



American Canoe Association Information Technology 1st Quarter Staff Report 2008

Website:

The vast majority of my time has been testing the new website functionally. There is an outstanding issue with new website. Web based reporting needs on-the-fly export capability to resolve the data transfer to screen limitations. The installation date is waiting acceptance testing by the ACA staff and final approval. Re-evaluation of the website delivery capabilities is being examined.

T-1 Installation:

A new T-1 circuit which is a 1.544 Mbps point-to-point, dedicated, digital circuit provided by AT&T is being configured to replace our current XO fractional T-1. The circuit has been installed and tested. It is now being used as a backup circuit and wireless connection in the ACA office. Additional configuration is needed for our Exchange Server. The expected cutover date is March 1, 2008.

Communications:

I have started to evaluate the communications requirements for our new office in Fredericksburg. This evaluation is for is the data, voice, video, and facsimile requirements that will be used at the new office. I will be writing an RFP for these requirements and then select several service providers to bid for these services and equipment. Final requirements will need approval and cost justification. I will attempt to qualify and quantify the final specification.

Grants:

USCG grant requires a website to be developed that will provide assessment of the basic paddling skills of an individual visitor to the website. Then provide Instruction courses that satisfy the needs for that individual's skill level based on the assessment. Instruction courses offered will be relevant to the geographic area that the individual resides. The USCG grant *Point of Purchase Paddling Course* specifies a website to be developed that will offer a free or inexpensive entry course into boating safety and instruction. The course will be presented online with an assessment and registration component available. It will serve as a promotion for other safety and instruction courses available through the ACA. An RFP will be written that addresses the needs for both these grants and will be submitted to several qualified Internet Developers for bid.

SEO – Implemented Search Engine Optimization (SEO) on the Paddler Magazine website. SEO is the process of improving the volume and quality of traffic to a website from Search Engines via "natural" ("organic" or "algorithmic") search results. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site. SEO can also target different kinds of search, including images search, local search, and industry-specific vertical search engines. By installing a Google site map on the website the search results for Google have been significant. Currently there are at least 1,000 pages webpages index by Google of which over 900 are Paddle Magazine articles.

**Joe Sharp
Information Technology Administrator**



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PDF: – On-The-Fly PDF document generation has been tested and is ready for implementation. A PDF document can be created using any application such as MS Word, Excel and email to automatically turn that document into PDF format without using a scanner. This is a new Open Source desktop application provided by pdfforge.org.

**Joe Sharp
Information Technology Administrator**