# Web Officer Report – BALEAP AGM 2022, 2cd April, Manchester

In the last 12 months (1 April 2021 – 24 March 2022), the website attracted only 256 users, which is a very significant decrease compared to the previous year. Over 90% of them were new visitors. As before, the countries the users logged from include UK, China, US and smaller numbers for Hong Kong, Canada, Germany and Sweden. The peaks of activity coincided with individual days in August, September and December and then more activity in February, possibly due to the ResTES registration malfunctioning.

This shows the website is not used as fully as possible and this may be due to lack of interactivity, out-of-date design, complicated navigation, and a case of the website malfunctioning due to issues with the server and plug-ins. Therefore, it is proposed the website is redesigned to make sure it better meets the needs of the community.

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

* Working with the website developer, the administrator and the BALEAP Exec to ensure as smooth as possible running of the website; updating pages (testimonials, EDI statement, Values, BAS new criteria, SIGs, etc); setting up event registrations; archiving events; together with the Administrator, overseeing the renewal of membership.
* Uploading almost 50 videos to the BALEAP YouTube channel: <https://www.youtube.com/channel/UCntv6h3p8PBEEETtPUnqHnA> including presentations from PIM in Kent, Durham, York, BALEAP conference in Glasgow (still ongoing), SIG events; in the last year, BALEAP videos have been watched by 1.2k times, which is 47% more than in the previous year.
* Setting up the BALEAP Zoom room which can be used for BALEAP and BALEAP SIG events.
* Non-web related activities included: contributing to the development of Social Justice funding, co-organising two Testing Roadshows, contributing to the PIM Handbook and BALEAP values visualisation; setting up an election poll for the Treasurer in Jan 2022

The biggest plan for the 2022-23 period is to take the lead on planning, negotiating and overseeing the website redesign so that the website serves the community better.

Member institutions are encouraged to submit news items they wish to share and to advertise EAP-related Events and TEAP courses they run (email the web officer at [web@baleap.org](mailto:web@baleap.org)), as well as jobs (submit directly on the website). SIGs are encouraged to use the Zoom room as well as share webinar/event recordings via the BALEAP Youtube channel (email the Web Officer for details).

Ania Rolinska, BALEAP Web Officer, 25/3/22

Slide backup:

**Successes**

* Two Online Testing Roadshows.
* Keeping the BALEAP Youtube channel active.
* BALEAP Zoom Room for BALEAP and SIG events.
* Updating the PIM guidelines to include elements of online event organisation.

**Looking Forward**

* Redesigning the BALEAP website!