

Web Manager's Report

CUCEA Meeting, April 2019

The purpose of the CUCEA website (*cucea.ucsd.edu*) is to serve as a source of topics of relevance and interest to CUCEA members and UC emeriti in general. There is a comparable website (*cucra.ucsd.edu*) of interest to UC retirees. Both sites are housed on the UC San Diego campus server *free of charge*. This is a much-appreciated benefit for CUCEA and CUCRA because the cost of mounting and maintaining website files on commercial servers is high and beyond the means of both organizations. Even the UCOP server is unaffordable.

The CUCEA site is rudimentary at best, and lacks the bells and whistles that are popular with many Internet users. It was designed to provide information about the biannual CUCEA meetings, including former, current and future meetings, with details of dates, locations, logistics, agendas, and minutes. It is also a forum to communicate activities of nine campus emeriti associations, notably the campus emeriti association reports, campus emeriti awards, and news of broad interest.

The site hardly serves as a social network and we are not on Facebook or Instagram. Nor do we have a Twitter account. We could if members decided it was important to be interactive. This seems unlikely judging from the reluctance of members to volunteer or contribute to the content of the current website beyond the campus emeriti reports and emeriti awards.

As the web manager, I would welcome suggestions on ways in which the site could be improved and become more useful and more widely used by members. The important objective of any redesign is to keep it simple to navigate and search the content. While it is unlikely that the site could or should be interactive in real time, its success will depend on how willing members are to participate in and contribute to its content. Like the CUCEA Newsletter, it is doomed without member participation beyond that of the editor. It should disappear if no one reads it. It will disappear if there is nothing to read.

Marjorie Caserio

Professor Emeritus UC San Diego

CUCEA Web Manager