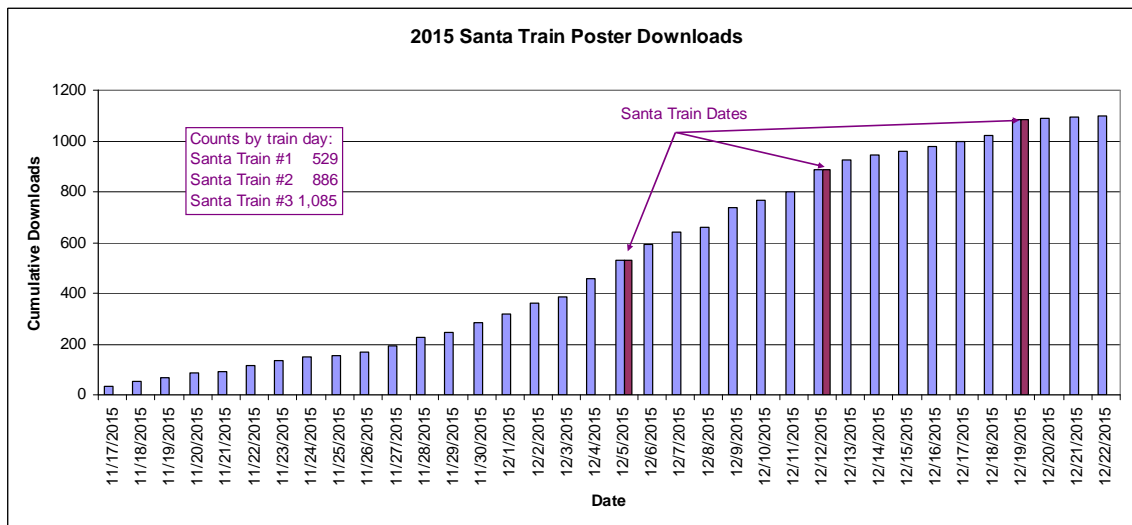


To: FRRS Board of Directors
From: Paul Finnegan, Webmaster
Re: Museum Web Page
Date: January 3, 2016

We had a new graphic and information poster from our marketing team to promote the **2016 Santa Trains**. The poster was put on the web page on November 17th and removed after the last Santa Train on December 23rd. The total number of downloads was 1,091 with 283 downloads in November and 808 in December. To compare with 2014, the total number of downloads in 2014 for last year's Santa Trains brochure was 751. This year's results shows a 44% increase over last year's.



Several new web pages, a new top level menu system and a suite of sign up tools went on line the First of the Year as planned. The new web pages include pages specifically for the Operating Department and some that support Museum wide activities and information. The biggest change was the “Members” pull-down menu that went from only one item to ten entries.

In addition to the Museum wide and Operating Department web pages, several new tools have been developed to support activities around the museum. We have new tools for signing up for the train crew, annual training, sleeper reservations and general museum wide events (e.g. Membership Dinner, Chili Cook off, RR Days, etc.)

I have posted an introduction PowerPoint to the updated web site on the Museum's home web page at <http://www.wplives.org/index.html> in the “Latest Museum News Update:” box. I plan to leave it there until we get into the summer season.

The Museum scope web pages include:

A link to the previously existing Sacramento Northern web pages created by Garth Groff, which did not have easy public access, has been added to the new “Museum” pull-down menu. (I fixed some broken links, some updates in the menus and footers; but no content change on these pages.)

[bulletins.html](#) – A central place to reference all museum bulletins. Note this supplements and does not replace the bulletin books. The books remain the official record.

[menu_helper *.html](#) – A menu helper now exists for each pull-down menu on the web page. Mobile devices in general can not use the pull-down style of menus on web pages. The menu system has been enhanced so if a user clicks on the menu name, the menu helper web page for that pull-down is displayed with the same links as the pull-down, but as clickable links.

[museum_forms_and_documents.html](#) – A central place to store and reference forms and documents that are used by members of the museum at large. E.g. the General Release used by the gift shop for RAL and Cab Rides is kept here.

[museum_policies.html](#) – A central place to store and reference all the policies adopted by the museum's Board of Directors. (Currently this page is off-line. Kerry and Tom are discussing this page's contents and future. Web ticket 2015-0115 was opened about this.)

[sleeper_reservations.html](#) – A web page giving general information about staying on the museum grounds for volunteers while working at the museum. It has a link to the reservation tool.

[sleeper_reservation_tool.html](#) – A form based user interface to allow museum members to request space in the sleeper car while working at the museum.

Web pages that are more focused on Operating Department Activities:

[operations.html](#) – this web page serves as home base for the Operating Department. It has information about the department and an open invitation to join the organization.

[join_op_dept.html](#) – General information about how to join the Operating Department and a link to the Annual Crew Training sign up tool.

[operating_dept_forms.html](#) – A central repository for all the forms and documents regularly used by the department members. It includes printable blank forms. Now when we run out of daily report forms, we can easily make more copies and know it is the current revision.

[crew_training_records.html](#) – A restricted access web page that allows management to print a very limited number of records, forms or reports. E.g. the Annual Crew Training Sign In sheets will be here.

[operating_dept_crew_training_material.html](#) – A central place to keep and display the current revision of all training material used in the Annual Crew Training. It will allow people to review material before or after training. Underneath the web page is a file system architecture that will have both the pdf file and the source document (Word, Excel, PowerPoint, etc.) when available. Thus we will never lose the original and we will keep previous versions. This same system is in place in the other documents/forms web pages.

[operating_dept_hand_and_lantern_signals.html](#) – A collection of videos produced by the Operating Department for training or reference for our use of hand and lantern signals.

I continued to work on updating and enhancing web pages throughout the web site. Additionally, I posted a third video from returning museum member Lew Barnard that promotes RR Days. It is posted on the WPRM Photo & Video Gallery on our web site.

On 12/30/2015, Tom Carter sent me an email requesting the new Museum Policy page be taken off-line for review. In less than 28 minutes the page was off-line. Kerry Cochran and Tom are reviewing what steps, if any, should be taken. I opened web ticket 2015-0115 with Kerry and Tom as requesters and I am awaiting further instructions.