



PENNSYLVANIA ASSOCIATION OF SCHOOL ADMINISTRATORS
Communications & Technology Committee
2011 Report

Chairman: Dr. Robert Witten

Executive Director (ret.) – Central Susquehanna Intermediate Unit 16

Continuing Activities

PASA continues to provide information to members through the website, *The PASA Flyer* and a weekly e-mail update to all Active Members.

The weekly E-Update, sent to all Active Members, includes updates of legislation, education news, upcoming PASA events, and a link to the current news update posted to the PASA web site.

Communication Goals

Based on the stated communications goals adopted in 2009-10 by the committee, PASA staff, with the approval of the Board of Governors, began a series of upgrades to PASA's communications capability.

In addition to new hardware, including a new server, PASA contracted with Timberlake Publishing to develop a web-based membership management system integrated with a new web site. The system will permit on-line processing of memberships, workshop and conference registration and other e-commerce activities. Also included will be a working "members only" area where information and resources will be accessible only to PASA members. The system will allow members to update and maintain their own personal and professional contact information, and allow PASA staff to update the web site remotely. Since July, staff has been working to redesign the website and map the PASA membership database files in preparation for converting to the new system. The goal is to have the new system operational before the end of calendar year 2011.

10/14/11