



# Midwest Bat Working Group

## Website Committee Report

03 April 2022

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Jeremy Sheets (jsheets@orbisec.com)  
Megan Martin (mmartin@orbisec.com)

Website Address: <https://mwbwg.org/>

Alternative website address: <https://mwbwg.wildapricot.org/>

Facebook Address: <https://www.facebook.com/MWBWG?fref=ts>

Website & Facebook Status: **CURRENT**

Custom Domain Status - DreamHost (mwbwg.org): **CURRENT**

Hosting Service Status - Wild Apricot: **CURRENT**

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### **WEBSITE**

During December 2020 and January 2021, prior to the 2021 virtual poster session and board meeting, the MWBWG website was moved to a new platform and integrated membership database, Wild Apricot. The former website (hosted at BlueHost, built on an outdated version of Drupal, a WordPress built web store, and the Payeezy Payment Gateway) was taken down and archived immediately after the launch of the new site. As mentioned previously and one of the primary reasons for making the move to Wild Apricot, it includes everything in one location along with substantial upgrades to membership management, outreach, and event planning. Over the last year, the new website has proven to be invaluable for handling everything from online membership renewals and automatic reminders to streamlined maintenance and automatic security updates. Content updates and required manual maintenance tasks are easily accomplished by members of the MWBWG website committee and take far less time to complete than the previous website system. Additional details and information follow below.

#### **Current expenses:**

- Wild Apricot: \$648.00/year (\$54/month, 10% discount) - renewed 12/29/2021
- DreamHost (mwbwg.org domain registration): \$31.98/2 years - renewed 01/04/2022

Current Website Plan: **Group** (250 contacts)

#### **Website Contact and Member Summary (as of 04/03/2022)**

- Contacts: 198
- Members: 134
  - 117 Professional (144 in 2021)
  - 17 Students (25 in 2021)

On January 1, 2022, we had 125 members and by April 1, 2022 we had 133, a 6.4% increase.

**Membership Breakdown By Status**

- 132 Active (includes current and overdue renewals)
  - 115 Professional
  - 17 Student
- 2 Renewals Pending (Professional)
- **56 Overdue Renewals**
  - 46 Professional
  - 10 Student

## Accomplishments:

1. Continue to maintain organizational file structure for the website committee on MWBWG Google Drive and Wild Apricot (documents associated with web content).
2. Website Updates
  - a. 2022 MWBWG Hybrid Meeting
    - i. Setup 2022 meeting registration/event page, pricing levels, and automatic emails
    - ii. Setup 2022 sponsor registration/event page, pricing levels, and automatic emails
    - iii. Setup MWBWG web store to handle t-shirt sales
    - iv. Coordinated with meeting planning team and Treasurer to provide reports for registered attendees, payments, and outstanding invoices
    - v. Manually processed 16 late meeting registrations and 5 late sponsor/vendor registrations.
  - b. Coordinated membership and meeting registration troubleshooting and “customer support”. Responding to nearly 30 queries and requests for assistance, includes late registrations mentioned above.
  - c. Monitored and responded to numerous inquires that came into the general delivery MWBWG inbox. 26 responses since May 2021.
  - d. Created and coordinated online poll for 2022 Board of Directors election.
  - e. **A Facebook post submission “button” was created on the homepage to allow individuals wanting to post something to obtain approval before posting. The button connects potential posters with members of the MWBWG website committee that will receive and review the request. Added 05/20/2021.**
  - f. Added the following new web pages:
    - i. Code of Conduct, includes amendment to online Bylaws
    - ii. Statement regarding COVID-19 and the 2022 annual meeting
  - g. Completed minor updates to a number of website pages as needed.
3. New Member and Membership Renewal Policy (This outlines how the website is set up to handle memberships and provide automatic reminders.)
  - a. Memberships will renew every year on the specified renewal date of April 1<sup>st</sup>.
  - b. New Applications:
    - i. New members will be charged the full regular price AND extend renewal by one additional period starting 90 days before the specified renewal date.

- c. Membership Renewals:
  - i. Members are able to process their own renewals and provide on line payment directly through the website and their individual member profile page.
  - ii. Automatic renewal notices with be sent by the website on the following schedule.
    - 1. Renewal Notice #1: 30 days before renewal date
    - 2. Renewal Notice #2: 10 days before renewal date
    - 3. Renewal Notice #3: On renewal date
    - 4. Grace Period Email Notice: If not renewed within 10 days
    - 5. Lapsed Email Notice: If not renewed within 30 days, and member status is changed to “lapsed”.
  - iii. If not renewed within 60 days the membership will be archived.

### **FACEBOOK**

Jeremy and Megan are the primary contacts for updates to the Facebook page.

Generally posts are made, at a minimum, monthly.

The Facebook page is up to 2,044 followers and 1,943 likes, as of 04/03/2022. Engagement is up 200%.

### **UPCOMING TASKS**

- 1. Continue to develop and maintain website and membership database.
- 2. Continue to monitor and respond to submissions to the general delivery MWBWG inbox, Facebook page, and website.
- 3. Request and set-up new credit card readers for integration with online and in-person payments.