



EMD Web Site Committee Annual Report - 2011

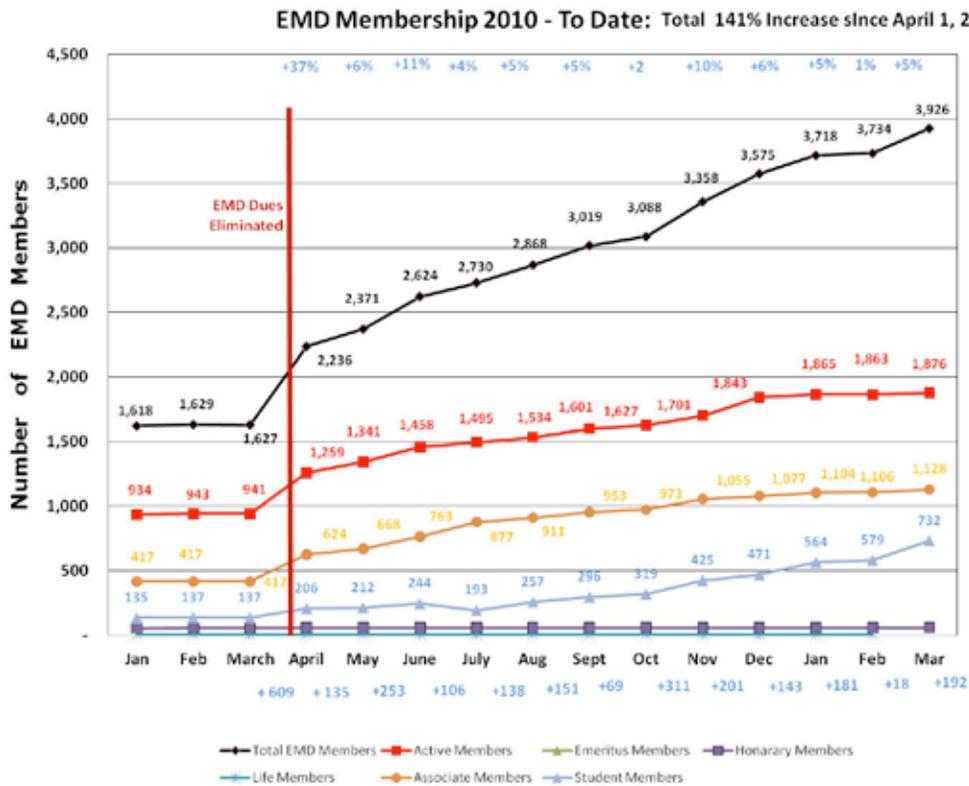


Michael D. Campbell, P.G., Chair

March 31, 2011

Over the past there has been a major overhaul of the EMD Web Site. The overall thrust of the changes were to personalize the website and make it more user friendly with more interesting and more useful information than ever before. Since April, EMD membership has increased by 2,299 new members, or by about 140% since March of 2010. This is largely due to the elimination of the EMD dues, but it is also because of the increased information than is being made available to EMD members. Of particular note is the rise in student memberships, up by 595 members from March of last year.

Figure 1



The EMD membership history is reported in Figure 2 from 2000 to 2011. It may be obvious but it is accurate to state that the increase has been dramatic. It is clear that the AAPG membership is interested in what the EMD has to offer them, most through the EMD Web Site, as well through the programs and meetings that are sponsored by the AAPG and EMD.

Figure 2



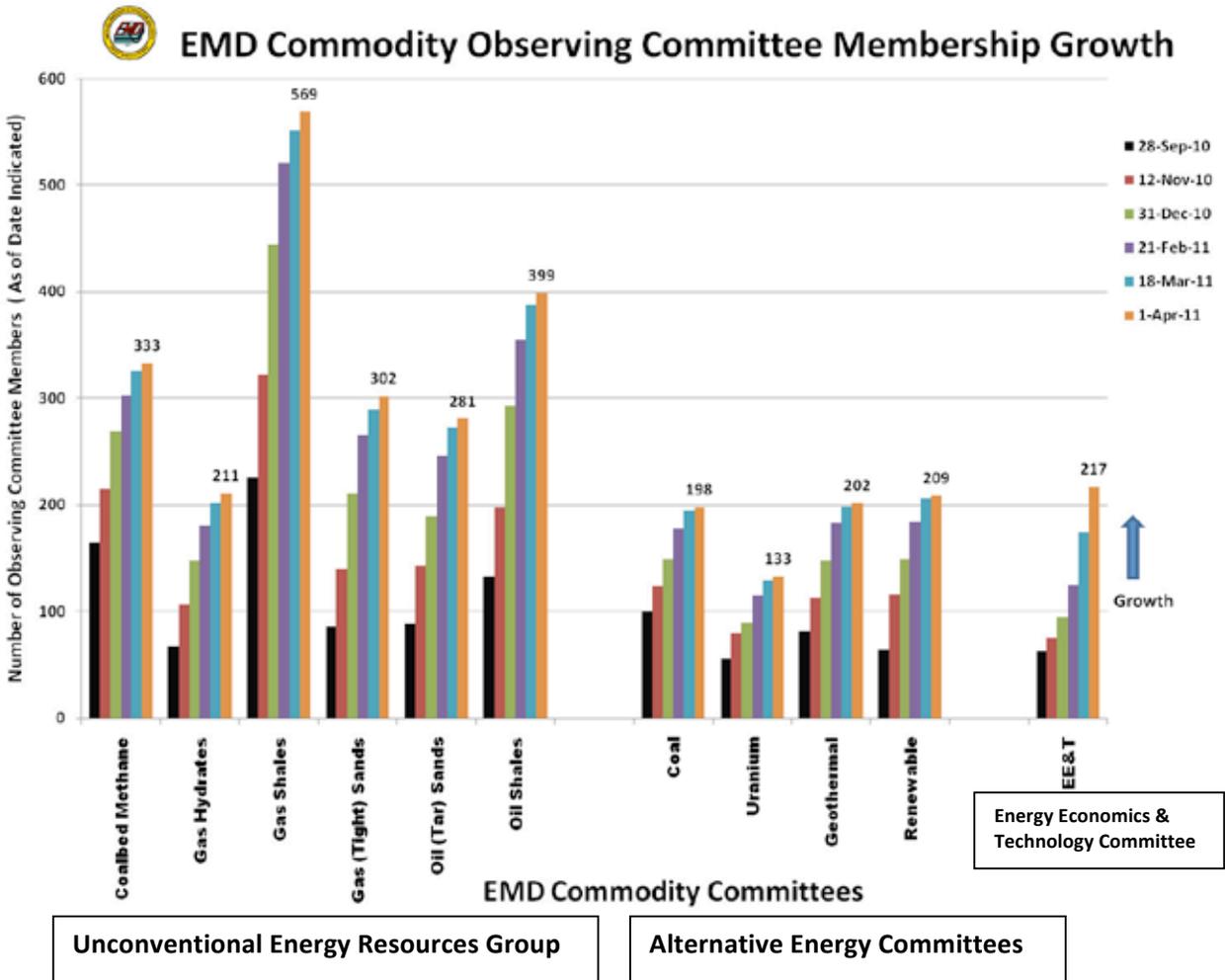
The new membership sign-up facilities are now fully functional after some hard work by our Tulsa Division Manager, Ms. Norma Newby in working with the Tulsa IT Department to get the new Profile sign-up system working properly. It is now recording the Advisory and Observing Committees for each of the Commodities and Supporting Committees.

Have a browse of the sign-up page: http://emd.aapg.org/membership_form.cfm It describes the function of the Advisory and Observing Committees for each energy commodity; the number of members currently “observing” on each of the commodity committees are shown on the Members’ Only commodity web page. You can click on the link to see a list of who is currently “observing”.

The Advisory Committees are currently being selected, vetted, and appointed by the various commodity chairs. Some are fully functional; some chairs are in the early part of building up their respective commodity Advisory committees.

The growth of the Observing Committees since the Profile has become operational in August, 2010 has been substantial as membership in EMD rises. Note that the Gas Shales, Oil Shales, and Coalbed Methane Observing Committees lead in membership.

Figure 3



The current leadership of the EMD and Commodity Chairs, as well as the Section and Regional Councilors, are shown in the election announcements section in the web page linked below:

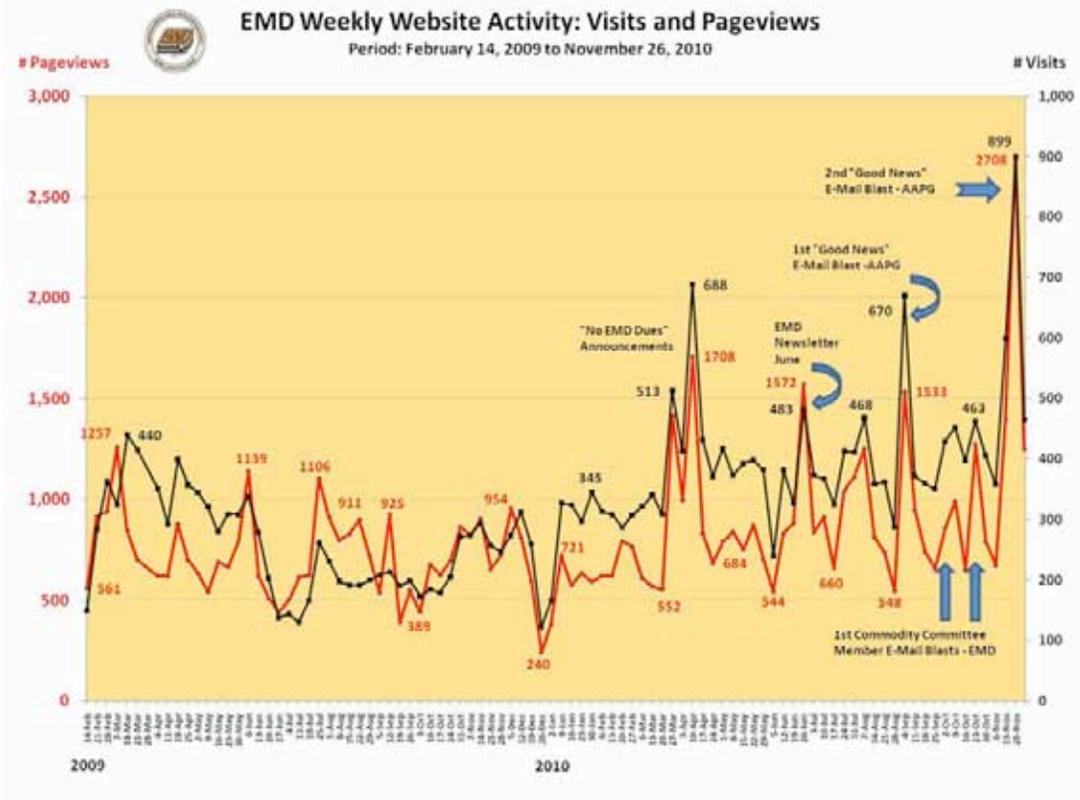
<http://emd.aapg.org/announcements.cfm>

This web page is still being filled in as new biographies and photos are sent in by the various leaders; special emphasis is being place on filling the Section and Regional slates in due course.

Web Site Activity

Making the assumption that website activity is a measure of membership interest, we have initiated a new feature to address membership needs. We are now sending out semi-regular e-mail blasts to EMD members on the important activities occurring within EMD. AAPG has approved us to send similar e-mail blasts to the AAPG membership as a way to encourage AAPG to joining up with EMD. The impact of these e-mail blasts are illustrated in Figure 4. Notice that the peaks in both the number pageviews and number of visits per day show these spikes clearly above baseline web activity.

Figure 4



We will continue to improve the EMD web site with input from the membership and with the assistance from the EMD management, including the EMD Executive Committee and commodity chairs and section and regional councilors.

As special note of thanks should go to the AAPG Tulsa support group, including Ms. Norma Newby, Lisa Stubblefield, and especially Janet Brister, for supporting our efforts to improve and expand the EMD web site.