurer. The money goes automatically into the bank account, and an email receipt is issued to the member and to the webmaster and/or treasurer.
- Of course, cheques could still be accepted by mail, and cash & cheque at conferences.
- It would be necessary to make a contract with a company and provide bank account details.
- I searched for the most cost-effective services (no monthly fee or setup fee) for small merchants, if available in Canada, if accessible by international customers, with good reputation:
 - **PayPal** allows for credit card payments and charges the merchant a transaction fee.
 - [Fee of 2.9% + \\$0.30](#) – \$1.46 on a \$40 membership, paid by CSSR. We could charge \$1 extra for the credit card option, or absorb the cost.
 - **PLASTIQ** is a service that is free to merchants but charges a fee to customers.
 - [Between 1.8% and 2.5%](#) -- \$0.72 to \$1 on a \$40 membership, paid by member. The merchant can choose to cover this or partly subsidize it. Transaction fees vary by customer's credit card chosen. Foreign users pay a slightly higher fee.
 - Canadian universities like [Mount Royal University](#) use this service for students to pay tuition via credit card. It might not be available to small merchants.

Appendix: Website stats (1 page, pdf)

CSSR Website Stats, October 2012 to May 2013



- 1,546 visits by 1,059 unique visitors, who visited an average of 2.39 pages. There were 3,696 page views
- 32.5% were return visitors. 67.5% were new visitors.
- 59% of visitors are from Canada, 16% from US, 4% from Belgium, 2% France, 2% United Kingdom, 2% India, 2% China. 1% Germany, 1% Spain.
- 65.8% is “search traffic”; 8.4% is from Campaigns (MailChimp email links) – as shown in pie chart:
 - 95% of “search traffic” is from Google.
- Popular referrals are from these sites:
 - ishr-web.org 15.76%
 - wordpress.org 10.91%
 - uregina.ca 10.30%
 - en.wikipedia.org 7.88%
- Most popular pages (# of page views):
 - home page: 1027
 - conference page 283
 - 2013 CSSR call for proposals 244
 - Rhetor journal 111
 - Join us 126

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns

