



Alpha Kappa Alpha Sorority, Inc.®
Omega Omicron Omega Chapter

Technology Report

January 22, 2017

Submitted by Soror Ashley Marie Zapata

Technology Committee Updates

1. The Omega Omicron Omega website is live!
 - Our domain address is: OmegaOmicronOmega.com
2. Members Only Access is available for all financially active members.
3. Follow us on Instagram and Facebook!
 - OOOaka1908 - Instagram
 - www.facebook.com/omegaomicronomegaaka/
4. Contact the Technology Chairman with any issues/questions regarding Regional Conference registration.

Technology Metrics

5. Website Visitor Analytics: *(in the last 30 days as of 1/19/17)*
 - Visitors: 284 / 376 YTD
 - Subscribers: 19
 - Inquiries received: 2
 - Purchases made: 23
6. Instagram Visitor Analytics:
 - Followers: 24
7. Facebook Visitor Analytics *(as of 1/19/17)*:
 - Likes: 421
 - Followers: 422
 - Mentions: 111

Technology Committee Recommendations

8. Recommended website enhancements:
 - Chapter Documents and Photo Dropbox in Members Only Section
 - Current Chapter Members section
 - Include photos in Events section
 - Past Events section for ease of record keeping
9. 2017 Proposed Budget increase from \$300 to **\$468.66** (see attached Budget)
10. 2017 Proposed Budget Rationale:
 - **Yearly Domain Registration**
 - The yearly domain registration through GoDaddy.com is necessary to ensure that our website is accessible through a customized name, i.e. OmegaOmicronOmega.com, rather than a free host name that would include extra letters not associated with our chapter. For example, OmegaOmicronOmega.wixsite.com.

- Additionally, the GoDaddy registration includes the info@omegaomicronomega.com email address.
- **Monthly Wix Premium**
 - Wix is the site that we have identified as our editor/host site. Wix offers a number of innovative and user friendly features that we will be able to utilize. The monthly premium amount includes all editing features, visitor analytics, SEO functions for optimal searchability, and the "store" feature that allows purchases to be made directly to the chapter PayPal account. We will also have the ability to host Event flyers and allow for seamless ticket purchase.
- **Monthly Wix Event Calendar Add-On**
 - This fee is an "add-on" meaning that although the feature is available for free, by paying the additional amount we are able to gain access to other features. In this case the fee allows us to place an unlimited number of events on our website calendar. Other formats limited the amount to five and did not give users the ability to sync. our calendar to their Google or Outlook calendar.
- **Digital Ads**
 - Digital Ads through social media, chapter website, and other online platforms in order to further increase visibility to our chapter and organization. This fee will allow the committee to develop outstanding content and graphics in order to deliver promotional ads to visitors.
- **AdWords**
 - AdWords (Google AdWords) is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords. This will drive traffic to our website and increase visibility.

I am honored to serve as the Technology Chairman for Omega Omicron Omega and together we hope to set the example for exemplary use of technology within the sorority to better reach our target goals and increase awareness within our community.

Submitted by:

Soror Ashley Marie Zapata
Chairman, Technology Committee

Date