

## ZT Services

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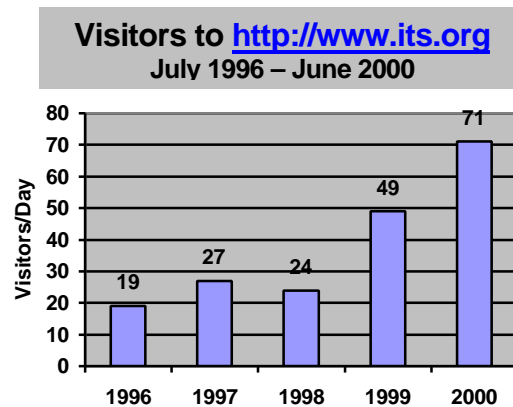
# 2000 Webmaster's Report for <http://www.its.org>

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Prepared for the *International Thermoelectric Society*

Covering the period September 1999 – August 2000.

By Cronin B. Vining



## ITS Website

Implemented the most significant facelift for the *ITS* web site since initiating the site in 1996. Navigation is thought to be easier now. And the site can now be viewed in a variety of languages (although not all features work in the translated versions).

Visits to the *ITS* Web site at <http://www.its.org> continue to increase at a rapid pace, up 45% since 1999. Just over half (54%) of the visitors come from the US, with most of the rest coming from Japan, UK, Spain, Germany, Canada and France. All told, visitors came from more than 86 countries ranging from including Andora to Zimbabwe. The most popular pages (through June, 2000) are: homepage itself, the *ITS* Online Directory, ICT2000, ICT98 (the layout of photos from Nagoya remain popular), the *ITS* Newsletter and the European Thermoelectric Society.

## Survey Results

286 people (up from 168 at this time last year) have answered our online Survey. I have closed this survey and have implemented a new survey interface. Board members may now create their own survey's online.

Perhaps the most significant result is that most visitors (76%) are not *ITS* members, suggesting the Website is our best vehicle for reaching non-*ITS* members.

Based in part on results of this survey, the "ZT Links" portion of [www.zts.com](http://www.zts.com) has been entirely re-worked into a "Yahoo-style" searchable directory of TE related links. Users can add their own links, with their own descriptions.

## Online Directory

An estimated 250 updates to the *ITS* Online Directory were submitted through the online form. In addition, 297 records from ICT99 attendees were folded into the database. Folding in such records still requires some manual verification (to ensure attendance and membership data properly track with each individual), but new and improved "Search for duplicates" and "merge duplicates" administration features were added to semi-automate the process.

## e-mail

For technical reasons, the *ITS* Board mailing list address was changed to [itsboard-list@its.org](mailto:itsboard-list@its.org). Only about 60 messages were delivered through this list, down from about 85 in a similar period last year. Please let me know if you are having trouble getting, or sending to, this mailing list. The *ITS* Board WWW site allows board members to add or remove e-mail addresses (their own, or other people) from the Board mailing list, [itsboard-list@its.org](mailto:itsboard-list@its.org).

About 13 ZT-spam messages were delivered to [zt-spam-list@zts.com](mailto:zt-spam-list@zts.com), with a distribution of right around 1000 e-mail addresses (including all *ITS* members). Uncounted numbers of messages were delivered to [ict2000@its.org](mailto:ict2000@its.org) in support of this *ITS*-sponsored conferences. Other special-purpose [\\*@its.org](mailto:*@its.org) addresses can be easily set up upon request.

## Future Plans

- Support ICT2001, ICT2002, ETS2002
- Put more *ITS* Newsletters online