

DELEGATE REPORT FOR USATF NETWORK TRAINING ~ WEBMASTERS

Date: November 30; 2012

From: Scott Rose, Ohio Association Webmaster

During this year's Annual Meeting in Daytona Beach Florida, I was able to attend The USATF Network Training session on Friday afternoon. The purpose of the network training was to further develop the association's webmasters using the USATF/Kentico CMS and hear their needs and concerns.

The session was led by Blake Facey, USATF Webmaster and Jason Hayes, Website Application Manager. It was announced that Karl Eagleman, the USATF webmaster that had been assisting the Ohio Association would be leaving USATF at the end of December. Jason Hayes will be answering his phone and responding to emails directed to Karl until a permanent replacement is found. Blake stated that currently 18 associations have active websites using the USATF/Kentico CMS and more are expected.

Blake and Jason reviewed the basics of developing the association's webpages. Of importance to me was the development of online forms and questionnaires. They also reviewed the new addition to the website, the Association "Upcoming Events" and "Past Events" pages. The Ohio Association has used this new tool to post the information and results for the recent cross country championships at Hilliard High School. The Ohio Association pages were used for several examples during the session I attended but this may have been because I was present.

When the association was looking into signing up with USATF for our website development, the question was asked about selling advertisements. I asked for an update and was told by Blake that the individual associations can sell their own ads. The association would be responsible for establishing the contracts and setting the fees charged for the ads. The fee process is up to the association. We can charge a lump sum, a monthly or yearly fee or it could be based on a "per click" on the advertisement similar to what we currently receive for the national ads. This could possibly be revenue that could be earmarked to pay for our website assuming that there are potential vendors or organizations that would like to be a part of our site.

One last point that I would like to make regarding our webpages, the pictures that rotating on our "Home" page (www.ohio.usatf.org) are from the national office. Those pictures can be replaced with pictures that represent our own association. The pictures taken at USATF sanctioned events do not require the permission of the person or persons being photographed to be posted on our webpages. We do need permission from the photographer and/or owner though to use his or her photos. To change the current rotating pictures would require someone submitting appropriate photos to the association webmaster.

It is the hope of Blake and Jason to develop webinars that the association webmasters could log into and participate from our local computers. This is still in the planning process but I see it as a great idea and resource.