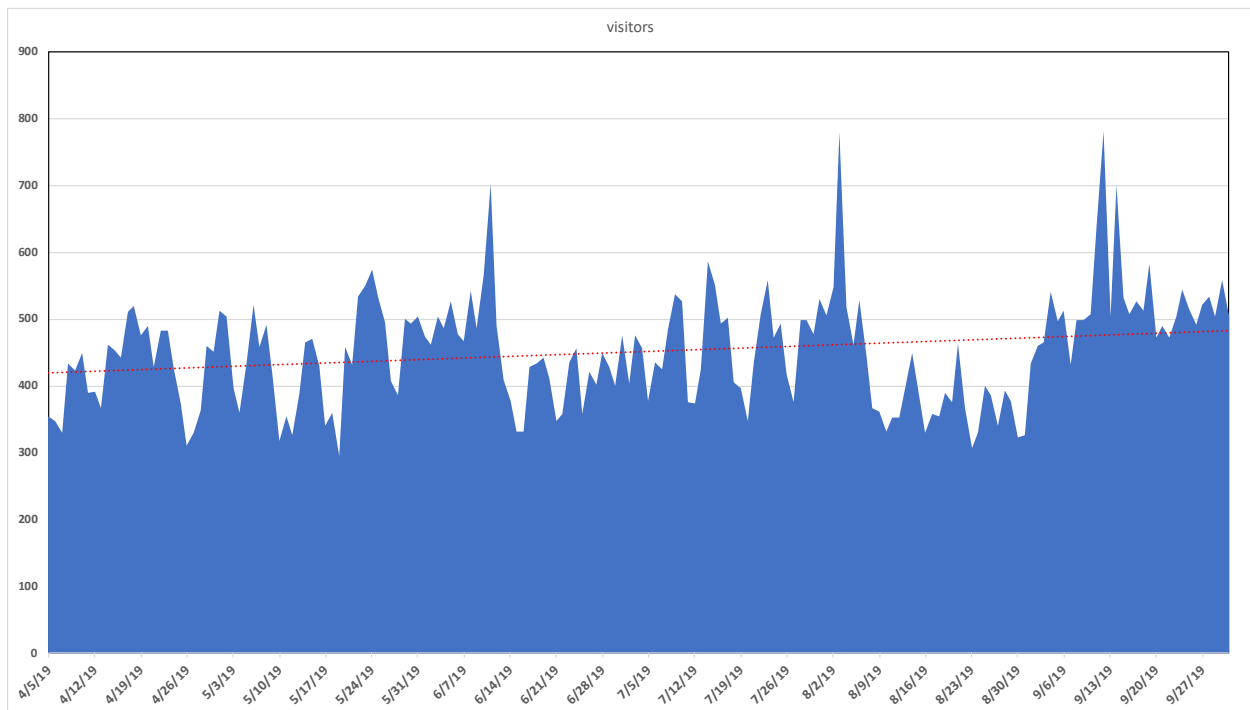




ORPCA Webmaster Report – 10/9/2019

Website Visitors

Visits to the ORPCA website overall are increasing. The number of visitors in August was below average, September saw a significant increase.



Website Issues

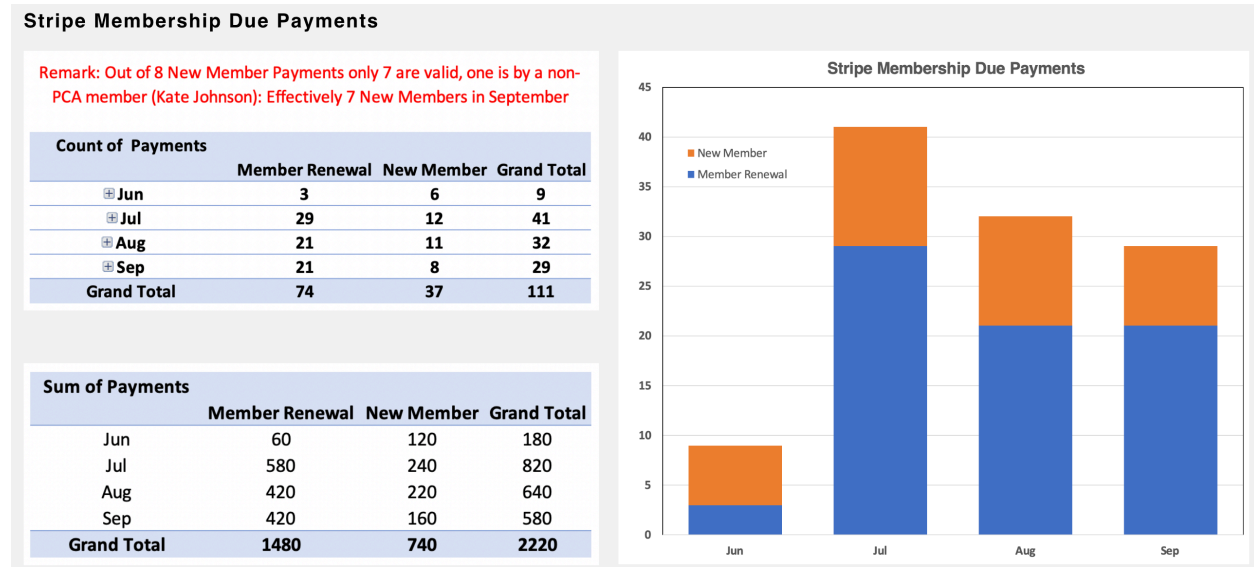
- Website: None in the last 30 days
- Security:
 - Phishing email on 9/26/19 from a Russian site, hosted in Buffalo, NY and sent by someone with a Comcast account containing the request to review an attached PDF file.
 - PDF file was recognized as maligned by email clients and browsers. Did not receive any reports of actual damage.
 - Forwarding the email resulted in a rejection by email clients as the Russian URL was flagged as malignant.

- The email went to some members and board members. I assume the keywords used in the email and the email address were harvested from the public section of our web site (events, posts, leadership page).
- To prevent similar events we would need to put these areas under membership protection
- There is no indication that the actual web site got hacked. But, as a cautionary measure all admin passwords and MailChimp password were changed

Website Feature Utilization

Stripe

- In September 2019 we had a total of 29 members using the online payment through Stripe.
- 21 of which were member renewals and 7 new members, 1 was a sign-up w/o PCA ID.



User Data Update

- 43 members used this feature so far to update their ORPCA data

Mailchimp

- 676 members subscribed (ORPCA email list)
- 19 members unsubscribed (2.7%)

Website Maintenance and Upgrades

- Created web site for Kathleen
- Monthly updates to
 - Club Events Pictures
 - Tour Library
 - Monthly Reports

- Plug-in for Tables for Autocross Championship points
- Ongoing: New ORPCA member joining with PCA ID verification – ongoing work. Expect to roll out in 2 weeks
- Evaluated Anti-Virus / Anti-Hack plugins as a follow-up to the phishing email. Will implement plug-in on October

Planned website work in October

- New regional PCA member email automation
- Featured Member Section
 - Currently static (Gary and Ina Feldmann)
 - Want to move to rotating set of 10 members. These members should represent actively participating or contributing members.
 - Initial set of 10: all board members plus AX leadership

Lost Member Analysis

- 297 ex-Members in our database
- 42% ex-members left in year 1
- 17% ex-members left in year 2
- Within the first 5 years 86% of ex-members left

