

WEB COMMUNICATIONS MANAGER

Website Activity

Website statistics for the period January 1, 2008 to December 31, 2008 showed the following:

- **Number of unique website visitors for 2008:** 103,723 (100,069 in 2007)
- **Total number of website hits (including repeats) for 2008:** 259,332 (259,950 in 2007)
- **Average hits per day (including weekends) for 2008:** 710 (712 in 2007)
- **Number of first time visitors for 2008:** 62,128 (61,919 in 2007)

Initiatives

A. New/Ongoing Initiatives

• Members Area

- New webpage for Surveillance and Epidemiology Interest Group
- New webpage for Membership Information
- Online Member and Source Guide

• Chapter Websites

- CHICA-Northern Alberta launched March, 2008
- CHICA-Southern Ontario launched November, 2008

• New Web Pages

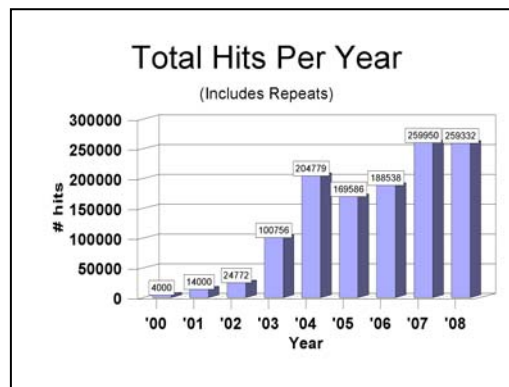
- MRSA Roadshows/Webinars
- CIC Chapter Achievement Award
- Industry web pages updated to reflect new structure of industry membership

• Other

- Website survey administered in September, 2008
- Home page redesigned with more quick links to Professional and Knowledge Resources
- CJIC back issues now available on public site
- Improvements in distribution of member emails from Membership Services Office and posting in Members area
- Online membership renewal is in place for 2009

B. Future Plans

- Results from the 2008 website survey indicate that the CHICA-Canada website is well-utilized, with positive comments regarding content, navigation and ease of use. Some comments:
 - *'It is the place to go for infection control info in Canada'*
 - *'A trusted source of infection prevention material'*
 - *'It is one stop shopping for infection prevention and control'*
 - *'Top notch, credible information on best practices for infection control'*
 - *'It is a source that I trust'*



Suggestions for improvement from the survey are being addressed by the website team and should be in place prior to the 2009 conference.

- A meeting of chapter website liaison members/chapter webmasters is planned for the 2009 conference, to allow networking and discussion of issues common to all chapter websites
- New information web page for long-term care, home care and community care

Shirley McDonald, Web Communications Manager/CHICA-Canada Webmaster

WEB BOARD

The web board is still active, but not seeing as much activity as it should. There will be a meeting at the St. John's conference to discuss both the website and the web board. It is hoped that if there are issues with the web board, they will be discussed at this meeting and suggestions made for improving the use of this discussion area.

Instructions for registering on the Web Board and how to use it were posted to the website early in 2009 for all members to see.

Jim Gauthier MLT CIC