

**ARRL Board of Directors
Project Status Report**

Date of Report: **April 12, 2012** (Changes since previous report are in bold)

Project Name	Description of Project	Project Tracking Code	Priority	Responsible Manager / Department	Starting (or Anticipated) Date		Completion Date		Cost / Effort		Lessons Learned Review and Completion	Comments
					Projected	Actual	Projected	Actual	Estimated	Current		
Member awareness of IARU	Improve member awareness of IARU activities and issues via ARRL media	SO-A4	M	CEO Sumner	12/15/2010	10/19/2010	2/17/2012	4/10/2012	50 hours	60 hours	Completed	QST: Dec 2010 p 9 & 94; Apr 2011 p 93; Aug 2011 p 76; Nov 2011 p 88; Jan 2012 p 9; Apr 2012 p 9, 77; May 2012 p 62-66. Spectrum Defense Matters: Dec 2010, Mar Sep and Nov 2011 issues. Forums in Dayton, Plano and Huntsville.
Content in multiple media	Make more content available in multiple media and platforms	SO-B1	H	COO Kramer	Underway	Underway	TBD					Primarily being addressed via digital QST (see PUB-01). Producing monthly QST Product Review videos; VEC Manual and Amateur Auxiliary Manual now digital as well as print publications; extensive use of Webinar platform by PR Committee, Volunteer Counsel and others; new Extra Class License Manual will launch in July.
Web-based knowledge sharing	Provide a Web-based means for members to share knowledge on a timely, yet formal basis	SO-B2	M	CEO Sumner	Underway	Underway	7/11/2011 (was 6/30/2011)	7/20/2011 (for Forums)				Awards, Contesting and Technology Forums have been implemented on the website -- Teacher's Forum initiated , more to follow. ARRL Facebook site has 24,000 "friends." Twitter feeds being used.
Emergency training	Make ARRL the "gold standard" for volunteer emergency radio communications training	SO-C1	H	COO Kramer	Underway	Underway	Ongoing					• Basic EmComm course (EC-001) has run 13 sessions with 384 enrollments. Fully integrated with our website. 140 candidates have taken final assessment for emcomm manager's course. • Writing of 400-450 page Emergency Communications Handbook completed -- now being edited. Should be available for sale Q3 2012 (change from Q2 2012).
Media exposure	Improve national media and public relations exposure for Amateur Radio public service and emergency communications, not limited to traditional print/broadcast media	SO-C4	M	Allen Pitts	Underway	Underway	TBD					Particular emphasis is on training field public relations volunteers and bringing them into closer contact with emergency communications volunteers.
Web-based instructional videos	Develop web-based instructional videos produced by staff and members on technical and operational topics	SO-D1	M	COO Kramer	3/1/2011	3/1/2011	Ongoing		\$9,100 (capital)	\$4,471		Video production and editing equipment purchased and operational -- used for some parts of HR 607 web video, monthly Product Review and Now Hear This. Staffing and resource issues still remain.
Improve organizational efficiency	Implement procedures to improve organizational efficiency, making the continuous effort to improve efficiency a permanent element of the League's corporate culture	SO-E3	H	CEO Sumner	Underway	Underway	Ongoing					MVP Dept. implemented improvements in DXCC and Award processing, including new DXCC rate structure, online DXCC app, improved website, improved email and telephone routing, and improved physical workspace organization. Work begun on improved warehouse procedures.
ARRL-Foundation relationship	Achieve a cohesive relationship between ARRL and its Foundation	SO-E5	M	CDO Hobart		Ongoing						This is being addressed in conjunction with the Second Century Campaign (DEV-01). Information now being gathered on desirable alternatives, legal implications.

Effective material for potential hams and new members	Develop more effective materials and processes for use by clubs, volunteers and staff with potential hams and members	SO-F1&F2	H	Bob Inderbitzen, Dave Patton, Allen Pitts, Debra Johnson	Underway	Underway						Club and hamfest sections revised to improve access and content. Club forum (to be in second group of forums launched) to replace club e-letter. New promotional piece about Amateur Radio for youth, "22 Things You Can Do With Amateur Radio," has been well received. Guest memberships successful member recruiting tool.
Non-traditional routes into Amateur Radio	Identify non-traditional routes of entry into Amateur Radio and develop effective uses of this information	SO-F4	M				TBD					DIY is the most promising avenue identified so far. QRP portable operation may be attractive to hikers/backpackers.
Second Century Campaign	Capital campaign in support of financial security and initiatives to ensure meaningful involvement in Amateur Radio by future generations	DEV-01	H	CDO Hobart	Underway	Underway	12/31/2014		\$142,000 in 2011, \$170,559 in 2012	\$90,477 in 2011, \$35,951 in 2012 as of 3/31/2012		Committee chairman and most members have been appointed. Initial meeting at HQ was held 8/11/2011. Prospect review of 151,000 records and on-site staff training session complete. Campaign logo design complete. Individual Giving Manager hired. Printed materials 90% complete. As of 04/12/2012 commitments and gifts total \$2,733,500 with cash gifts received of \$225,000. SCC Committee currently cultivating and soliciting prospects; meeting planned during Dayton Hamvention. Board initiative leader selected and lead letters mailed to ARRL Directors and Officers in January 2012.
Logbook of the World												
	Add a CQ award	IT-01	M	M. Keane/IT, COO Kramer, Dave Patton	2/14/2011	2/14/2011	4/30/2012					First MOU with CQ Communications negotiated, announced for WPX Award. On track for implementation in April.
	Upgrade code to support new database versions	IT-02	M	M. Keane/IT	TBD		6/1/2012					Ongoing into 2012.
	Client-side improvements	IT-03	H	TBD/IT	TBD		TBD (was 12/30/2011)					Upgrade/replace TrustedQSL software to simplify and streamline certificate application and management as well as log signing. Actively seeking new volunteer.
	Enhance user interface	IT-04	M	TBD/IT	TBD		TBD (was 12/30/2011)					Provide mechanisms by which users can more easily and automatically determine award eligibility and apply for awards. Actively seeking new volunteer.
	Improvements to integration of logging software	IT-05	L	M. Keane/IT	TBD	5/1/2011	12/30/2011	6/1/2012				Enhance the interface by which external logging software communicates with LoTW. Conversations begun with developer community. Reflector established for communications. Continue into 2012.
Web functionality												
	E-store integration	IT-06	H	M. Keane/IT	Underway	Underway	Phase I 12/1/2011, Phase II 6/1/2012					Completion delayed by unexpected work on Digital QST project.
Additional IT projects												
	Remote DXCC data entry	IT-09	H	M. Keane/IT, Dave Patton/MVP	3/1/2011	4/1/2011	11/30/2011 (was 10/15/2011)	4/2/2012			Completed	This is now called "Online DXCC Application." It has been very well received, along with the new DXCC fee structure.
	Replace MS Exchange server	IT-11	M	M. Keane/IT			7/1/2012					Upgrade server, install MS Exchange 2012, migrate all mailboxes and decommission old server
Digital QST	Create a digital edition of QST that can be delivered electronically at no additional cost to members	PUB-01	H	COO Kramer	Underway	Underway	5/15/2012 (was 12/30/2011)					On track for June QST launch. Digital rights management system completed for web browser version, testing underway. Redesign of print version to accommodate digital version completed. Staff training in progress. Advertisers advised of changes. Two emails sent to 120,000 members. Full QST archive to be available at launch. Dedicated iOs (iPhone, iPad) application being developed, should launch around October – IT needs to provide web service method. Text version, primarily for visually impaired, in progress.

Column Comments / Descriptions:

Project Name / Description	A project that can be identified - Such as VUCC on LOTW
Project Tracking Code	An internal code that is used from report to report.
Priority	The project priority: High, Medium, or Low. Urgency also may be noted in this column.
Responsible Manager / Department	The person who is overseeing the project
Starting (or Anticipated) Date	The date when the project either started or is anticipated to start
Completion Date	The date when the project was completed and signed-off or is anticipated to be completed.
Cost / Effort	The anticipated cost of the project or other metric, such as staff time, that can be used for tracking
Lessons Learned Review and Completion	An indication that the project's results were reviewed and positive or negative results are documented for future projects.
Comments	On-going comments regarding the projects, impedments, staffing issues, re-schedule reasons, etc.