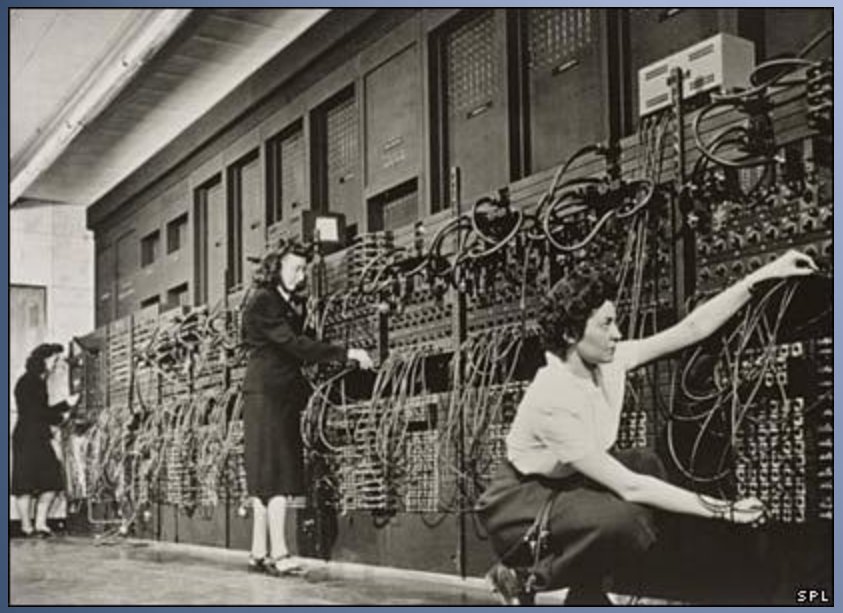
Taking Your Chapter (Kicking and Screaming) into the Digital Age

AGO Task Force on New Technology

Task Force on New Technology

Lois Z. Toeppner
Secretary / Councillor for Membership Development

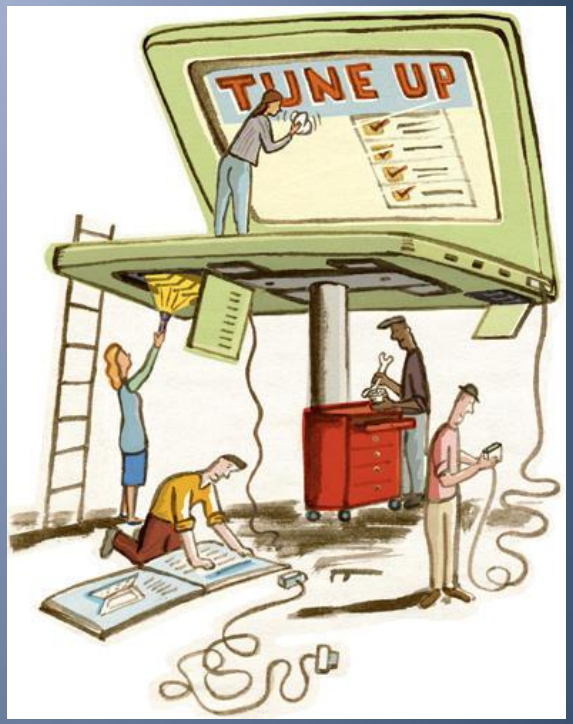
Mary V. Stutz, Director
Herbert Buffington
Claire DeCusati
Timothy D. Buendorf

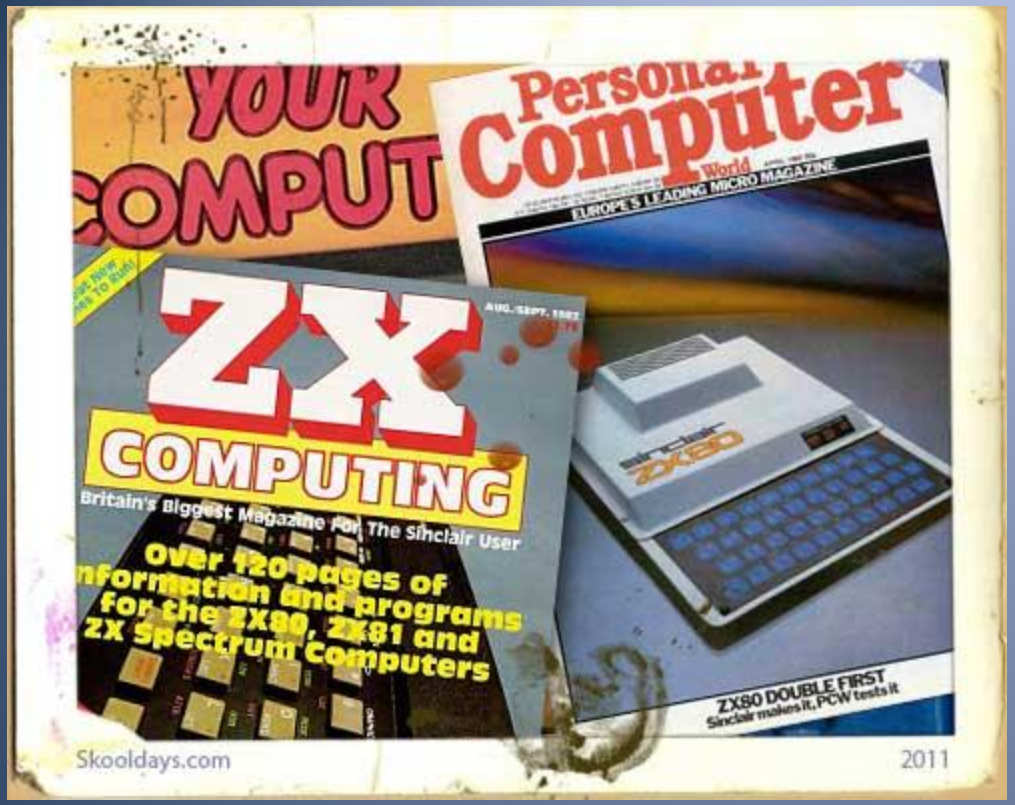

SPL

IBM

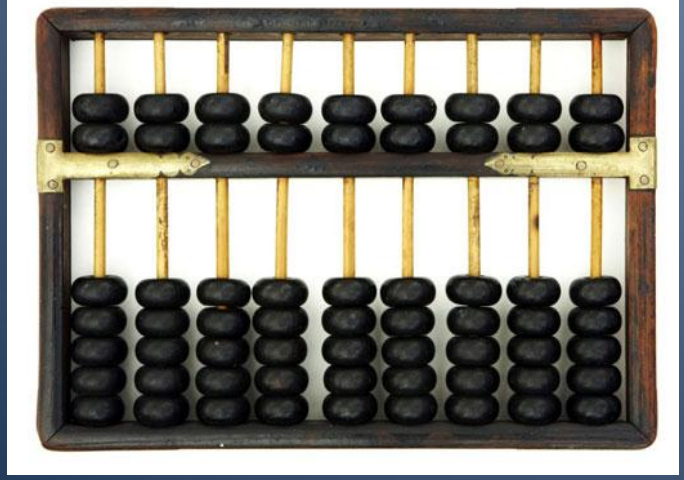
SCIENCEphotoLIBRARY

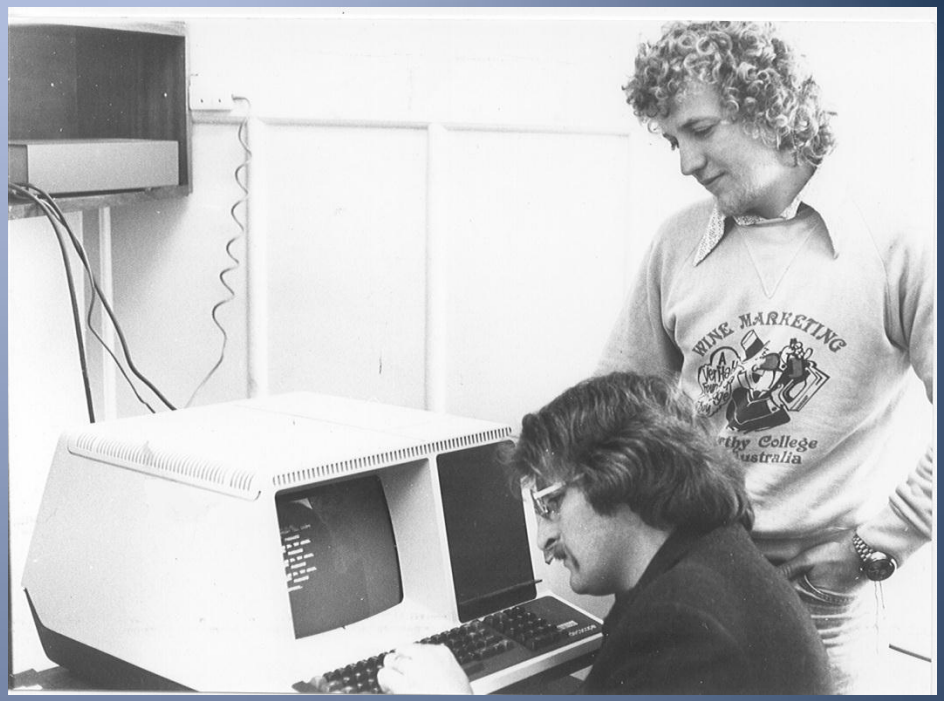
COMPUTER

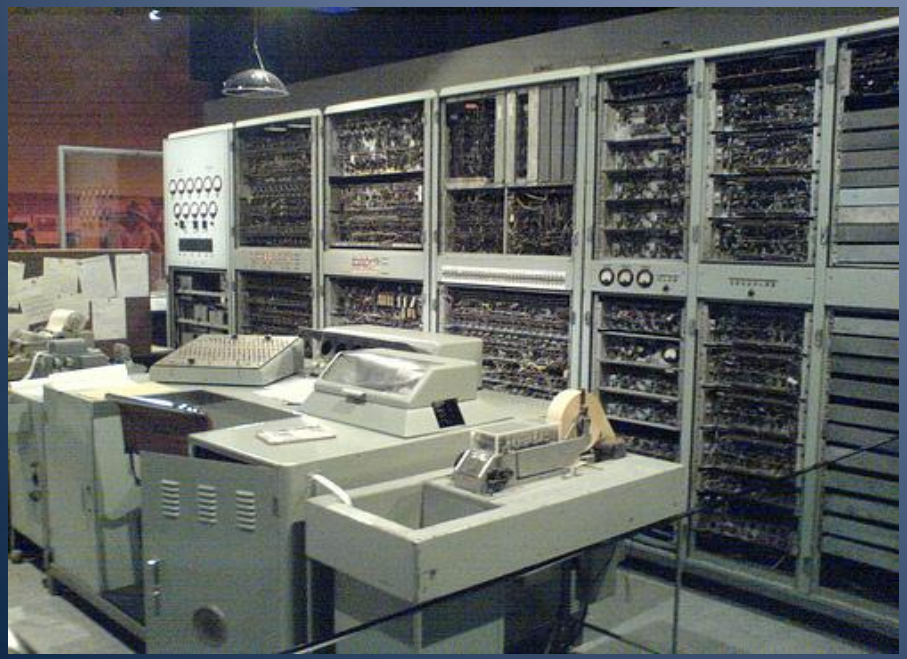

TUNE UP

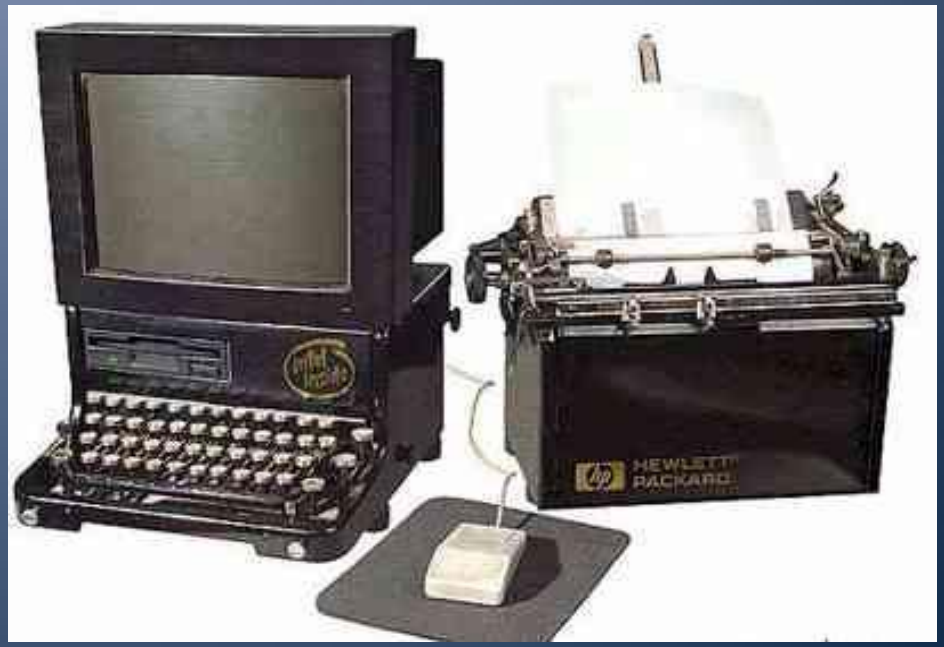

YOUR
COMPUT
Personal Computer World
EUROPE'S LEADING MICRO MAGAZINE
ZX COMPUTING
Britain's Biggest Magazine for The Sinclair User
Over 120 pages of information and programs for the ZX80, ZX81 and ZX Spectrum computers
ZX80 DOUBLE FIRST
Sinclair makes it, PCW tests it
Skooldays.com
2011

THIS IS A COMPUTER?
YOU BET YOUR SWEET TELEX OPERATOR IT IS!
DATACOMP
ALLVOICES

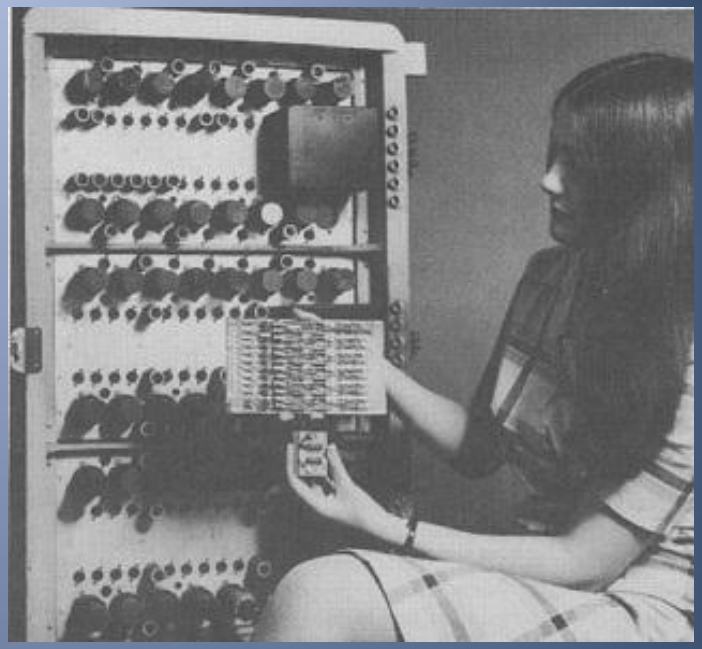



WINE MARKETING

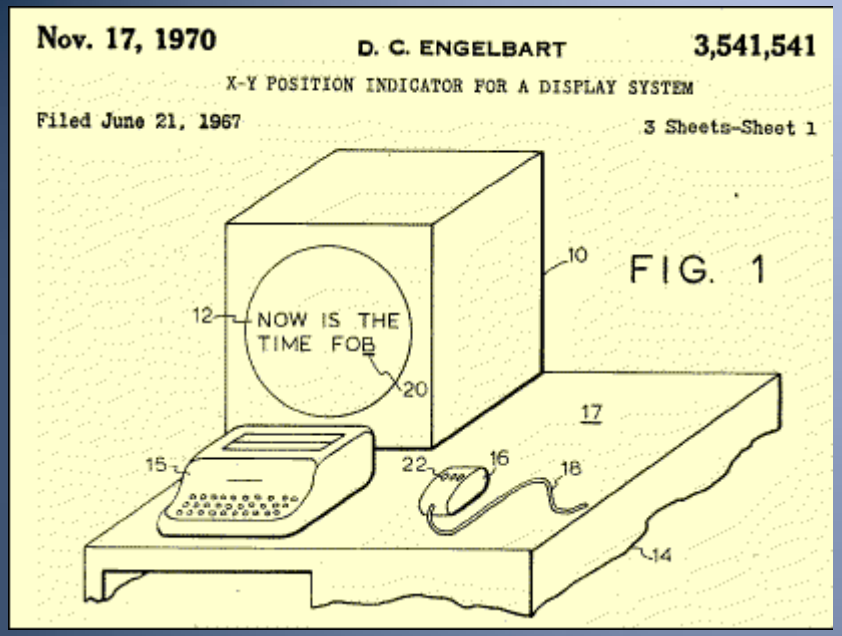



HEWLETT
PACKARD

EARLY COMPUTERS
COMBINING THE ADMINISTRATIVE AND COMPUTER EXPERIENCE OF LOUIS N. RIDENOUR, THE MATHEMATICAL ABILITY OF ABRAHAM H. TAUB, AND THE ELECTRICAL ENGINEERING BACKGROUND OF RALPH E. MEAGHER, IN 1952 THE DIGITAL COMPUTER LABORATORY DEVELOPED ILLIAC I, THE FIRST DIGITAL COMPUTER BUILT AND OWNED ENTIRELY BY AN EDUCATIONAL INSTITUTION. IT WEIGHED FIVE TONS AND CONTAINED 2,800 VACUUM TUBES. THE ILLIAC SERIES CONTINUED WITH ILLIAC II, A TRANSISTORIZED COMPUTER, AND CULMINATED IN THE MID-1960s WITH THE ILLIAC IV SUPERCOMPUTER, THE LARGEST AND FASTEST IN THE WORLD.
UNIVERSITY OF ILLINOIS



LAPTOP 12.00C
CALCULATOR
LAPTOP 9000
WORKSTATION
The WORLD WITHOUT ENGINEERS
Agilent Technologies
http://www.educatorscorner.com



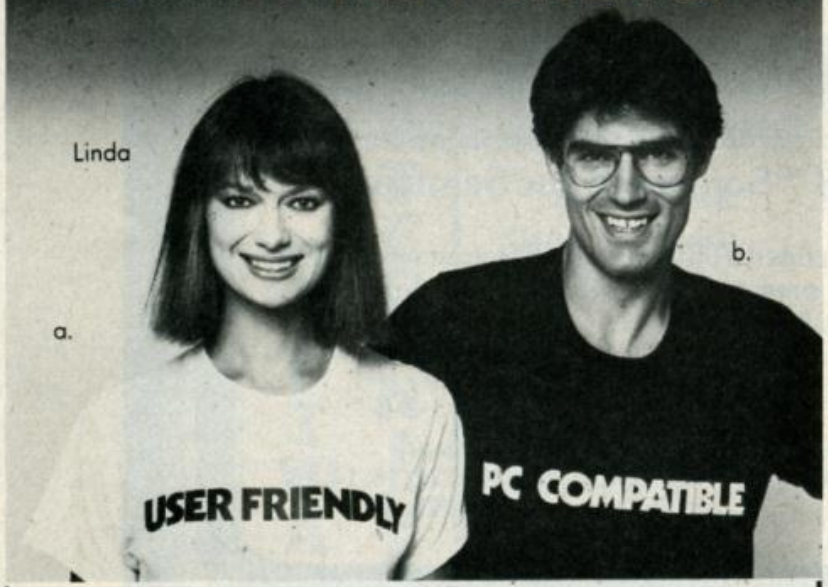
Nov. 17, 1970 D. C. ENGELBART 3,541,541

X-Y POSITION INDICATOR FOR A DISPLAY SYSTEM

Filed June 21, 1967 3 Sheets-Sheet 1

FIG. 1

COMPUTER T SHIRTS!



Software Fashion
P.O. Box 9861, Wethersfield,
CT 06109—0861, or call Linda
to order **1 (800) 223-1796.** NY
residents call **1 (212) 371-1900.**

c.(Software)

d.(Hard Disk Driven)

Hey Linda, I know a good thing when I see it. Send me _____ computer shirts as indicated below. I'm enclosing $_____ at $9.00 plus $2.25 postage and handling for each shirt. (CT residents add 7½% sales tax). Allow 4-6 weeks for delivery. Please print clearly.

☐MC ☐Visa ☐Check/M.O. card # _____ exp. date_____

Name _____

Address _____

City, State, Zip _____

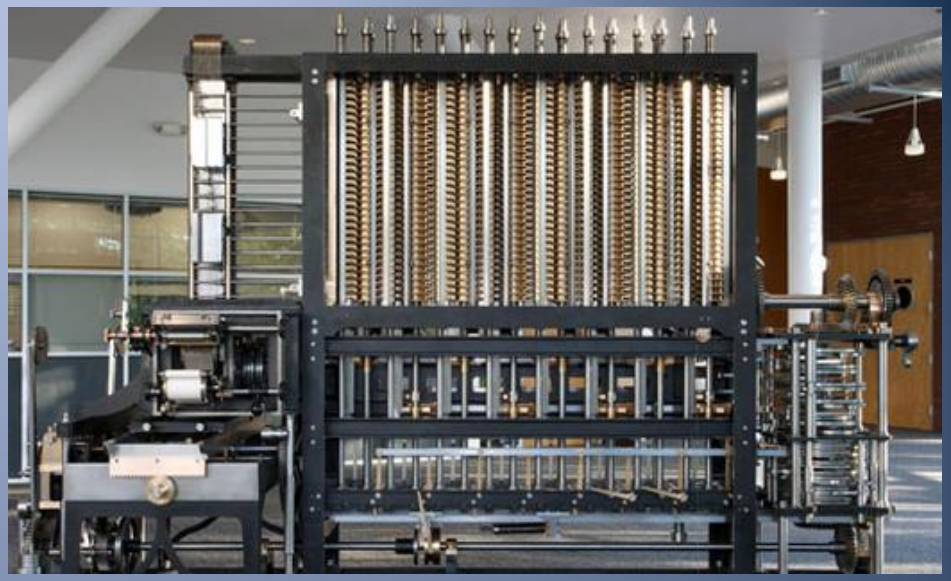
Qty.	Color (Black/White)	Size (S,M,L,XL)	Style (a,b,c,d)

P

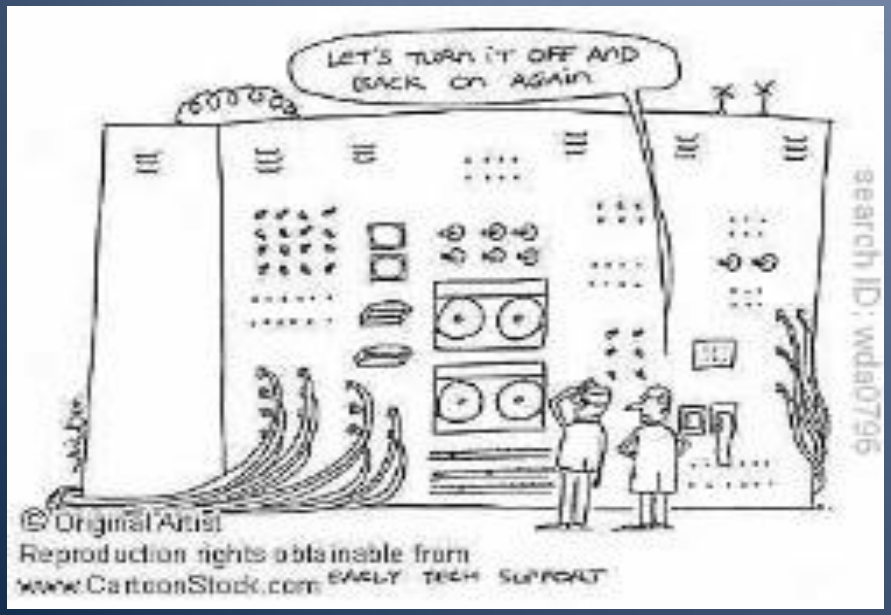
CIRCLE 178

Vintage Computing and Gaming
Retro Scan of the Week

Original Scan by VC&G for entertainment purposes. We claim no rights over this image, but if you use it, we would appreciate some credit. Thanks in advance!
www.vintagecomputing.com



Computer Based Training - the early years



SOCIAL MEDIA EXPLAINED
TWITTER
I'M EATING A #DONUT
FACEBOOK
I LIKE DONUTS
FOURSQURE
THIS IS WHERE I EAT DONUTS
INSTAGRAM
HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE
HERE I AM EATING A DONUT
LINKEDIN
MY SKILLS INCLUDE DONUT EATING
PINTEREST
HERE'S A DONUT RECIPE
LAST FM
NOW LISTENING TO "DONUTS"
G+
I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

Chapter Websites

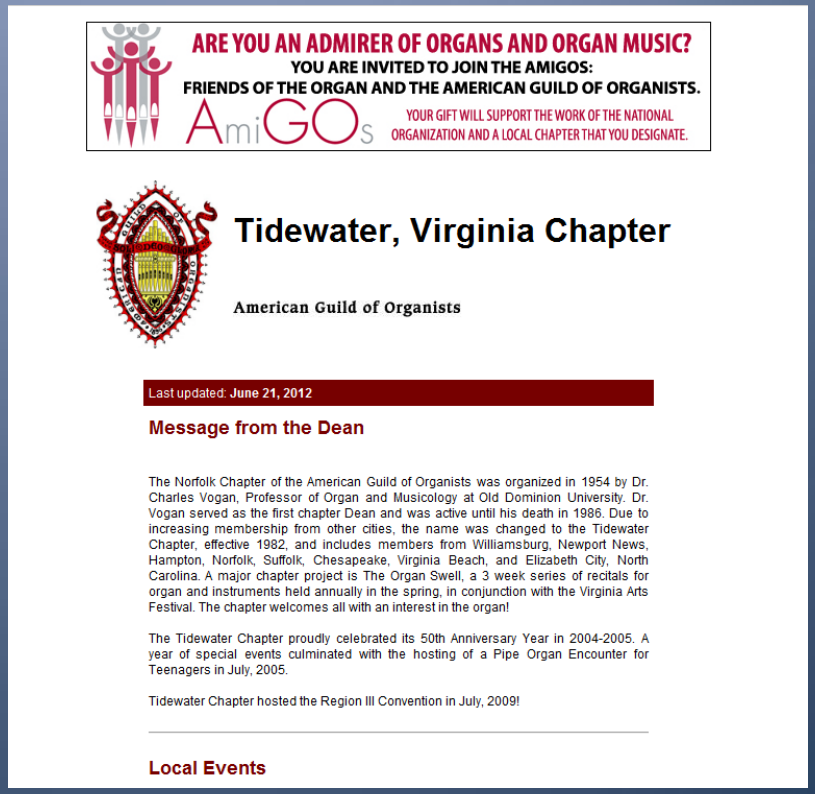
Requirements for a Website:

- Domain Name / URL
- Hosting
- Content / Code

Chapter Websites

Free Option:

Page hosted on the AGO National Website:



ARE YOU AN ADMIRER OF ORGANS AND ORGAN MUSIC?
YOU ARE INVITED TO JOIN THE AMIGOS:
FRIENDS OF THE ORGAN AND THE AMERICAN GUILD OF ORGANISTS.
AmiGOs
YOUR GIFT WILL SUPPORT THE WORK OF THE NATIONAL ORGANIZATION AND A LOCAL CHAPTER THAT YOU DESIGNATE.

Tidewater, Virginia Chapter

American Guild of Organists

Last updated: **June 21, 2012**

Message from the Dean

The Norfolk Chapter of the American Guild of Organists was organized in 1954 by Dr. Charles Vogan, Professor of Organ and Musicology at Old Dominion University. Dr. Vogan served as the first chapter Dean and was active until his death in 1986. Due to increasing membership from other cities, the name was changed to the Tidewater Chapter, effective 1982, and includes members from Williamsburg, Newport News, Hampton, Norfolk, Suffolk, Chesapeake, Virginia Beach, and Elizabeth City, North Carolina. A major chapter project is The Organ Swell, a 3 week series of recitals for organ and instruments held annually in the spring, in conjunction with the Virginia Arts Festival. The chapter welcomes all with an interest in the organ!

The Tidewater Chapter proudly celebrated its 50th Anniversary Year in 2004-2005. A year of special events culminated with the hosting of a Pipe Organ Encounter for Teenagers in July, 2005.

Tidewater Chapter hosted the Region III Convention in July, 2009!

Local Events

Chapter Websites

Lower Cost Options:

- Free hosting
  - Usually must purchase a domain name
  - Usually requires having ads on your site
  - Limited to number of pages or file storage
  - Limited to amount of usage (bandwidth and downloads)
  - Limited or no support
  - Free site building tools and templates
  - Google "free webhosting"

Chapter Websites

Lower Cost Options:

- Shared hosting
  - Sometimes comes with free domain name
  - No ads on your site
  - Free site building tools and templates
  - Support
  - Limited to number of pages or file storage
  - Limited to amount of usage (bandwidth and downloads)
  - Google "webhosting"

Chapter Websites

Higher Cost Option - Custom Site

Hire a designer to create your site

Train members to update basic content

Content Management Systems

An application used to create, manage, and publish content on the web

Requires someone with technical expertise to set up the basic site and design

Once set up, allows users to update content without knowing html

"Big Three" Open Source CMS

- WordPress
- Drupal
- Joomla

Chapter Websites

Design Considerations – Navigation and Structure

Know your target audience
Think like your user when laying out your site
- What will the typical web visitor be looking for?
  - Programs, Contact Information, Newsletters, Jobs, Subs?
- How will they find it?
  - Organize navigation in a logical hierarchy
  - Provide a site map and search if possible
  - Avoid "mystery meat" navigation

Chapter Websites

Design Considerations – Content

Draw the user in with images

Make sure images are properly sized / compressed

Update, update, update

Chapter Websites

Design Considerations – Content

Use 50 % less text online than you would for a print publication

Break up blocks of text with headings, sub-headings, and bullets

Constrain text to a readable line length

AVOID horizontal scrolling!

Allow for ample whitespace

Update, update, update

Chapter Websites

Design Considerations – Search Engine Optimization

Include chapter name on the home page in plain text

Search engines cannot read text in images

Take advantage of keywords and description meta tags

Chapter Websites

Design Considerations – Online Security

Make sure applications and plug-ins are kept up-to-date
Ensure your members' personal information is secure
NEVER pass or store credit card information in unsecured space
Obtain member permission before publishing contact information
Obtain member permission before using photographs online

Don't take chances
Information published on the web is there to stay!

Chapter Websites

Monetizing Your Website

Don't forget to consider the savings in printing, postage, etc.

Accept ads from selected vendors

- Fixed price
- Coupon code for local vendor

Amazon.com

Chapter Websites

Counting Your Visitors

Many hosting companies provide built-in analytics
Google Analytics is free and easy to use

Interpreting the reports

The difference between hits, page views, visits, visitors

Using Social Media - Facebook

- An alternative to a website
- Benefits
  - Free
  - Immediate access to postings
  - "Push" not a "pull" of information
- Concerns
  - Must be a member of Facebook
  - Must "like" a page
  - Content not relevant unless updated frequently

Using Social Media - Facebook

Profile

- Template for personal information
- "News feed" updates information on "friends" profiles

Using Social Media - Facebook

Page

- For organizations
- Templates (e.g. Non-profits)
- "Like"
  - AGOBoston2014
- Use for advertising / promotions (e.g. Concert series)
- Example: Worcester Chapter AGO

Using Social Media - Facebook

Group

- Brings Facebook users together on a single page
- Discussions and interactions regarding the content
- Open Group
  - New York Chapter:
  - http://www.facebook.com/groups/51461619299/
- Closed Group
  - Lansing Chapter AGO
  - http://www.facebook.com/greaterlansingchapter.ago.7

Email

"Regular" Email from your computer

Free / use regular email client (Outlook, Lotus Notes, Thunderbird)
Must maintain an email list

- Emails change frequently
- If large lists (over 75 usually), have to send out multiple emails to avoid spam filters

Email

Free / low cost email programs

Notify members of upcoming events, news, post newsletter on site or distribute as an attachment
Send emails /notices to large email list at one time
Graphics can be included
Time of day for delivery is important
Mail Chimp, Constant Contact, iContact, emailBuddy (wordpress)

- Deliverability
- Ease of Use
- Cost
- Template design
- Analytics

Other Helpful Online Tools

Google Docs/Google Drive (https://drive.google.com/start#home)

Documents, spreadsheets, presentations
Create and edit documents online while collaborating in real-time with other users
Competitor to:

- Drop Box (https://www.dropbox.com/)
- Microsoft Skydrive (https://skydrive.live.com/)

"there's an app for that"

Other Helpful Online Tools

Survey Monkey (http://www.surveymonkey.com/)

Design a survey or questionnaire
Send survey up to 100 users and 10 questions for free.
- Multiple question types
- Free form input

Can send out multiple surveys
- Example: Boston Chapter elections: 384 members, 4 surveys sent @ 96 emails each

Other Helpful Online Tools

LimeSurvey (http://www.limesurvey.org/)

- Free survey software
- More complete than Survey Monkey
- Best if downloaded on a server you control
  - Avoid Spam filters
- Handles large mailings
- Some html knowledge helpful

Other Helpful Online Tools

SignUpGenius (http://www.signupgenius.com/)

Free tool to sign up for events

- Confirm attendance at chapter events/dinners
- Register for events/control room capacity
- Example Sign Up for Town Beautification: www.SignUpGenius.com/go/10C0C4BAAA623A64-town1

Other Helpful Online Tools

QR Codes

A paper link to the internet
Free Code generation and free smart phone scanner readers
Use in advertising/Promotional materials

- Links to chapter website
- Admission to events
- QR code for http://www.AGOBoston2014.org

Questions?