

FINAL REPORT
AD HOC WEB DESIGN, ONLINE REPORTS COMMITTEE
7 May 2013

Michael O'Kelly, Chair
Judge Matt Burton, Member (Resigned)
Dr Elaine Krieg, Member
Business Manager Dori Lowell, Member
Webmaster Maggie Leman, Member
Memo Editor Staci McStotts, Member
Aaron Esterline, Member
Stetts Stettler, Member

1. TASKING.

A. Wording from the Jan 2013 minutes:

Agenda Item O. Institute online show results on the NPGA website.

The board discussed the pros and cons of posting show results on the website. The discussion will continue at the June 2013 board meeting after Director Leman talks with Aaron Esterline regarding space on the server. Vice President O'Kelly will develop a policy regarding how long the results will be posted. Director Stettler will set up a committee to assess the logistics of the program. Committee members to include: Editor McStotts, Business Manager Lowell, Dr. Elaine Krieg, Judge Matt Burton and Webmaster Leman.

Agenda Item P. Appoint an Ad Hoc committee to explore the topic of online registration.

In conjunction with the above item (O), the committee will assess the possibilities of establishing online registration. The committee will report back in June 2013

B. TASKING DETAILS:

1. Set up Logistics Committee. (Stettler)

a. Task of committee: Assess logistics of a program that supports posting show results on-line.

2. Establish On Line Registration Committee. (O'Kelly)

a. Task of committee:

- i. Explore the topic of on line registration.
- ii. Assess possibilities of establishing on line registration.

3. Have Webmaster talk to Aaron Esterline regarding server space needed.

4. Vice President should develop policy for duration of on-line show result posting. (Note: Individuals can suggest, but cannot establish policy. Only the Board, through deliberations, can do that.)

C. TASKING SUMMARY and CONCLUSIONS. It is apparent that a single committee will better serve the tasks assigned. All members listed would inherently be involved in both tasks. Further, all taskings share common elements of the NPGA website or source material for posting. Therefore, the parties involved have agreed to form a single committee. Aaron Esterline was invited to participate and accepted in February.

Essentially, we view our task as doing those things necessary to bring a solid proposal to the Board in June. That proposal will include necessary information to begin implementation of both on line registration and posting show results on line, if the Board so votes.

D. Specific investigation results for posting show results.

1. Duration of show results on NPGA website.

Photos. Investigation showed that in 2012, NPGA sanctioned about 107 events with just under two shows per event. That's about 200 shows with 12 photos per show, or 2400 photos to be saved over a 12 month period.

Web-based photos are normally viewed at about a maximum of 300 pixels per side. Any additional pixels just don't add much additional value to the viewer. (With specialized equipment, of course more pixels are better—for normal home or small computer use with either flat panel or cathode ray monitor, 300x300 is just fine.)

Photos are often taken with either a small digital camera or even a cell phone camera. Newer cell cameras usually can be set to save photos in the 4-8 Megapixel storage range. When stored as JPG format, the file size is reduced substantially, and essentially all cameras do that unless intentionally set to bitmap, raw or other non-compression format.

Resizing the photo down to 300x300 in JPG causes another dramatic reduction in file size, and ultimately, server storage requirements.

As an example, a random photo taken with a camera integrated into an Android-based cell phone set to highest 8 Megapixel setting produced a 3264 x 2448 pixel JPG-compressed photo which required 3.71 Mbytes of storage. As an indication of the quality at that setting, the photo was printed on a nine cartridge Canon printer, high quality setting and 8 ½ x 11 photo paper. The result was simply stunning and far beyond our requirements. It would have printed up to 17x 12 photos very well.

That same photo was resized to 12%, resulting in a 392 x 294 pixel photo which at full color required only 60.4 Kbytes.

That same color photo then had color saturation reduced to zero, effectively making it a black and white photo which further reduced the file size to 56.5 Kbytes. There's not much space saving to gain by displaying show results in black and white on the NPGA website.

There is an automatic function for many photo programs to automatically reduce the file size to web based photos. The default for Microsoft's Office Picture Manager is set at 448 x 336.

In short, if we plan for a generous 100 Kbytes per color photo, that should ensure a conservative storage requirement estimate with room to spare. That extra room could accommodate the Master Champion winners and more.

If we plan a full year's display of 2400 rosette winners at 100 Kb per photo, that's 240000 Kb, or 240 Mb of file server space required.

Putting that in perspective, most home computers and laptops now sport at least a 250 Gigabyte hard drive—*one thousand times* the capacity of our show photo requirement for a year.

Written class placings. Show results include the animals placing 1-5 and some other data. These are entered on a single page Word or PDF document with a single page of data to almost completely describe each show. These documents are of almost trivial size since letters, numbers and spaces use little space. We can assume each is about 10-20 Kbytes, which adds perhaps 200 shows times 20 Kb per show, or 4000 Kb which is only 4 additional Megabytes.

Adding the written show results does not overload the server.

The Publications Committee already proofs and edits material appearing in the MEMO. Since the material posted on the web uses the identical source material, there should be no or negligible additional work for that committee.

RECOMMENDATION 1. This committee recommends the Board place show results on-line and keep them there for one year, with the oldest rolling off as new ones are added. Results should include both written results and color photos of each rosette winner.

Postings should begin with the most current available results, then work back in time until the full year is completed, then convert to the rolling one-year procedure.

The Board may wish to archive these files for a longer period, but that is not the tasking of this committee and we make no recommendation on that aspect.

RECOMMENDATION 2. The source for color photos and written results should be the same ones sent into the MEMO by show chairs for publication. No change to the MEMO is contemplated.

The MEMO editor should first ready the photos and the written results for MEMO publication just as now, but then forward them to the Webmaster for posting. The results could be posted “as received” without trying to coordinate the timing with a MEMO publication. That would mean results would often be available on the web before the MEMO is published.

RECOMMENDATION 3. The Webmaster and MEMO Editor should coordinate their respective requirements to develop the transfer protocol that’s as convenient as possible for each. A .pdf format may streamline this process and produce a more universally-available product. Aaron Esterline’s expertise may be needed to help facilitate this new activity.

RECOMMENDATION 4. Given the one-year desired posting duration, determine the increase in annual server cost. This falls to Aaron Esterline.

The 2013 minutes show the following:

Copied from the Webmaster Report (excerpt)

“...It was also mentioned that increasing activity on the website would result in perhaps needing more server space. We currently rent space from Aaron Esterline at the rate of \$300 per year, other servers would cost between \$600 to \$800 per year.”

We now pay \$300 to Aaron for server space. We need an additional 250 Megabytes. While there has not been an official estimate provided, Aaron indicated some server upgrades are needed anyway and the additional space requirement should be minimal.

RECOMMENDATION 5. Determine two specific costs. Does this increase MEMO editor's workload and trigger an additional monetary requirement? This needs to be determined for the June contract negotiation.

Does this increase the Webmaster's workload and trigger an additional monetary requirement? This needs to be determined for the June contract negotiation.

Both determinations are outside this committee's jurisdiction.

E. ON LINE REGISTRATION also referred to as OLR.

1. Webmaster's report copied from the 2013 minutes (excerpt in Arial):

Chairperson Lemman reported that there has been quite a bit of discussion on FB regarding the NPGA website being out of date. Many of the members have expressed interest in having online registration available. Chairperson Lemman has contacted Aaron Esterline and he could write the page in about ten hours and is willing to do it. The board will further discuss this under the agenda items. Becky Conerly has submitted a letter with ideas as to how to spruce the website up, Chairperson Lemman stated that she would need to have her salary increased if she were to take on more duties in maintaining the website. It was suggested that Matt Burton could be helpful in updating the website.

a. We already have the information that Aaron is willing and able to set up OLR for NPGA. We need to establish the hourly rate needed to fund the request.

b. While Aaron is "willing and able" to set up the registration, this committee believes it desirable for the Board to be informed of some of the major features of the process.

c. The Webmaster expressed concern that increased duties should mean increased compensation. It appears that comment is addressed more toward implementation of Ms Conerly's web possibilities other than OLR so will not be addressed further in this report. It may be appropriate to discuss during annual contract negotiations.

2. System characteristics and requirements.

a. OLR will have an NPGA official website interface as its beginning action. Other resources such as facebook or affiliated club websites may be used to point to the official NPGA website.

1) For new registration applications and any other service offered in this package the user must log in using a secure and unique password, similar in function to how herdbook users log in now.

a) The system shall not allow the user to proceed beyond an initial log-in step unless the user attempting to log in checks an Agreement box consenting to the terms of the NPGA Agreement. The box choices will be “I agree” and “I do not agree.” Only agreement allows the user to proceed.

b) The text of the Agreement shall read,

“By checking “I agree” I acknowledge I have read and understand all the terms of this Agreement and will abide by all of them.

All information I submit to NPGA is true and correct to the best of my knowledge. I understand that submitting false information is punishable in accordance with NPGA published procedures and can include penalties up to and including removal from NPGA membership or other remedies provided by law.

I agree that if I am one of the individuals with a shared ownership interest in an animal, I have obtained actual permission from all the other owners to perform the requested actions affecting our shared ownership. I understand that my requests have exactly the same effect as if all owners have simultaneously and unanimously requested the action. Shared ownership can include family members or non-family members.

I understand that if there are multiple individuals with a shared ownership interest, it is my personal responsibility to deliver notice of my actions to the other owners and notice of the resulting new status or action affecting the shared animal.”

2) Once logged in, the user will be able to enter all information needed to register a new animal and, if practicable, make a correction to a currently registered animal. Other forms and actions, such as Breeding Memos should be incorporated now, if practicable or the system should ensure these can be added later.

a) The data entry form should include the ability to attach up to four digital photos in common formats. The form may limit photo file size if needed. Hard copy photos are not acceptable for OLR (unless they are scanned and digitized, at which point they are normal digital photos.)

b) If possible, the system should not allow submission to NPGA unless all required fields are filled in. It would be helpful for informational tips to accompany each field if it seems appropriate. For example, “Name length cannot exceed 35 letters and spaces. Special characters such as \$, #, @ and * are allowable, but do count toward the maximum

characters. Smileys and gifs are considered miniature photos and are not allowed.”

c) The data entry form should allow payment by PayPal at a price \$2.00 over a mailed-in entry. (This figure must be discussed and set by the Board.)

d) For those services requiring the agreement from two individuals not co-owners, such as a Breeding Memo, two individual forms will need to be sent in to the NPGA office. The Business Manager should establish procedures to accommodate such transactions.

b. NPGA Business Manager (BM) actions.

1) Upon receipt of the user request and accompanying information, the BM will be able to electronically process the application. However, the BM will be the “human check point” in the process and no data will be automatically entered into the NPGA databases without BM intervention.

This committee currently does not support automated user input directly into the NPGA databases. As NPGA gains experience with this procedure and believes sufficient security can be provided, then it may become appropriate.

NOTE: The following procedures are the committee’s best guess as to how the system could function after test runs and some experience is completed. We have no doubts that some elements will need changed or modified as the system is developed. The actual development inherently falls primarily to Aaron, the Business Manager and Webmaster, who will need support and patience from the Board.

a) This committee recommends the Board set the priority for the BM to process OLR first, then “rush” service mail applications, then regular mail applications.

b) For the purposes of establishing priority, processing means the activities needed up to and including issuing the temporary certificate for non-questionable applications.

c) If possible, the system should automatically send an email of acknowledgement to the user to let them know the request was received by NPGA.

2) As a member service, the system will allow the BM to efficiently create either a Temporary Certificate of Registry or a Temporary Certificate of Recorded Ancestry.

a) These temporary certificates are optional and valid for 14 days after issuance or until a permanent certificate is received. The BM may issue them for requests that are complete, accurate and indicate the animal fully meets the breed standard.

b) Temporary certificates are valid for entering an animal in a show. They are never valid for transferring ownership because the original, permanent certificate must be returned for that action to take place.

c) Normally, a temporary certificate is sent to the user by email or fax. The permanent certificate is usually mailed.

3) Questionable entries must be processed through the Certification and/or Breed Standard Committees as current regulations and guidelines specify. This process will delay issuance of a temporary certificate until those committees have completed their evaluation.

3. Special cases and continual improvements

a. This committee believes the initial emphasis should be on setting up On Line Registration with temporary certificates and digital photos. Permanent printed certificates should be continued as now.

b. When that system works well, then additional features such as Breeding Memos can be added and could become all electronic with no paper breeding memos required. However, it will take time to establish the detailed procedures to make certain it all works and the procedures are published on the web in user-friendly format.

RECOMMENDATION 6.

This committee recommends the Board set the processing priority if different than the committee's recommendation.

RECOMMENDATION 7.

This committee is unable to assess and answer whether the show results should be viewable by anyone for free, be viewable only by members for free or be available to anyone only for a fee. We recommend the Board make this determination prior to posting.

RECOMMENDATION 8.

This committee recommends PayPal continue to be considered the primary method of payment for all web based services and that Aaron Esterline, the Treasurer and the business manager work together to find the most simple and efficient method to account for PayPal income.

RECOMMENDATION 9.

In the event it is determined that a color printer is required, then this committee recommends a color laser printer be purchased for use as both B&W and color needs. However, it's probably more efficient to continue use of the new B&W laser for certificates just as now. The color one would be for the animal photos. Color lasers appear to be available in the \$200-\$600 range.

That said, this committee recommends consideration of moving toward mostly electronically kept records, with appropriate robust back up systems.

4. Our Business Manager has expressed numerous concerns in a prior email. We have paid close attention to each item included in the email and believe each has a solution in our proposal for the system.

Our summary of the concerns includes:

- *Photos must accompany the application. Also, NPGA accepts PayPal, not direct credit card payments.*
- *Multiple required signatures for one application need to be accommodated.*
- *Each application must be printed out.*
- *There must be business manager intervention for official database inputs.*
- *Applications must print out both application and photo, and kept together.*
- *Both B&W and color laser printers would be required.*
- *PayPal accounting is clunky and laborious.*
- *Breeding memos and all forms requiring multiple signatures may be a problem.*
- *A new system should not generate more steps than what we have now and any system might not be any faster for the customer.*
- *Any transaction that requires delivery or return of the original certificate cannot be done electronically.*
- *We should consider placing the Membership Roster on line, with precautions.*

5. Business Manager specific concerns.

The entire email is copied here for reference. (Committee note: This was written in February, so there may be changes after further discussion and evaluation.)

I have some real concerns about online registrations. The online registrations done by other registries are not requiring the information we require (no photos and only accept direct credit card payments). We have to address signatures which are other than the name on the membership. Family memberships have the ability to register goats in any one person's name (no so at ADGA), which would mean if my husband or child needed to sign the application because the goat was in their name only, then a second or third electronic signature would be needed for that application. So more than one sign on for each membership may be needed

My other concerns are with the format which I would receive these. I would have to print out every application submitted. I do not believe that it would be wise to allow data to automatically upload into our database. So, the issue is how is the photo attached to the application so that it all prints at once. If this application is to remain a permanent record (not saying it has to, but that is for the board to decide), but the photo would need to print in color. There are so many issues with goat color now that I think printing it out may be needed. So

this would require a second printer for the office. I do not now have a color printer. Then the issue is certificates need to be printed by a laser printer so the ink does not easily run, two printers needed. Just pointing out logistics.

The payment process needs to be addressed. We currently utilize pay pal. This is not a optimum. We now received a notice from pay pal when someone uses it. This is the only way I know that someone has ordered merchandise or applied for a membership. At least two or three times a month I do not receive the notice. I only know that someone has not had their order placed or membership processed is when I reconcile the account at the end of the month. If we are running many more items through pay pal, this could be very difficult to reconcile and may require doing it weekly if not daily. I would need to have some sort of a report that would allow me to accomplish this reconciliation. Also many people use electronic checks through pay pal which do not clear for several days. This could cause some concern.

Breeding memos are also a concern. As with the signature issue the breeding memo would also need a signature or more if a buck is co-owned.

Ultimately, this process probably can be accomplished, but I foresee many additional steps being needed by the Central office to do this. I do not see this necessarily expediting the registration process and don't want to give the impression that electronic submissions will do that.

Transfers may not be an option. I have to have the original certificate returned and that just isn't going to happen electronically.

I would like to see the membership roster put online, as that would save money for NPGA and give the membership access to the information they desire.

Possibly in a .pdf format they can print out (just the membership data) Maybe secondary files with herd names or cross reference so they would not need to print as many pages unless they wish to. The issues with family memberships and multiple users who may want to access that may not be as much of a problem. They are not signing (or attesting to the correctness) of anything so one access would be fine for that. There have been some questions in the past about putting information for youth on the website. I'm not sure if this would be an issue or not in this case. Youth are currently printed in our paper/ CD version and is only supplied to members. We may want to take a look at the legalities of this just to be sure. There are currently 187 Youth members.”

This committee analyzed those concerns with the understanding that this one email may not be everything that needs attention. However, we have addressed all items needed for immediate implementation. We have not addressed the membership roster since that was not in our original tasking.

RECOMMENDATION 10.

This committee recommends the Board approve the attached motion NAIS OLR 01 Show Results & On Line Reg, which approves

implementing show results on the NPGA website and establishing an on line registration system for our members and authorizing funding for both projects.

Respectfully submitted,

Stetts Stettler