

# EMD's Website Committee Report

Michael D. Campbell, P.G., P.H., Chair

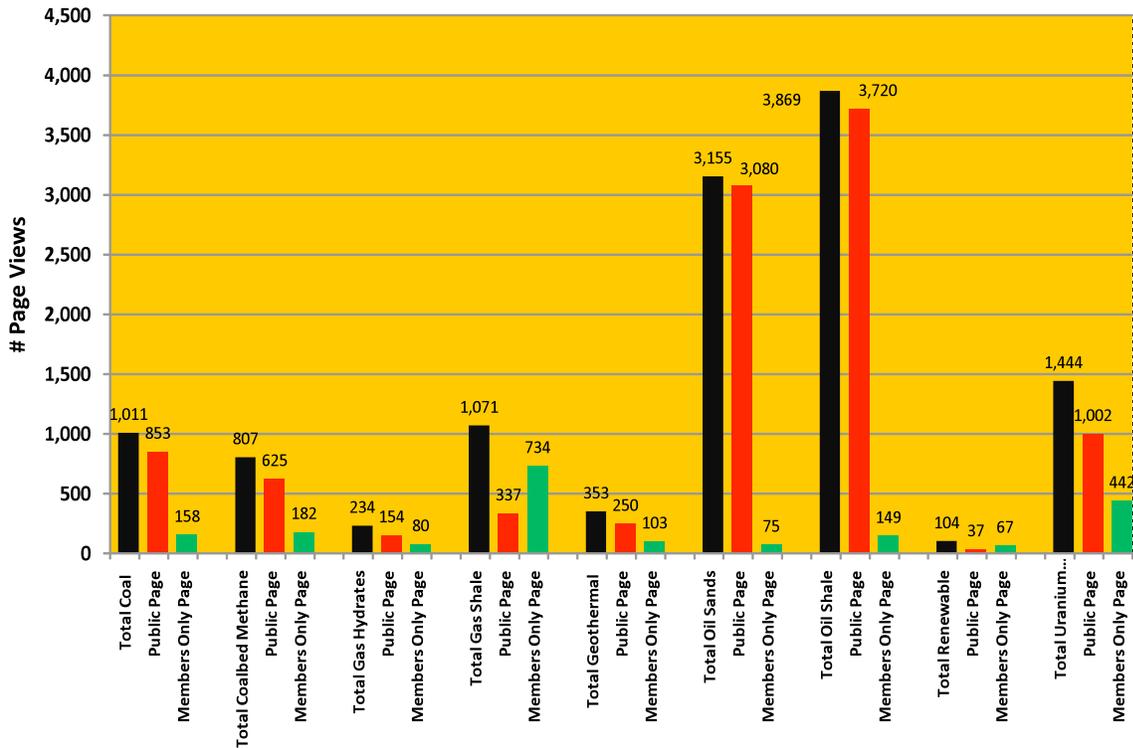
As of: October 30, 2009; Revised November 12, 2009

## EMD Website Activities

We have been monitoring the Internet activity of the EMD website and only the associated commodity pages. This is summarized in the attached spreadsheet ([Excel](#)) and illustrated below in terms of total number of page views (in black), number of page views of each commodity's Public page (in red) and Members' Only page (in green). You should note that the oil sands and oil shale commodities' Public pages have received much attention. These are followed in rank by uranium, coal, coalbed methane, gas shale, geothermal, and gas hydrates, respectively. Regarding the Members' Only pages, gas shales, followed by uranium, have received the most attention by EMD members, followed in rank by coalbed methane, coal, oil shale, geothermal, gas hydrates, and oil shale, respectively.

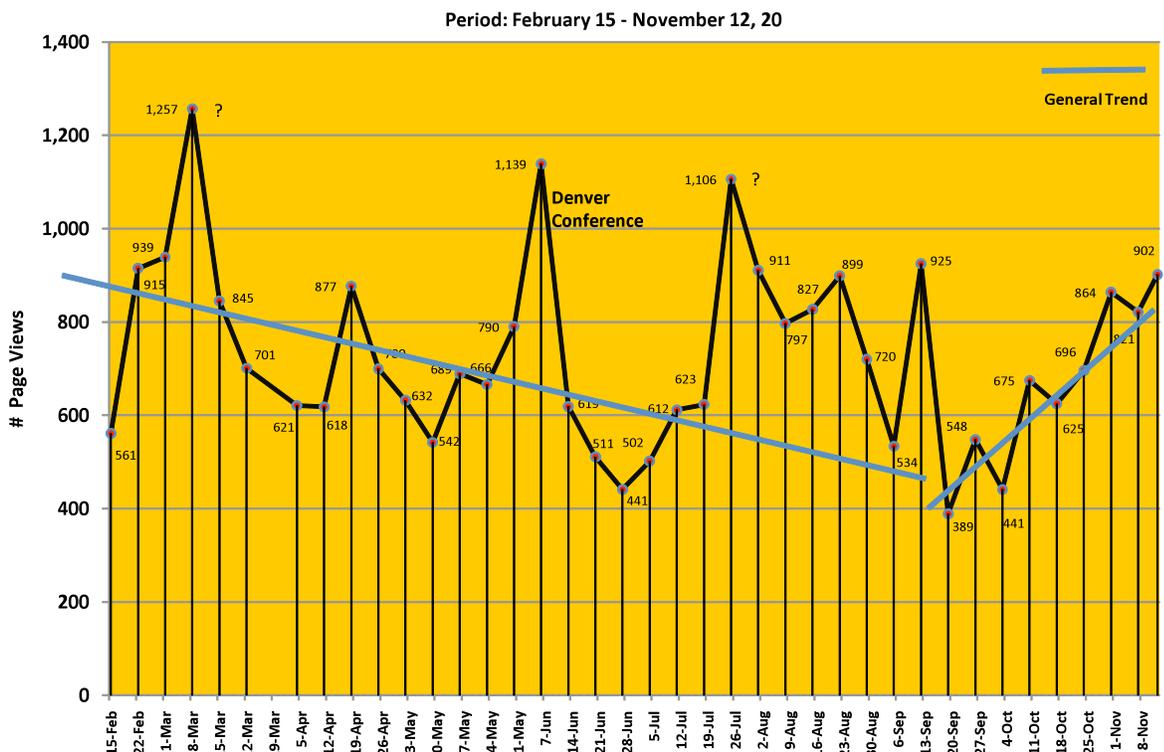
### EMD Commodity Webpage Activity Only Page Views

February 15 - November 12, 2009



Evaluating the website activity from a different perspective, i.e., weekly total page views for all EMD webpages (which includes commodities pages but also all other EMD web pages available on the site). As shown below, the weekly variation has been as much as 600 page views from week to week. Of particular note is the peaking that has occurred since February, 2009. One of the peaks is likely related to the Denver AAPG Conference but the causes for the peaks occurring in early March, mid April, end of July, end of August, and mid September are presently unknown. The EMD members are encouraged to provide ideas on the possible causes. Along similar lines, the 9-week upward trend (as of November 12) also has no explanation except for increased interest in the EMD web site from outside or inside EMD-AAPG.

**EMD Weekly Website Activity All EMD Webpages (Page Views)**



**EMD Website Revisions Reflecting New EMD Policy**

Over the past six months, in cooperation with Janet Brister and Norma Newby at Tulsa AAPG, about 150 revision items have been completed to date on the EMD website. Some items are obvious, some are not so obvious. In cooperation with various Committee Chairs and EMD members, we have revised the text to reflex our new cooperative venture between EMD, DEG and DPA, as well improving communication with the AAPG membership in general.

On the basis that EMD’s principal role is to provide EMD members with technical products, i.e., 1) references to technical papers, memoirs, reports, etc., with an emphasis on AAPG publications, 2) links to Internet sources of technical information, and 3) other information such as calendars related to

meetings, short courses, and conferences on commodity-related subjects throughout the year, we have increased the number of references, links and updated as many calendars as possible.

We have added the lists Commodity and Supporting Committee Vice-Chairs (for Government, University, and Industry) to the right upper column of the Members-Only pages, all with contact information such as telephone numbers, and e-mail access. We have also just added the Public and Members' Only web pages for the new joint EMD-DEG Renewable Energy Committee.

## **The Web Portal**

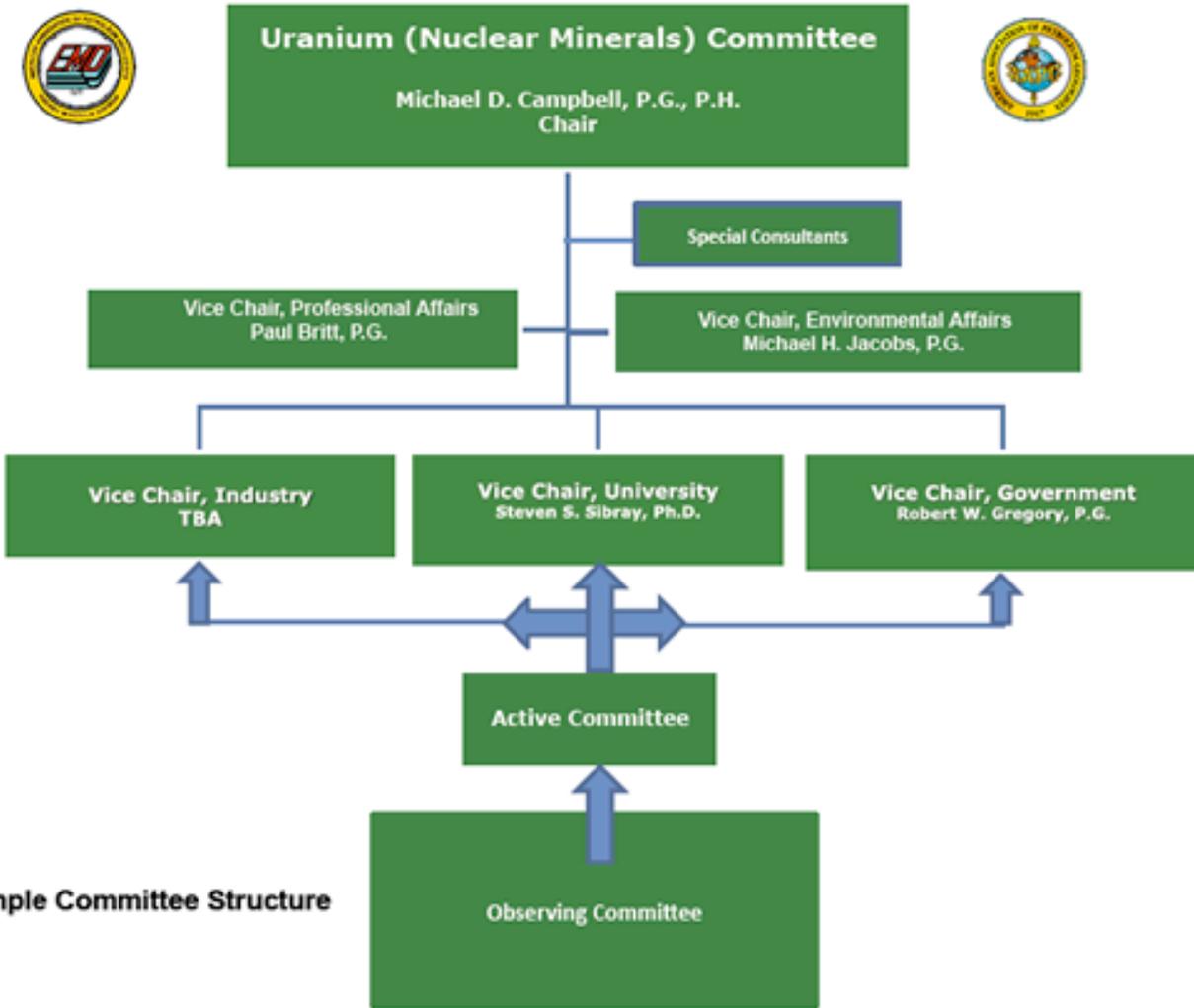
In order to facilitate greater cooperation between the Divisions and between the Divisions and AAPG, we have generated a new Web Portal. This will be a 6-month trial run to determine if you, the EMD members, see the merits of the Web Portal, and 2) use the Web Portal by drawing from its resources and by inputting links that will be useful to members of the EMD and others. The links are arranged according to all EMD commodity and supporting committee subjects as well as links to the equivalent DEG and DPA subjects. Conventional oil and gas topics are also included. The Web Portal is interactive, which means that not only does it make available links to technical information, it also is designed to receive links (URLs of websites) from you, the user. For a detailed description of what the Web Portal is and for information on how to input your links covering one or more of the 185 categories of information presently contained, see the [Web Portal](#). To date, there are 1,674 links available in the Web Portal.

The Web Portal is also for use by DEG members since approximately 300 members are both EMD and DEG. There are also many DPA members that are members of EMD. All such cross-memberships have access to the Members Only web pages and to the Web Portal available therein. If the trial run is successful over the next 6 months, the Web Portal will be contributed to the AAPG and operated within the AAPG website system and will be password protected as part of the benefits of AAPG membership.

## **EMD Commodity and Supporting Committee Organizational Structure**

The design of the Commodity and Supporting Committees has been formalized to reflect the current operations of the Committees. Please note that each Committee has representatives from both the DEG and DPA. At present, the current Presidents are serving as the representatives. With time, the roles may be assigned to others within the DEG and DPA. Also please note that the Vice-Chairs are now present in the committee structure. This is to reflect the EMD' new emphasis on each area of research in each Commodity or Supporting Committee. The base of the new Committee structure resides in the Observing Committee, which consists of those members who marked the commodity as being of at least some interest to them when they completed their [EMD Membership Profile](#). Please note that a member may mark more than one commodity. The current Profile is being revised to incorporate the members "degree" of interest in one or more commodity.

Those members showing a significant interest in one or more commodity may be considered for appointment to the Active Committee of one or more Commodity Committee. This entails some commitment to providing assistance to the Chair of the Commodity Committee. As an example of the new Committee structure, the [Uranium Committee](#) is shown in the following:



The new category of Special Consultants is now included for those individuals who for one reason or another are not yet a member of AAPG and its Divisions or who cannot afford the dues. These individuals have made themselves available to the Chair of each Commodity, where appointed, for special input when certain information is not available within the above committees.

We trust that you will familiarize yourself with the EMD Public webpages and particularly with the Members' Only webpages containing links, meeting calendars, and a host of technical information concerning the particular Commodity, especially via the new Web Portal.

EMD Executive Committee members maintain these webpages and the technical information contained therein as a service to you, a member of the largest geological society dedicated to energy resources in the world. It is up to you now to use the information and to add to it so your technical resources will expand with time.

If you have suggestions or comments concerning any of the above items or others, don't hesitate to give me a call or send an e-mail.

Regards to all,

**Michael D. Campbell, P.G., P.H.**

Chair, EMD Website Committee

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