PA/USATF Com Com E-Meeting
September, 2012
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On Mon, Sep 17, 2012 at 5:17 PM, <ccrun@ncbb.net> wrote:

Hi Jeff and everyone,

To bring some Jeff "cut to the chase" beautifully on his comments below, John
Rembao added his similar concerns, and Tom Vincent gave a very good comparison
of what we want (home grown) versus what the national office is offering.

The Oregon site looked pretty darn bare to me, too. http://oregon.usatf.org At the
workshop an item many of us complained about was that the USATF template has
dumped all the sports disciplines into the top nav bar link called "Resources." On the
Oregon site, if you go to Road Race Championships under Resources you are
directed to an off-site page, and then the archives are yet on another page. Clearly
not all of the material has been migrated, but it does exist. Not pretty. The techs
responded to us saying that we are able to customise the links on the page (top bar
and a left side bar) to include direct links to sports disciplines and to support
disciplines.

Do we all agree that at the Executive Board meeting(not the Board of Athletics yet) I
should propose that we continue to explore our options as follows:

1. Continue a dialogue with the national office about scripts, customization, pricing
(present and future), migration of content, and tech support. 2. Continue to consider
the possibilty that Tom Vincent's site might also be an option. I just uploaded some
content to the front page of the site he has been working on:
http://www.pausatf.org/cms/drupal/

Let me know if you are OK with this.

Cynci

On Sep 15, 2012, at 1:27 PM, Jeff Teeters wrote:

I have the following concerns:

1. Content migration. Our current site has LOTS of content stored as html pages on the file system. This includes all the news stories, race results, standings, basically everything on our site.   A content management system stores content into a database, not as html pages on the file system. Will migrating our existing content require manually copying and pasting all of thes pages and images into a the Kentico content manage system. And even if that could be done, would the formatting be the same and not changed when displayed by the CMS? What about links between pages? For example, links from race list pages to results for the race, or from current standings to archived standings? Links between pages might not work anymore if the pages were put into the cms. I looked at the Oregon site, which was mentioned as an example site in the workshop notes: http://www.oregon.usatf.org Under "news" there are only three news stories. I didn't find any race results, no GP pages, no standings or archive standings, and so on. The number of pages on that site seems to be VERY small compared to the number of pages on our site. Is that because the Oregon site choose not to migrate their previous content? If so, why not? If they are a big association, they must have had lots of previous content that could have been migrated to the new site.

2. Scripts. The proposed system will not allow us to run our current PHP scripts (membership page, scoresheet submission on the site). While it's not really a problem since we can keep our current site and run the scripts there by linking to them from the new site, that is a slight disadvantage, since we will be setting up a new system which in this respect, is inferior to our current one and requires us to keep the current site. It would be better to have a new system which allow us to keep everything we have on the current site (pages and scripts).

3. Value. From what I know, I'm not very impressed with the value given the cost. I think almost any CMS system (including free open source system) will allow entering content and pictures using a WYSIWUG interface. The cost of the site ($150 month first year, $50 / month after that) is affordable given how big the PA is. But, hosting now is much cheaper. Value would have to come from the improved quality of the site or services. Looking at the Oregon site, I'm not sure we would have a better site.

4. Trying before deciding. I think it would be useful if people who are going to post stories and content to the new site, have a change to try the software first using a demo site. For example, people that will be posting news stories, and Tom and Les, who need to post standings update should see how it works before we make such a big commitment.

Jeff

On Fri, Sep 14, 2012 at 10:52 PM, Dave Shrock <coachshrock@gmail.com> wrote:
Hi everyone,

Thanks firstly to Cynci for attending the meetings in Pittsburgh and writing a susscint pros/cons for our review.

After reviewing Cynci's comments and others feedback, I'm leaning towards moving our content to the USATF site so long as many of the concerns are addressed and met. Through long tedious hours of work, our web masters have created and maintained a great informative website. Now that the national office has finally caught-up, perhaps it's time to join forces so long as we can continue offer the same/enhanced level of service.

Dave Shrock, Ed.D.   Please note new e-mail address: coachshrock@gmail.com

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On Tue, Sep 11, 2012 at 3:41 PM, <ccrun@ncbb.net> wrote:

 Hi everyone,

This meeting notice and information is being sent to the Com Com members and several others who have been closely involved in the PA website. Could you please review the material attached and below and let everyone know your opinions (be sure to reply all). We need to make a recommendation to the Executive Board, and I would like to do this at the meeting next Tuesday, Sept. 18.

Thank you for your time and help!

Cynci, PA Com Com Chair

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PA/USATF Communications Committee (Com Com) Meeting 9/11/2012

Meeting Focus: PA/USATF Website Renovation

Goal: Provide a Content Management System-based website Primary Purpose:
Enable PA sports committees and support committees to perform updates to their

PA pages without the need for html editing skills or software. Additional Goals: Increased reliability, efficiency, functionality and flexibility.

Background: Com Com has had the goal of establishing a website with a Content Management System for several years. It was a priority item on the last two Strategic Plan meetings, and Com Com has been investigating how to proceed ever since. At the 2011 USATF Associations' Workshop held in San Mateo, CA, the national USATF presented a content management based website for USATF member associations. In the meantime PA member Thomas Vincent had begun work on a CMS-based system as a volunteer, but the work was proceeding slowly. Com Com asked him to submit a proposal with a time line and fees. He did this and Com Com had a subcommittee review it. No decision was made on Tom's proposal, as several issues about it remain unresolved. I attended the 2012 USATF Associations Workshop (mid-August) because more in-depth seminars about the USATF system were on the agenda.

After I returned from the meeting, I presented my findings to a Com Com subcommittee of the PA Web Techs Thom Trimble, Jeff Teters and Thomas Vincent. I submitted the summary of our collaborative information to the Associations' Website Workshop coordinator Joe Cornforth. He sent his replies, and I assembled the attached information. Also attached is the USATF Website Overview.

Below is a very condensed description of advantages and disadvantages. The attached files should answer any other questions you might have. To see a this system in action, go to the Oregon Association's website at http://www.oregon.usatf.org

Advantages

Reasonable cost structure ($1800 for set up and the first 12 months), $600 per year after first year. Robust content management system (Kentico.com) that would allow sports committees to manage their own pages at pausatf.org without the need for html editing skills or special software. Reliable server with 10GB per month of data transfer. Four people at national office for tech support. Potential new revenue streams Upgrades made at the national level will automatically apply to association site level. Close integration with national membership database and calendars. The Pacific Association can probably expect good service from the national office techs. They would be delighted to have us sign on. Would help the national office with branding; having all the associations use a very similar website helps to make USATF a more recognizable entity.

Disadvantages

The national system is more of a content distribution system and less of a customized tool system. For example we would not be able to upload customized scripts developed by our techs (i.e. the ldr grand prix scoring tools); we would have

to keep these on a separate site and have links to those pages. Tom Vincent is still in a discussion with the USATF reps about this and I'll send along his findings. Lack of flexibility in design. Some National USATF sponsor ads are locked into the site. PA would not be able to have ads for any business that conflicts with national sponsors. Ads for events with sponsor conflicts are OK. The monthly fee could change (go up) after 3 years. Being at the mercy of a nationwide system. There was a lot of discussion about this and the reps involved in the workshop stressed the high capacity and reliability of the servers.

Overview If we decide to use the USATF system, we would trade some independence, flexibility and functionality for a reasonably priced system that fulfills the other goals described above.