

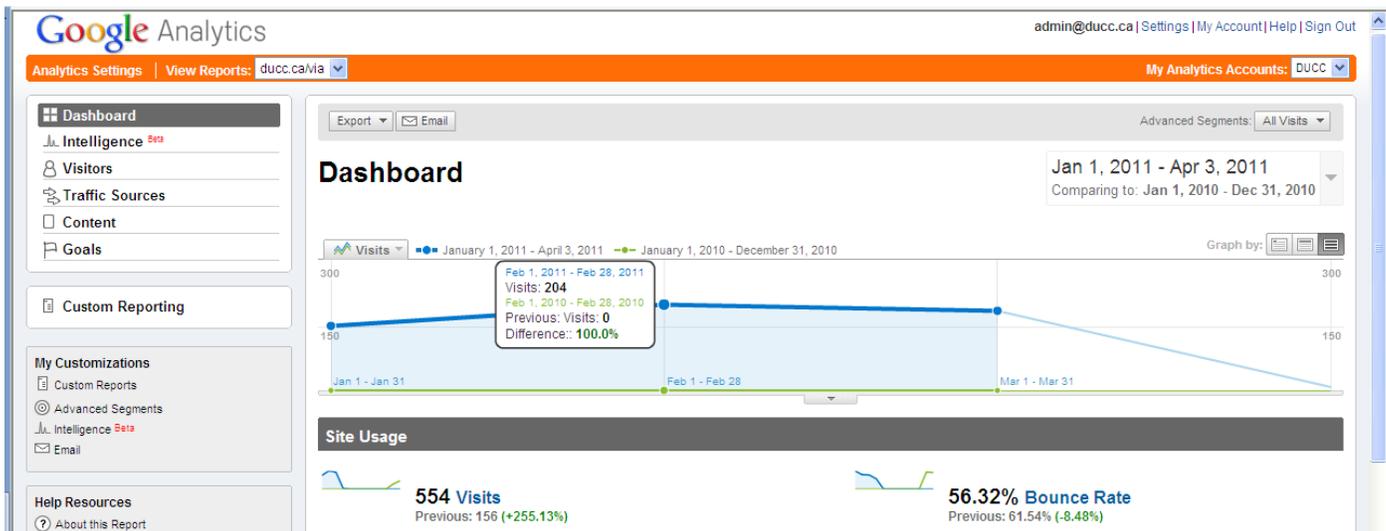
DUCC WEBSITE REPORT Annual Meeting June 2011

Dorothy Naylor and Cathie Clement have been the Website Team since 2008. Webminder Richard Manley-Tannis carries through with the technical updating of the site.

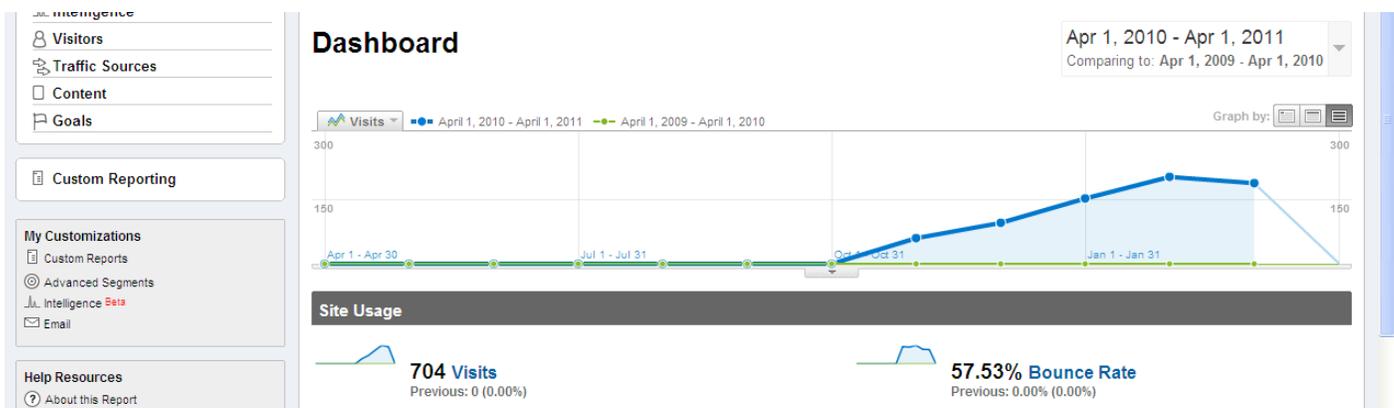
Since the 2009 National Gathering we have met eleven times by telephone. We have completed the Education component; added links to newsletters; added many more Profiles; solicited new photos; included an impressive list of theses written by diaconal ministers; updated the governance structure; prepared list of contact persons for the various clusters; added a Positions page, and a "What's New" section.

In terms of user appeal and effectiveness, we have spent some time reviewing various websites to see what was appealing. We have also done some analysis of visitors to the site. We have found this very informative and noted the following:

From the charts below you can see that the site has been used much more in 2011 than early 2010. The **blue line** shows the visits from January to April 2011 while the **green line** shows January to April 2010. The peak this year was toward the end of February. (If you check, this was around the time that the DUCC Communication Cluster emails went out.) We also have the registration form for the 2011 National Gathering on the site.



Over the whole year (below) April 2010 to April 2011 (blue line) and compared to April 2009 to April 2010 it is very clear that there was basically no activity until October 2010 when the web team began spending lots of time updating the site.



We have enjoyed working together. We recognize there have been gaps when not much was being done on the website – and other times when the work was quite time-consuming. Dorothy will be stepping down as of the National Gathering and Cathie would be prepared to stay for one more year, but is equally willing to step aside if a team is willing to take this on.

Richard has been an amazing colleague in our work, responding immediately when he was asked to post material or to develop tabs or new links or new sections. He has also offered excellent suggestions and critique adding to the effectiveness of the website.

We have also appreciated suggestions from various people as they have submitted material, or viewed the site. The DUCC Communications periodic emails have been very helpful in publicizing the website.

Needs and projects for the future include: post new Profiles; update the Education page; continue to analyze user data; solicit submissions for the *Resources for Ministry* section; develop a History page: - of DUCC and of diaconal ministry; be open to new ways of “sharing the story of diaconal ministry in dynamic and creative ways.”

More than two years ago, the Communications Cluster made an unsuccessful attempt to find a volunteer who would redesign the website. Perhaps it is time to revisit that proposal.

We have been able to work within the constraints of telephone meetings and email. The ability to have at least some face-to-face meetings adds value to the work and to the personal experience. The Communications Cluster could consider the relative value of finding a website team where a face-to-face meeting is at least a possibility, and occasional liaison with the Cluster would also be an option.

Cathie Clement, Dorothy Naylor