

## Internet Technologies Group Report

Submitted by Don Winsor, Committee Chair

The volunteers of the Internet Technologies group are responsible for the operation and overall organization of the uaaa.org web site. The group also addresses technical issues, interfaces with our Internet service provider (currently UUism.net) and helps answer technology related questions. Content updates are submitted to webtech@uuaa.org by program leaders.

Our website gets over 1000 distinct visitors each month. The most visited pages on our site include "About Us", "Sermons and Forums", "Ministers and Staff", "Directions and Transportation", and "What UUs believe", indicating that many non-members access our site every week.

The 2015-16 year consisted mostly of some valuable updates to content and on-line forms added by staff, especially Aaron Gibson, and lay leaders for some of the UUAA programs and activities.

The web team also loosely oversees the UUAA general Facebook page. That page now has over 1000 "fans". Each Facebook post reaches between 30 and 850 people. People viewing the pages are 67% female, mostly from Ann Arbor and Ypsilanti, but scattered all over the world, including 11 from India, 5 from Mexico and 3 from Egypt. 17% are under 35, 17% are 35-45, 8% are over 65.

The Internet Technologies group is gearing up to support the upcoming years of interim ministry by updating the look of the web site, and encouraging formation of a new team of people to look at adding to the content of the web site. This would include adding a video tour of the building, more "about us" videos, and in general more "marketing" of our programs and other materials that will be valuable for the Congregation in general, but more specifically for the interim and then senior minister search process.

The current core members of this group are Don Winsor (chair), Bob Hospadaruk (Facebook), Connie Lippert, Tricia Mooney, Sandy Simon, and Brandy Sinco.