**TICC Report – April 2016**

Present Activities

Lately we’ve been focusing on our goal of updating the website and keeping it relevant. This is two part with the primary issue the design of the website. Secondary is the content and organization of the content within the website.

We contacted ATAC to confirm pricing information for budget planning purposes. The pricing they quoted in 1213 is still applicable and has not changed. They also provided us with a summary of stat information on the website. See as attachments to this report.

We’ve done our own searching and review of websites of other financial aid associations and found that ATAC designed the majority of them and most are in need of an update like ours. ATAC stated they are seeing a trend of wanting to move toward a more consolidated homepage so information can be viewed easily without much scrolling. They are willing to give us a mock up if we give them some specific looks we’d like to achieve.

Future Activities

We are working on creating a survey for the membership to get their input on the website. We expect this to be valuable input. With this input we will request ATAC to do a mock up.

We are hopeful that the survey outcome will give us guidance in how to get the membership to find the website more useful and utilize it on a regular basis. This will involve region reps reaching out to their own regions and encouraging them to keep the content for the region updated and relevant. We hope that the survey will shed light on which means of communication the membership as a whole uses and prefers to access for information, including social media.

Stats from ATAC on the NYSFAAA.org website from 9/1/2015 to 2/15/2016.

Below is a summary of the stat information:

Average number of hits per day – 5331

Average number of visitors per day – 1,456

Average Visit Duration – 12:30 minutes

Number of unique visitors – 29389

Repeat Visitors – 10980

55% of the hits are from the United States

The top referring website from searches is Google.

People are searching for the following phrases:

* Nysfaaa
* Financial aid definition
* What is financial aid
* Nysfaaa conference 2015
* Financial aid meaning
* Define financial aid
* Scholarships for students

The top pages viewed are:

* Homepage
* Calendar
* Blog
* JobSearch
* Member Profile
* Conference (and related handouts)
* Outreach – Student Family Resources
* Listserv
* Member Services

**NYSFAAA PROJECTED COSTS FOR WEBSITE SERVICES**

**PROVIDED BY ATAC**

Following are the projected costs for various website services provided by ATAC for 2012/13.

Monthly hosting/maintenance - $365

Annual Conference Registration - $525

Conference Evaluation - $275

Election (entire association) - $600

Election (regional) - $275

Annual Board/Chair update - $250

Regional Registrations -

1. Registration with one field to indicate attendance, with or without fees associated - $50 per form
2. Registration with selections for several locations (up to 5), with or without fees associated - $75 per form
3. Registrations with either of the above options and meal selections - $100 per form.

Listserv Setup - $100 + $5 per month, per new list

Newsletter - no cost for inclusion of client file (pdf) on website. If ATAC produces the newsletter, costs would be quoted based on requested needs.

Blog – no charge

Vendor Support Form - $300 if similar to previous year

Photos – no charge – limit to 100 photos per event gallery

Any new items would be quoted individually.