

# TECHNOLOGY COMMITTEE MEETING—REPORT GIVEN AT FULL BOARD MEETING

ACBL Technology Committee Meeting

Toronto, ON

Tuesday, July 19, 2011.

10:30a.m.-1:00p.m.

Chair: Sandy Arlinghaus

Vice-chair: Merlin Vilhauer

Members: Bill Arlinghaus, Claire Jones, Al Levy, Ken Monzingo

ACBL staff: Vicki Campbell, Patricia Glover, Carol Robertson, Jay Baum

Other: Rich DeMartino, Robert Hartman

## AGENDA

### Special Reports

- Website: Phase 1 is complete. We have improved navigation and organization of the home page. Prior to moving forward consider user reaction (and perhaps adjust accordingly) and even more consider how a complete revamping of the site will fit in with broad ACBL technology goals. Some near-future enhancements might include integration of some sort of content management system so that individual pages do not need hand coding so that staff maintenance of site can proceed easily; others might include introduction of various creative elements, improvement of site index, and so forth. However, the big eventual push will be to fit website needs with broad technology goals.
  - User comments have been assembled by the Technology Committee and by Kitty Cooper and these have been given to Paul Ryburn, the ACBL Webmaster. Kitty has worked with him as appropriate and notes that he is handling the maintenance well.
  - In addition, Kitty Cooper has submitted a plan for possible next steps involving updating the “clubs” section of the website in order to develop a clear plan for making subordinate, inner pages fit with the home page. Her cost estimate for such pilot project development is \$1500. The Technology Committee discussed the proposal and offered advice on further questions to ask of her.
  - Kitty also notes that she has been in touch w Oshlag re the members only area and has promised him a sample to illustrate include files.
  - We, the Technology Committee, have encouraged moving forward with considering continued improvement of the site. We have done so within the broad context of understanding how website development might be circumscribed by other technological issues, folding costs and other relevant factors into the picture. We encourage regular interactive contact between website redevelopment and ACBLscore redevelopment. There may be good synergy and economies of scale to be had.
- ACBLscore:
  - A segment of SA’s Dropbox account has been donated to store materials from Steve Bailey and others in association with initial study considerations. Another segment has been allocated for responses that have come in associated with District Director requests from District populations and from folks who replied to the “Technology Matters” article in the March ACBL Bulletin. All members of the Technology Committee, the Steering Committee for ACBL Score, Jay Baum, and the Project Manager for ACBL Score have been given access to these folders. Also, [bod@acbl.org](mailto:bod@acbl.org) has access.
  - Report of Bill Arlinghaus, Chair, Steering Committee. Discussion of the hiring of Nicholas Hammond, Project Manager for ACBLscore. Discussion of continuing role, or existence, of Steering Committee.
- Chief Technology Officer: on hold at present—we have new CEO and new Project Manager.

### Old Business—in addition to the above

- Updated credentials file for this committee—send in input.

- Goals Statement--modified from 2010 Goals: Develop an overall technology policy which will enable the ACBL to make optimum use of technology.
  - Done:
    - Enhance the reporting of club results by including hand records and travelers (completed)—update from Vicki Campbell and Silpa Potana
    - Enhance the ACBL website to make it easier to navigate—home page completed
    - Produce a detailed plan for replacing ACBLscore--Initial Study completed
    - Consider future opportunities—Vicki Campbell notes that there have been 1859 downloads of the new ACBLmobile free app from the iphone store (since June 24).
  - Ongoing:
    - Enhance the ACBL website
      - to introduce a content management system on inner pages so that individual pages no longer need hand coding
      - to introduce creative elements that attract viewers
      - to improve the site index
      - to complete the new site but not in a jarring manner to existing users
    - Produce a detailed plan for replacing ACBLscore—Project Manager in place to produce RFP
    - Evaluate all electronic scoring products to build a consensus on what product is best (ongoing)
    - Consider future opportunities (ongoing)

### **New Business**

- “Technology Matters, Part 2” for the Bulletin—copy sent in advance. Requested input via e-mail.
- Other--
  - Answered e-mails concerning technology-related issues—in addition to ACBL BoD emails, Steering Committee emails, and ACBL staff emails: Janice Anderson, Roger Anderson, Bill (via Claire), Steve Bailey, Alan Bau, Jim Berglund, Allan Clamage, Kitty Cooper, John Dillon, Eleanor (via Claire), Jerry Fleming, Ken Gregg, Bill Harlan, Jack R. Hughes, Peg Kaplan, Jan Martel, Bill Miller, Larry Morrison, Daniel Poirier, Eli Schneider, Tom Shulman, Mike Stabler, Stan Subeck, Marion Watson, Adam Wildavsky, Roy Wilson
  - Meet with new ACBL Score Project Manager—in process
- Materials from Al Levy: “Marketing Bridge on the Internet.” Ideas that bridge a number of ACBL Committees. Three broad areas, each discussed in some detail: Good product, catchy promotional material, and marketing campaign. He noted the appropriateness of targeting various groups, particularly the “young” and in tapping their different outlook to create materials that would be attractive to them.
- Consider a story about friends of Bill’s and mine. They have two sons aged 25 and 30. These guys decided it might be fun to learn to play bridge. So, they went to BBO and have been enjoying playing online. One day they said to Mom and Dad, “wow...you know I think you can also play this game with real playing cards!” They have a different outlook on life—remember, a baby boy born in 1990 is now about to become 21 years old—an “adult.” Computers have been a part of that kid’s life since he was born. The Internet has been public since he started kindergarten. It is an integral part of his life that he takes for granted and he systematically and naturally incorporates it into most thought processes. In his realm, “the power of two” is the synergy between himself and his electronic world.