

Committee for the Federation Website (CWEB) – Report to General Synod 2022

1. Committee Mandate

General Synod 2019 (Edmonton) gave the Committee for the Federation Website (CWEB) the following mandate:

- 1.1. To maintain the existing website and associated technical functions;
- 1.2. To revise the content of the website whenever necessary, including:
 - 1.2.1. Posting news items and documents upon submission by ministers and clerks of church councils, and by officers of ecclesiastical assemblies who are authorized to post press releases or news items related to classes, regional or general synods.
 - 1.2.2. Annually auditing the site's information against the yearbook, and
 - 1.2.3. Maintaining pages for synodical committees with their current mandates and contact information;
- 1.3. To make synod reports available on the web before the next synod;
- 1.4. To discontinue and phase out email hosting;
- 1.5. To provide email forwarding from "canrc.org" to personal email accounts for ministers, clerks, and others when requested by clerks of church Councils;
- 1.6. To advise ministers on alternative email list services for confidential group discussions, and if an email list service is implemented for the ministers, to function as the administrator of the list;
- 1.7. To appoint one of its members to validate and submit to the treasurer of the General Fund all expenses being submitted for committee work;
- 1.8. To submit a report on its activities to the churches 6 months prior to the convening of next general synod.

2. Committee Activities

2.1. Committee meeting, communications, and collaboration

- 2.1.1. Since 2015, CWEB's primary form of communication has been a free online chat and collaboration system called Slack. This has allowed the committee members to keep one another informed of their activities, share relevant information, and discuss issues as they arise.
- 2.1.2. Since General Synod 2019, the committee also had a number of online meetings using Zoom for voice and video communication to discuss and provide updates of projects and progress.
- 2.1.3. Br. Jeremy Koopmans, br. Jonathan Reinink, and sr. Christie Hoeksema have looked after the more technical side of the website and email functions, while Rev. Roukema has helped maintain the website content, responded to emails received by the committee from people outside the federation, and served as convener for Zoom meetings.

2.2. Overview of Regular Activities of the CWEB

- 2.2.1. A significant part of our mandate involves the regular maintenance of the existing website and associated technical functions, as well as the revision of the content of the website whenever necessary (Acts of General Synod 2019, Article 146, 4.1.2). This includes posting news items from the churches (calls, worship service changes, special events), documents such as press releases, reports and announcements from various assemblies (classes, regional synods, synods, synodical deputies and committees), and updating content as required and requested by gleaning information from the Yearbook for the CanRC, and through contact from churches or individuals.
- 2.2.2. The CWEB occasionally receives comments from website visitors. Many of the emails that the committee receives are clearly spam and are treated as such. However, we do receive sporadic inquiries from serious parties, and these are responded to in a timely and appropriate fashion, usually by the convener. We also occasionally receive messages that are intended for individual ministers or committees (ie. foreign churches - CRCA) and we forward these to the appropriate individuals.

2.3. Website

- 2.3.1. There were no significant changes to the website as a major rebuild of the website was completed just prior to General Synod 2019.
- 2.3.2. The Sunday before the COVID-19 measures took effect, a large number of churches sent in notices that they were not having services and directed people to live-streams of their services, or the services of another church. The CWEB posted a list with streaming information on the new feed of the website.
- 2.3.3. The following week the CWEB had a special meeting and modified the website and added a header on the home page of the website that provided a direct link to a list of churches and their live-streams.

2.4. Discontinuing email hosting

- 2.4.1. We migrated the hosted email services (managed through a service called DreamHost), which for years has provided full @canrc.org email addresses to ministers and clerks, to a new email forwarding-only service managed through Mailgun.com. This allows ministers and clerks to still receive emails at their own @canrc.org email address by having it forwarded to another email address they own. It should be noted Mailgun is a reliable email forwarding service and involves a cost which is higher than DreamHost's email services.

2.5. Minister email list

- 2.5.1. The CWEB transitioned the minister email list from DreamHost to Gaggie Mail and updated email addresses for the ministers on the list.

3. Composition of the committee

- 3.1. Christie Hoeksema moved and is now member of the URCNA and no longer on the committee. The CWEB recommends that General Synod 2022 appoint a new member to take her place.
- 3.2. Rev. Roukema and br. Koopmans will be completing their terms in 2022 and the CWEB recommends appointing two new members to take their place.
- 3.3. CWEB will be sending a list of nominees for potential consideration by Synod under separate cover to be held in confidence and presented to the committee appointed by Synod to deal with the matter.

4. Recommendation

- 4.1. The CWEB recommends that General Synod Guelph (Emmanuel) 2022 decide:
 - 4.1.1. To approve the budget of \$7,050 for the period 2022-2025 for ongoing hosting costs related to the website, email forwarding, and the minister email list;
 - 4.1.2. To appoint three new members to the committee with six-year terms;
- 4.2. The CWEB also recommends that General Synod Guelph (Emmanuel) 2022 give the committee the following mandate:
 - 4.2.1. To maintain the existing website and associated technical functions;
 - 4.2.2. To revise the content of the website whenever necessary, including:
 - 4.2.2.1. Posting news items and documents upon submission by ministers and clerks of church councils, and by officers of ecclesiastical assemblies who are authorized to post press releases or news items related to classes, regional or general synods;
 - 4.2.2.2. Annually auditing the site's information against the yearbook;
 - 4.2.2.3. Maintaining pages for synodical committees with their current mandates and contact information;
 - 4.2.2.4. Make synod reports available on the web before the next synod.
 - 4.2.3. To provide email forwarding from @canrc.org email addresses to personal email accounts for ministers, clerks, and others when requested by clerks of church councils;
 - 4.2.4. To function as the administrators of the minister email list.
 - 4.2.5. To appoint one of its members to validate and submit to the treasurer of the General Fund all expenses being submitted for committee work;
 - 4.2.6. To submit a report on its activities to the churches 6 months prior to the convening of next general synod.

5. Appendix

5.1. Financial Statement and Budget

	Projected 2019-2021	Projected 2022-2025
Web Hosting	\$2900	\$2900
Domain Name Registration	\$50	\$50
Email Hosting (<i>discontinued</i>)	\$700	--
Email Forwarding	\$550	\$1600
Ministers Email List	\$1000	\$1500
Unexpected Costs	--	\$1000
	\$5200	\$7050

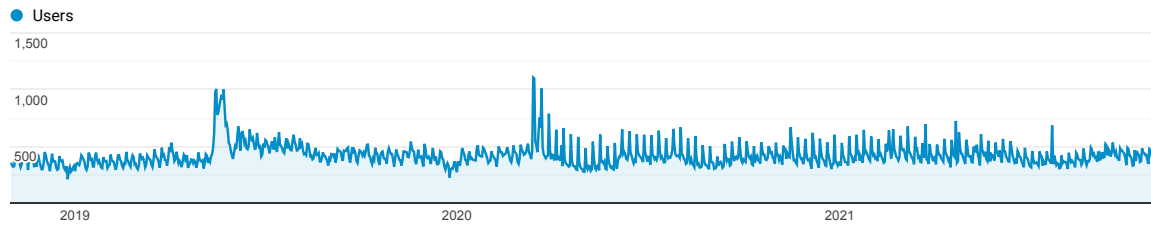
5.2. Website statistics

Audience Overview

All Users
100.00% Users

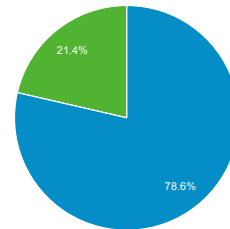
Nov 1, 2018 - Nov 1, 2021

Overview



Users 141,660	New Users 143,834	Sessions 622,908
Number of Sessions per User 4.40	Pageviews 1,465,510	Pages / Session 2.35
Avg. Session Duration 00:01:32	Bounce Rate 59.07%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	57,652	39.95%
2. en-ca	47,451	32.88%
3. en-gb	13,770	9.54%
4. en	7,731	5.36%
5. en-au	4,646	3.22%
6. nl-nl	3,653	2.53%
7. en-us.utf-8	2,221	1.54%
8. ko-kr	1,227	0.85%
9. zh-cn	1,080	0.75%
10. nl	819	0.57%

Location

All Users
100.00% Users

Nov 1, 2018 - Nov 1, 2021

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	141,660 % of Total: 100.00% (141,660)	143,892 % of Total: 100.04% (143,834)	622,908 % of Total: 100.00% (622,908)	59.07% Avg for View: 59.07% (0.00%)	2.35 Avg for View: 2.35 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. Canada	94,093 (65.39%)	94,911 (65.96%)	516,970 (82.99%)	58.51%	2.31	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United States	16,715 (11.62%)	16,355 (11.37%)	32,614 (5.24%)	63.75%	2.31	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Australia	7,370 (5.12%)	7,336 (5.10%)	30,707 (4.93%)	59.75%	2.73	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Netherlands	5,670 (3.94%)	5,630 (3.91%)	13,304 (2.14%)	49.08%	3.00	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Indonesia	2,401 (1.67%)	2,385 (1.66%)	2,712 (0.44%)	88.97%	1.32	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. South Africa	1,853 (1.29%)	1,827 (1.27%)	3,857 (0.62%)	69.46%	2.14	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. United Kingdom	1,468 (1.02%)	1,404 (0.98%)	2,122 (0.34%)	70.17%	2.06	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Nigeria	1,466 (1.02%)	1,476 (1.03%)	1,774 (0.28%)	85.29%	1.44	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. South Korea	1,321 (0.92%)	1,310 (0.91%)	3,105 (0.50%)	46.73%	3.54	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. China	1,200 (0.83%)	1,194 (0.83%)	1,576 (0.25%)	69.61%	2.50	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 202

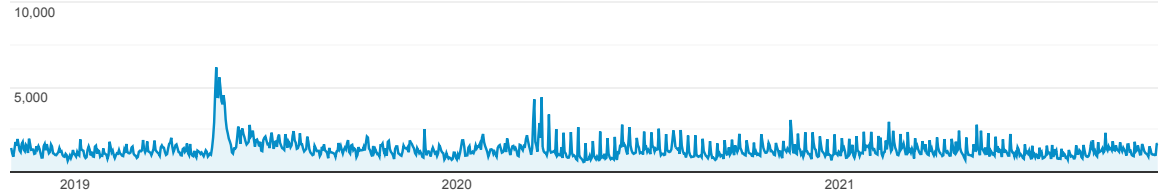
Pages

All Users
100.00% Pageviews

Nov 1, 2018 - Nov 1, 2021

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1,465,510 <small>% of Total: 100.00% (1,465,510)</small>	1,089,557 <small>% of Total: 100.00% (1,089,557)</small>	00:01:08 <small>Avg for View: 00:01:08 (0.00%)</small>	622,907 <small>% of Total: 100.00% (622,907)</small>	59.07% <small>Avg for View: 59.07% (0.00%)</small>	42.50% <small>Avg for View: 42.50% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /	530,793 <small>(36.22%)</small>	427,412 <small>(39.23%)</small>	00:01:34	421,214 <small>(67.62%)</small>	58.71%	58.41%	\$0.00 <small>(0.00%)</small>
2. /news	206,381 <small>(14.08%)</small>	160,347 <small>(14.72%)</small>	00:01:31	67,013 <small>(10.76%)</small>	63.88%	59.59%	\$0.00 <small>(0.00%)</small>
3. /churches	86,507 <small>(5.90%)</small>	40,957 <small>(3.76%)</small>	00:00:35	7,067 <small>(1.13%)</small>	32.09%	11.98%	\$0.00 <small>(0.00%)</small>
4. /ministers	53,257 <small>(3.63%)</small>	23,378 <small>(2.15%)</small>	00:00:52	3,835 <small>(0.62%)</small>	33.51%	13.38%	\$0.00 <small>(0.00%)</small>
5. /federation	27,448 <small>(1.87%)</small>	18,399 <small>(1.69%)</small>	00:00:20	2,163 <small>(0.35%)</small>	18.91%	11.25%	\$0.00 <small>(0.00%)</small>
6. /assemblies	21,542 <small>(1.47%)</small>	14,272 <small>(1.31%)</small>	00:00:18	860 <small>(0.14%)</small>	36.63%	9.10%	\$0.00 <small>(0.00%)</small>
7. /assemblies/general-synod/2019	17,018 <small>(1.16%)</small>	10,036 <small>(0.92%)</small>	00:01:30	3,365 <small>(0.54%)</small>	42.56%	34.62%	\$0.00 <small>(0.00%)</small>
8. /live	16,643 <small>(1.14%)</small>	12,243 <small>(1.12%)</small>	00:02:44	6,207 <small>(1.00%)</small>	57.03%	55.15%	\$0.00 <small>(0.00%)</small>
9. /beliefs	14,489 <small>(0.99%)</small>	10,010 <small>(0.92%)</small>	00:00:38	2,405 <small>(0.39%)</small>	44.20%	19.09%	\$0.00 <small>(0.00%)</small>
10. /news/1715	10,855 <small>(0.74%)</small>	7,783 <small>(0.71%)</small>	00:00:29	1,329 <small>(0.21%)</small>	42.66%	21.09%	\$0.00 <small>(0.00%)</small>

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