

## Web Officer Report – BALEAP AGM 2019, 13<sup>th</sup> April, Leeds

Between April 2018 and April 2019, the website has had over 52,000 visitors (up from 46,000 the previous year) with half of these accessing the website from the UK. A substantial number of users access the BALEAP website from overseas, with top countries including USA (over 8% of overall visitors), China (5%), Spain (4%), Italy, Japan, Australia, Poland, Germany and Ireland (each over 1% of overall visitors). This presents a shift towards more global reach compared to the previous year.

The most popular section by far is Jobs, with roughly a third of all page views (140,00 views). Other popular sections are Events, Membership and the TEAP Courses page (over 5,000 unique views).

During the last year, the work of the Web Officer has included:

- Overseeing the renewal of memberships via the website, supporting the Administrator. In 2018, this coincided with a major server update, which caused a delay. Special thanks to Yvonne Cavanagh and Alberon for ensuring the smoothest renewal process that we could hope for in the circumstances.
- Overseeing the branding update on the website (new logo and colour scheme – shade of green)
- Setting up events both on the website and correspondingly in the accounting system to allow for funds to be automatically directed to the correct account
- Adding materials from presentations at the various BALEAP events
- Working with the website provider, the administrator and the BALEAP Exec to ensure that the website and organisation is GDPR compliant
- Surveying the membership about providing a discussion board (cf. Research and Publications officer report) and liaising with the website provider about options. The executive decided that the limited enthusiasm across the membership does not warrant the substantial amount of cost and time involved in creating and maintaining a discussion board.
- Contributing the Web officer perspective to a review of the documentation available for planning events, led by the Events officer
- Ongoing support and editing

Member institutions are encouraged to submit news items they wish to share and to advertise EAP-related Events and TEAP courses they run (email me at [web@baleap.org](mailto:web@baleap.org)), as well as jobs (submit directly on the website).

Bella Reichard, BALEAP Web Officer, 7/4/2019