

Jim Buckley, Webmaster  
US Coast Guard Academy Parents Association

21 February 2002

US Coast Guard Academy Parents Association  
Executive and Member Councils

Webmaster Report for Spring, 2002

Dear Sirs & Mesdames,

Enclosed is a report of the status of the web site for the USCGA Parents Association web site, as established in November of last year. The site is a continuation of the work accomplished by Dave Gamble and Lynda Haley. The only observable change in the site may be in the esthetics of displayed pages however the underlying support and infrastructure has changed greatly.

In the autumn of 2001 the Switzers registered the domain name "uscgaparents.org". This was done with the intent to provide a consistency to the web site and other electronic services the Association may provide in the future. Utilizing this domain name, it was decided to establish a web site at a service provider where the domain name could be "hosted".

*Hosting* the uscgaparents.org domain name provided several benefits wherein the site location would be consistently maintained and support for the Academy, the cadets, and additional promotion of the Academy could be launched. An example of this is the utilization of the domain name for both the name of the web site as well as e-mail addresses that may be used for Association business:

Site Name	http://www.uscgaparents.org
Example e-Mail Addresses	president@uscgaparents.org treasurer@uscgaparents.org webmaster@uscgaparents.org

The use of these features is of course optional, but provides facilities for communication and marketing in the future. The hosting service provider selected after a significant amount of research was OneWorld Hosting ([www.oneworldhosting.com](http://www.oneworldhosting.com)). The factors that led to this selection were in decreasing order of priority:

- Cost
- Reliability (up-time and customer feedback)
- Site Performance (speed)
- Expansion Capability (features/services to be used in the future)

The cost for this service is \$14.95 per month currently being paid by myself. I did negotiate a waiving of the \$25 setup fee due to the non-profit nature of the USCGA Parents Association. If the council is satisfied with the performance of the web site, and deems the cost of the features worth the expense, I ask that the on-going expense be born by the Parents Association in the future. I am willing to remain paying for the site as further donations to the Association until such time as the payment stream to the provider could be established. This would take the form of a monthly credit card payment if such an account were available.

To date I have been very please with the performance and the service of the provider and would not recommend a change at this point in time. There are slightly cheaper services available however my research could not support selecting any of the services that were lower in price due to the tenuous nature of their business model.

For an overview of the management features of the site, please see Appendix 5 – Site Management Control Panel, for a list of the management modules available to the webmaster or others who may want to assist. Additional site statistics are available in Appendix 2 through Appendix 4. Please contact me with questions or comments on these statistics.

A report of the site start-up activities is available and was submitted in December of 2002 with a general announcement compiled and communicated to the listmasters and the general membership between 15-17 December (See Appendix 1 - Site Announcement Letter). A minor spike in the site hit rate was noted after the announcement.

## Activities

### Statistics on the current state of the Web Site

Number of e-mail directory entries:	498	
Number of photo album links:	40	2005
<i>(started in 2004)</i>	26	2004
	5	2003
	0	2002 (let's get those shutters clickin'!)
E-mail addresses retired	28	Included many back through 1998.
E-mail directory change requests	71	Mostly changes (no detailed stats)
E-mail group requests	2	Although others as a result of directory changes
Web page files	270	
Including all supporting files	851	9.42 Mb of disk

### Site Publication Activities

Significant time was spent ensuring our web site was “visible” on the internet in the shortest possible time. The steps taken to accomplish this were:

Research and contact with other Coast Guard related sites and their webmasters. Such sites as

- USCG Foundation
- USCG Auxiliary
- WebRing Submissions
- Other Parent Associations for other military academies
- And many other long lost in the e-mail shuffle...

all proved very worthwhile.

Search engine results to date look fairly encouraging wherein the site now at least appears on searches for “Coast Guard” + Parent. Far greater exposure would require additional expenditures for paid submissions however this is not warranted. Periodic submissions to the major free-search services should suffice (Google, Yahoo, etc.)

I have been in contact with LT Sundland to determine how we might help in the marketing efforts via the web site to attract the best and brightest to apply and join our cadets. We plan to discuss this at the upcoming Feb. meeting.

In my review of search engine results and research into where the Academy is placed relative to other schools, the Internet search results look poor on the surface. However the issue certainly doesn't seem to affect the number applicants to the Academy! With one of the highest selectivity ratios in the country, increasing the number of applicants would not be of much help. I am

interested in finding ways in which I might be able to assist the Academy in your efforts to increase the number of quality candidates.

**Additional Site Pages / Sections**

- Council Reports & Minutes
- Photo Album Instructions
- Fund Raising Projects
- Web-Ring integration, with one local chapter and the “ChainLocker” site joining in!
- On-Line Discussion Forums – This is an entire subsystem for future potential use. This section is only accessible by direct URL entry (not yet for public use)  
<http://www.uscgaparents.org/phpBB2>

I apologize for the brevity of this report and will certainly be able to augment this brief report as desired.

Respectfully submitted,

Jim Buckley  
webmaster@uscgaparents.org

## Appendix 1 - Site Announcement Letter

Dear Parents Association Members,

I am writing this note as a sort of introduction. My name is Jim Buckley. I have actually met and spoken to only a couple of you in the past. I've volunteered as the Webmaster for our National site for the upcoming year. In doing so, I've a lot of ground to cover and some **very big** shoes to fill. Our former Webmasters – Lynda Haley and Dave Gamble had made our Association and the web site a great success. I hope to be able to do as exemplary a job, and provide whatever assistance I can to parents such as you in supporting our cadets and the Academy.

The Listmasters fill a critical role in the Association. The work you do is at the heart of the Associations purpose – “*where the rubber meets the road*” as they say. If there is anything I may do to ease your burden as we seek to expand our support for the Academy and our cadets, please let me know. I am here to help and have enjoyed picking up the duties of the Webmaster to date.

In setting up our site at its new location: <http://www.uscgaparents.org>, I've taken the liberty of setting up some e-mail addresses association with this domain name. These e-mail addresses were not intended to supplant the methods and practices you have in place today, simply a facility that was available with the hosting service. If it helps folks find a quick way of contacting each other, then that would be great. I believe these were sent before but I am including them here to ensure everyone is aware of them and to verify that the addresses are correct.

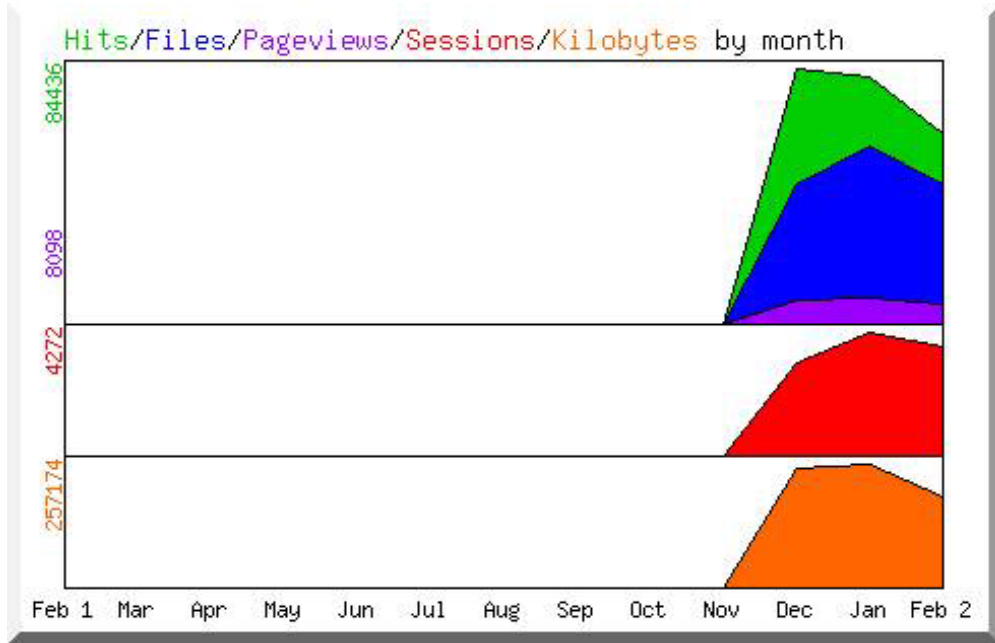
<b>New e-Mail Address</b>	<b>Automatically Forwards to:</b>
President@uscgaparents.org	dadmeeks@aol.com
VicePresident@uscgaparents.org	captfg@uscom.com
Treasurer@uscgaparents.org	w8ing4uhr@hotmail.com
Records@uscgaparents.org	diiulio2@aol.com
Correspond@uscgaparents.org	jecmurph@rcn.com
Secretary@uscgaparents.org	diiulio2@aol.com & jecmurph@rcn.com
Webmaster@uscgaparents.org	jbuckley@adelphia.net
Listmaster02@uscgaparents.org	rbpdca@adelphia.net
Listmaster03@uscgaparents.org	tfmt@ix.Netcom.com
Listmaster04@uscgaparents.org	rmasson@mediaone.net
Listmaster05@uscgaparents.org	05parentmail@home.com
Listmaster06@uscgaparents.org	jbuckley@adelphia.net
Photomaster@uscgaparents.org	jbuckley@adelphia.net

I will be sending out a general announcement concerning the state of the web site and letting all folks know of its existence. I hope this announcement will forthcoming by tomorrow. This announcement will be sent in two “waves”

1. I will forward you the general announcement; and
2. Follow-up with an e-mail distribution to those contacts on the e-Mail directory.

Many thanks for the work that you do and a special thanks to Roger Masson (as he is my Listmaster in support of our son Adam-'04).

## Appendix 2 – Monthly Site Performance



<a href="#">Short statistics for February 2002</a> (updated more frequently)						
Month	Hits	Files	Cached	Pageviews	Sessions	KB sent
February 2002	44649	32564	11301	4351	2660	134606
January 2002	81468	58680	21452	8098	4272	257174
December 2001	84436	46029	31534	7450	3173	248111
November 2001	0	0	0	0	0	0
October 2001	0	0	0	0	0	0
September 2001	0	0	0	0	0	0
August 2001	0	0	0	0	0	0
July 2001	0	0	0	0	0	0
June 2001	0	0	0	0	0	0
May 2001	0	0	0	0	0	0
April 2001	0	0	0	0	0	0
March 2001	0	0	0	0	0	0
<b>Total</b>	<b>210553</b>	<b>137273</b>	<b>64287</b>	<b>19899</b>	<b>10105</b>	<b>639891</b>
<b>Average</b>	<b>17546</b>	<b>11439</b>	<b>5357</b>	<b>1658</b>	<b>842</b>	<b>53325</b>

### Appendix 3 – February Daily Site Performance




































Day	Hits		Files		Cached		Pageviews		Sessions		KB sent
1	1766	3.96%	1451	4.46%	293	2.59%	215	4.94%	149	5.60%	6159
2	1138	2.55%	948	2.91%	137	1.21%	132	3.03%	110	4.14%	3913
3	1626	3.64%	1069	3.28%	495	4.38%	200	4.60%	132	4.96%	5651
4	2225	4.98%	1773	5.44%	441	3.90%	267	6.14%	156	5.86%	8319
5	2108	4.72%	1571	4.82%	526	4.65%	286	6.57%	132	4.96%	7654
6	2632	5.89%	1725	5.30%	797	7.05%	275	6.32%	159	5.98%	8343
7	3778	8.46%	2893	8.88%	743	6.57%	484	11.12%	114	4.29%	14502
8	1812	4.06%	1239	3.80%	518	4.58%	135	3.10%	106	3.98%	4633
9	1845	4.13%	1370	4.21%	440	3.89%	210	4.83%	151	5.68%	6222
10	2516	5.64%	1874	5.75%	540	4.78%	229	5.26%	145	5.45%	7504
11	2502	5.60%	2149	6.60%	338	2.99%	215	4.94%	179	6.73%	7682
12	2872	6.43%	2166	6.65%	689	6.10%	241	5.54%	131	4.92%	7666
13	2391	5.36%	1887	5.79%	492	4.35%	244	5.61%	167	6.28%	7431
14	2050	4.59%	1481	4.55%	555	4.91%	161	3.70%	112	4.21%	5640
15	1545	3.46%	955	2.93%	558	4.94%	143	3.29%	61	2.29%	4853
16	2534	5.68%	1650	5.07%	861	7.62%	172	3.95%	113	4.25%	5362
17	2509	5.62%	1434	4.40%	1054	9.33%	134	3.08%	117	4.40%	4303
18	3012	6.75%	2226	6.84%	749	6.63%	283	6.50%	215	8.08%	8735
19	3633	8.14%	2581	7.93%	1042	9.22%	315	7.24%	207	7.78%	9756
20	155	0.35%	122	0.37%	33	0.29%	10	0.23%	4	0.15%	287
<b>Total</b>	<b>44649</b>	<b>100.00%</b>	<b>32564</b>	<b>100.00%</b>	<b>11301</b>	<b>100.00%</b>	<b>4351</b>	<b>100.00%</b>	<b>2660</b>	<b>100.00%</b>	<b>134606</b>

## Appendix 4 – Top Hosts Referring To: <http://www.uscgaparents.org>

No.	Hits	Files	Pageviews	Sessions	KB sent	Referrer Host
2	488	488	488	327	10058	<a href="http://www.cga.edu/">http://www.cga.edu/</a>
3	307	299	184	142	6594	<a href="http://www.google.com/">http://www.google.com/</a>
4	86	84	79	70	3508	<a href="http://google.yahoo.com/">http://google.yahoo.com/</a>
5	36	36	0	0	37	<a href="http://64.177.154.27/">http://64.177.154.27/</a>
6	36	36	0	1	37	<a href="http://translate.google.com/">http://translate.google.com/</a>
7	33	33	33	20	689	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>
8	25	25	25	18	515	<a href="http://www.geocities.com/">http://www.geocities.com/</a>
9	19	19	19	12	344	[unknown origin]
10	19	3	0	0	3	<a href="http://www.uscg.mil/">http://www.uscg.mil/</a>
11	16	16	16	9	329	<a href="http://www.uscg.mil/">http://www.uscg.mil/</a>
12	15	15	15	10	313	<a href="http://members.aol.com/">http://members.aol.com/</a>
13	14	14	14	10	292	<a href="http://www.uscg.mil/">http://www.uscg.mil/</a>
14	8	8	8	0	168	<a href="http://navigation.helper.realnames.com/">http://navigation.helper.realnames.com/</a>
15	8	8	8	7	166	<a href="http://www.cgaux.org/">http://www.cgaux.org/</a>
16	7	7	7	6	165	<a href="http://google.com/">http://google.com/</a>
17	7	7	7	0	146	<a href="http://O.webring.com/">http://O.webring.com/</a>
18	6	6	6	6	236	<a href="http://search.netscape.com/">http://search.netscape.com/</a>
19	5	5	5	3	105	<a href="http://216.32.180.250/">http://216.32.180.250/</a>
20	5	4	5	4	133	<a href="http://www.google.ca/">http://www.google.ca/</a>
21	5	5	5	4	103	<a href="http://www.academyparents.com/">http://www.academyparents.com/</a>
22	4	4	4	3	148	<a href="http://www.search.com/">http://www.search.com/</a>
23	4	4	4	3	163	<a href="http://www.iaea.org/">http://www.iaea.org/</a>
24	4	4	4	3	211	<a href="http://srd.yahoo.com/">http://srd.yahoo.com/</a>
25	4	4	4	4	101	<a href="http://search.earthlink.net/">http://search.earthlink.net/</a>
26	3	3	3	3	63	<a href="http://www.uscgaaa.onlinecommunity.com/">http://www.uscgaaa.onlinecommunity.com/</a>
27	3	3	3	3	80	<a href="http://www.google.de/">http://www.google.de/</a>
28	3	2	2	2	124	<a href="http://www.google.fr/">http://www.google.fr/</a>
29	3	3	3	2	64	<a href="http://dmz.org/">http://dmz.org/</a>
30	3	3	3	2	72	<a href="http://search.lycos.com/">http://search.lycos.com/</a>
	1176	1148	954	674	24967	

## Appendix 5 – Site Management Control Panel

Control Panel
Back To: [Main Menu](#)

Overview	Account Tools														
<p>Domain Name: <b>uscgaparents.org</b>                      Domain User: <b>uscgapa</b>                      Domain IP: <b>64.177.154.27</b>                      Package: <b>Standard 75</b>                      E-mail: <b>JBuckley@Adelphia.net</b>                      Contract Length: <b>1 Month(s)</b>                      Status: <b>Normal</b>                      Signup Date: <b>12/03/01</b></p>	<div style="display: grid; grid-template-columns: repeat(5, 1fr); gap: 5px;"> <!-- Row 1 --> <div style="text-align: center;"> <a href="#">\$20 Domain Names</a></div> <div style="text-align: center;"> <a href="#">Account Management</a></div> <div style="text-align: center;"> <a href="#">Add Domain</a></div> <div style="text-align: center;"> <a href="#">Billing History</a></div> <div style="text-align: center;"> <a href="#">Change Password</a></div> <!-- Row 2 --> <div style="text-align: center;"> <a href="#">File Manager</a></div> <div style="text-align: center;"> <a href="#">Resource Meter</a></div> <div style="text-align: center;"> <a href="#">Search Engine Priming</a></div> <div style="text-align: center;"> <a href="#">Upgrade CP</a></div> <div style="text-align: center;"> <a href="#">Block Email</a></div> <!-- Row 3 --> <div style="text-align: center;"> <a href="#">Enable ASP</a></div> <div style="text-align: center;"> <a href="#">Mail Manager</a></div> <div style="text-align: center;"> <a href="#">Mailing List</a></div> <div style="text-align: center;"> <a href="#">MS Frontpage</a></div> <div style="text-align: center;"> <a href="#">Site Statistics</a></div> <!-- Row 4 --> <div style="text-align: center;"> <a href="#">Counter</a></div> <div style="text-align: center;"> <a href="#">Formmail</a></div> <div style="text-align: center;"> <a href="#">Protect Directories</a></div> <div style="text-align: center;"> <a href="#">Redirect URL</a></div> <div style="text-align: center;"> <a href="#">Search Engine</a></div> <!-- Row 5 --> <div style="text-align: center;"> <a href="#">Support Pages</a></div> <div style="text-align: center;"> <a href="#">Web-Based Email</a></div> <div style="text-align: center;"> <a href="#">AnonFTP</a></div> <div style="text-align: center;"> <a href="#">Archive Manager</a></div> <div style="text-align: center;"> <a href="#">Contact Support</a></div> <!-- Row 6 --> <div style="text-align: center;"> <a href="#">Mime Types</a></div> <div style="text-align: center;"> <a href="#">PGP</a></div> <div style="text-align: center;"> <a href="#">PGPMail</a></div> <div style="text-align: center;"> <a href="#">A1aCart Gold</a></div> <div style="text-align: center;"> <a href="#">A1aCart Platinum</a></div> <!-- Row 7 --> <div style="text-align: center;"> <a href="#">MySQL Database</a></div> <div style="text-align: center;"> <a href="#">Secure Server</a></div> <div style="text-align: center;"> <a href="#">Shopping Cart</a></div> <div style="text-align: center;"> <a href="#">SSH</a></div> <div style="text-align: center;"> <a href="#">Virtual Name Server</a></div> <!-- Row 8 --> <div style="text-align: center;"> <a href="#">Web Site Builder</a></div> <div style="text-align: center;"> <a href="#">Java Servlets</a></div> <div style="text-align: center;"> <a href="#">Network trouble shooter</a></div> <div style="text-align: center;"> <a href="#">Newsletter</a></div> </div>														
<div style="background-color: #000080; color: white; padding: 5px; text-align: center;"> <b>Resources</b> </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Unit</th> <th style="width: 30%;">Used</th> <th style="width: 40%;">Free</th> </tr> </thead> <tbody> <tr> <td><b>Disk Quota</b></td> <td>11.6</td> <td>63.4 M</td> </tr> <tr> <td><b>E-mail</b></td> <td>14</td> <td>61 Address</td> </tr> <tr> <td><b>Mailing List</b></td> <td>1</td> <td>1 List(s)</td> </tr> <tr> <td><b>Transfer</b></td> <td>189.8</td> <td>4810.2 MB</td> </tr> </tbody> </table> <div style="background-color: #000080; color: white; padding: 5px; text-align: center;"> <b>CONTROL PANEL LANGUAGE</b> </div> <div style="text-align: center;"> <span>English</span> </div> <div style="text-align: center; margin-top: 10px;"> <input type="button" value="Change Language"/> </div>	Unit	Used	Free	<b>Disk Quota</b>	11.6	63.4 M	<b>E-mail</b>	14	61 Address	<b>Mailing List</b>	1	1 List(s)	<b>Transfer</b>	189.8	4810.2 MB
Unit	Used	Free													
<b>Disk Quota</b>	11.6	63.4 M													
<b>E-mail</b>	14	61 Address													
<b>Mailing List</b>	1	1 List(s)													
<b>Transfer</b>	189.8	4810.2 MB													

Control Panel URL:	<a href="http://www.uscgaparents.org/menu">http://www.uscgaparents.org/menu</a> (requires Name & Password below)
Site Account Name:	uscgapa
Site Password:	available from the Association Webmaster or President
Site Statistics	<a href="http://www.uscgaparents.org/stats">http://www.uscgaparents.org/stats</a>
Web Mail:	<a href="http://www.uscgaparents.org/up">http://www.uscgaparents.org/up</a> (for name@uscgaparents.org accounts) requires a username password already provided to account holders