The SMPTE Web Presence: 
The Good, the Bad and the Ugly

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Topics for Today

• Section mailing lists
• Section websites
• Plans for the future
• Your input
  (Start while I talk – use the “chat” feature at the bottom of the Webinar page!)
• Sally’s review of deadlines
Section Mailing lists

• Each Section has its member list (e.g. hollywood@lists.smpte.org)
• Additionally, we can provide supplemental (non-member) lists for each Section (we already do for some Sections)
• We ask each Section to use this facility (not locally maintained lists).
• We can create from existing lists, or by invitation. Members and non-Members can self-subscribe and self-unsubscribe
• Those Sections who keep separate attendee/non-member lists have similar problems – variations in programs used and not enough time to keep them up to date.
Meeting Attendees

• We also ask each Section to collect and submit contact info for all meeting attendees
• We welcome non-members, but that does not entitle them to anonymity!
• With good information about who is attending your meetings we can improve communications, attract new speakers, etc.
• We will provide a tool to make this information easy to submit
A Little History of the SMPTE Section Pages

• SMPTE has provided a place for Sections to link their web pages for a number of years - but the tools provided for those pages were not particularly user friendly or flexible.

• As a result, Sections are currently using various resources including templates from SMPTE, KAVI pages, Word Press and others – and they vary greatly in appearance and usability.
Where we are now: The pretty good, the bad and the ugly

• The SMPTE Section Web sites do not have a consistent look
• Different platforms, different organization, different graphical treatments!
• Problems have arisen for the Section when their webmaster retires, or the platform they are using changes.
Finally - Some Good News

• The SMPTE Board has approved monies for a new web presence project; new design, new capabilities

• The project includes improved and flexible capabilities for Section websites, but will require use of the organization template design.

• The overall project will also include a new database, which will improve SMPTE’s ability to help the Sections maintain member and non-member lists.
Why A New Web Presence?

- SMPTE can definitely benefit from a more uniform web presence, not only from a branding perspective, but from a user and administrator perspective.
- It will be easier for the Sections to maintain. If the pages are under the SMPTE umbrella, we will be able to help train the webmaster and help if there are problems.
- Most important – an improved member experience!
What are the Challenges?

• Some form of training and support will have to be provided to the sections on how to maintain their pages.

• Collecting viable non-member lists from Sections will be difficult, as many of the lists are have only emails addresses and no other information – and those lists have not always been maintained.
What Steps Have been taken already?

• We have identified vendors
• We have identified the software we want to use - Drupal, which is an open source software. (That way, we are not tied to any one vendor, if we need to switch for any reason)
• We have asked some Section Leaders who attended the Section Leadership Workshop what they would like on their pages.
What Sections have requested already for the Website and Section pages

• An industry as well as society-wide calendar for Sections and Regions to help plan events as well as see what members can attend when they are travelling (done, and on the website)
• Internship network for students and career changers
• Presentations available online for section use, both technical and non-technical
What Sections have requested already for the Website and Section pages

• List of facilities that would be willing to give section tours
• Speakers bureau or Distinguished lecturer program, accessible online
• Section templates for a web page, newsletters and invitations
What Sections have requested already for the website and Section pages

• An online tool for registration (We can help now – talk to Sally!)
• Smooth process for credit card processing (for Section events such as Boot Camps)
• Easy to use publicity tools
But - we need your input, too!

• What do you want from your Section WebPages?

• If you don’t get your idea in today, please send to . . . . . . . . By February 4th (NEXT WEEK!)
Next Steps

• We will review your input, and pass this information on to our vendors

• We will keep you informed along the way as to where we are with the web and database portion of the website.

• We hope to have the new website available mid-2011; some facilities late 2011/early 2012
Next Steps

We may need volunteers as to who wants to go first with updating their web pages. Volunteers, please email

Section.web@lists.smpte.org
Thank you all very much for your participation. The only way we can make the website work better for the Sections is with your help!

Questions: Email Section.web@lists.smpte.org
Updates on deadlines for budgets and elections

Sally Ann D’Amato, Director of Operations
Section Guidelines: Budget Basics

Two step process for Sections to receive funding:

– Annual Budget Form, due December 15, 2010
  MUST be Submitted by February 15, 2011 to receive funding for 2011
  • To support your regular monthly Section activities
    Note: 2011 budgets will be reviewed for approval by Financial and Section VPs with completed 2010 Quarterly Financial Reports
  • Once approved, Q1 allocation is deposited in Section bank account

– Quarterly Financial Reports, due by the 15th of the month following each quarter:
  • April 15, July 15, October 15 and January 15
  • Includes both revenue and expense actuals, with receipts
  • Once submitted, the following quarter’s allocation is deposited

Budgets and Quarterly Reports are Required of ALL Sections
Section Guidelines: Budget Basics

• Funds are deposited in Section accounts, quarterly
  • Provided, Section Quarterly Financial Reports are submitted first

• To ensure timely deposits, please ensure budgets and QFR’s are timely
  • Invoices from past years’ that were not in the budget will not be covered

— All budget forms can be found on the Sections website, under the Section Resources heading, under the Section Tab on the main page of smpte.org
Section Guidelines: Elections

- The Section Nominating Committee must be formed and names submitted to Sally Ann D’Amato by the first week in January each year.
- Slate should be presented to the Section Board of Managers no later than the last Monday in February for review and final approval.
- Final slate of Candidates and a completed candidate form and photograph for each nominee must be sent to SMPTE headquarters no later than March 1 for inclusion in the Section Election ballots. If photos and biographies are not received, none will appear next to the candidate’s name.
- Section elections will begin in mid-March and run for 6 weeks.
Selection of Section Officers and Managers

The Section Nominating Committee is to nominate:

- One or more candidates for the offices of Section Chair and Secretary/Treasurer
- At least two, but no more than three persons for each Manager’s office position to be filled (if possible)
- All nominees must be current voting members of SMPTE, which includes Active, Fellows, Life and Honorary Members.
- Nominations shall be made by three-fourths affirmative vote of the Section Nominating Committee
Nominations for Regional Governor Candidates

• Section Nominating Committee is to select two or more persons for each of the Governor positions to be filled in their Region
• Nominees must be current voting members of the Society, and willing and able to accept the position if elected
• Names of the nominees should be sent to Sally Ann D’Amato no later than February 1
• Names of the nominees will then be forwarded to the chair of the SMPTE Nominating Committee for consideration.

The number of Governors is determined by the number of members in a Region. To gain or lose a Governorship, the Region must change its membership +/- 25 members over 500, calculated over a two-year period.
All forms and information are on the SMPTE Section Web Pages. Questions?

THANK YOU!