

To: FRRS Board of Directors  
From: Paul Finnegan, Webmaster  
Re: Museum Web Page  
Date: January 8, 2018

## **2017 Santa Trains**

I posted the 2017 Santa Train [poster](#) from Eugene Vicknair on the home page and linked it to the [2017 Santa Train news item web page](#). This year's Santa Trains page had all the information about the 2017 event, audio links to both of our radio spots, a link to a video from the 2015 event and a link to photos from the 2016 event. We had had 918 pageviews of the web page. This number is up 25.4% from last year's 732 pageviews. As we have seen on several of our recent special events, more people are viewing the pages from their mobile devices as compared to desktop devices and tablets.

<b>Viewing Device</b>	<b>Website for All of 2017</b>	<b>Santa Trains Only</b>
Desktop	67%	30%
Mobile	23%	63%
Tablet	10%	7%

There is a Google Analytics report at the end of this report showing the activity over time for the Santa Trains web page.

Greg Elems sent me some photos from the event and I created a [gallery](#) for them.

## **WP Headlight Master Index**

Peter Arnold and I are continuing to make progress on the [Western Pacific Headlight Master Index](#) web page. Peter sent me another update December 19<sup>th</sup>. We now have issues 4 to 49 indexed with 488 topics and 2,144 index entries.

## **2018**

I have updated and released the website for 2018. I have updated the calendars, election information and sign-up tools.

## **General Items**

I have been busy working with Kerry Cochran and others this month. Rather than try to put all the items in a story, I have created a punch list of the more interesting things done on the website since my last report.

12/5/17 – Posted November Preliminary minutes to [Minutes & Reports](#) web page.

12/6/17 – Posted car foreman and carmen job descriptions.

12/6/17 – Added signal department manager and signal maintainers to [FRRS Org Chart](#).

12/6/17 – Updated general superintendent job description.

12/7/17 – Updated signal department manager job description and added Signal Maintainer to website.

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12/7/17 – Added job descriptions to [Volunteer](#) page (not released to public yet.)  
12/8/17 – Posted reports for December board meeting.  
12/9/17 – Updated yardmaster job description, posted approved November minutes.  
12/9/17 – Posted updated Private Owned Equipment policy on [FRRS/WPRM](#) Policies page.  
12/11/17 – Posted December Preliminary minutes to [Minutes & Reports](#) web page.  
12/12/17 – Updated [Qualification Program](#) on website.  
12/13/17 – Updated Superintendent of Operations job description.  
12/15/17 – Created [Santa Trains 2017 gallery](#) from photos provided by Greg Elems.  
12/16/17 – Added CMO and Facilities Manager job descriptions to [Volunteer](#) page.  
12/17/17 – Updated Steam Dept. Lead to be Roger Stabler.  
12/17/17 – Replaced Santa Train poster on home page with 2018 WP Historical calendar sales code.  
12/17/17 – Corrected May Steam work party dates per email from Roger Stabler.  
12/18/17 – Set up [Sign Up for Train Crew](#) and [Extra Board](#) web pages for 2018.  
12/19/17 – Set up [Crew Training Registration](#) for 2018.  
12/20/17 – Set up Museum Event [Volunteer Sign Up](#) and [Volunteers](#) web pages for 2018.  
12/22/17 – Posted Assistant Chief Mechanical Officer to job, Historical-Archive Department Manager Position descriptions. Updated Trainmaster.  
12/22/17 – Updated the 2018 election US Mail and email information on the [Membership](#) web page.  
12/24/17 – Posted message from 2018 Election Committee and “Merry Christmas 2017” photo from Greg Elems on home page.  
12/26/17 – Added which seats are open for nomination for 2018 election.  
12/26/17 – Updated Software Policy on [FRRS/WPRM](#) Policies page.  
12/27/17 – Updated graphic on home and steam pages for WP 165 Fundraiser dinner with new graphic from Eugene Vicknair.  
12/27/17 – Updated Lock & Key Control Policy from Kerry Cochran.  
12/28/17 – Added Site Access form from Kerry Cochran to the [Museum Forms and Documents](#) page.  
12/29/17 – Updated Site Access form and posted email address where completed forms can be submitted.  
12/29/17 – Posted Key Manager job description.  
12/29/17 – Added Assistant Superintendent of Operations job description.  
12/30/17 – Added Archivist job description.  
12/30/17 – Added Assistant Yardmaster job description and updated Yardmaster job description.  
12/31/17 – Updated Dispatcher job description  
12/31/17 – Updated [FRRS Org Chart](#) per email from Kerry Cochran  
1/2/18 – Posted a [Departed](#) notice about Ken Roller’s passing in the Latest Museum News column.  
1/8/18 – Posted updated calendar and change of January Board Meeting time and location.

**Google Analytics 2017 Santa Train report on the next page....**

Pages

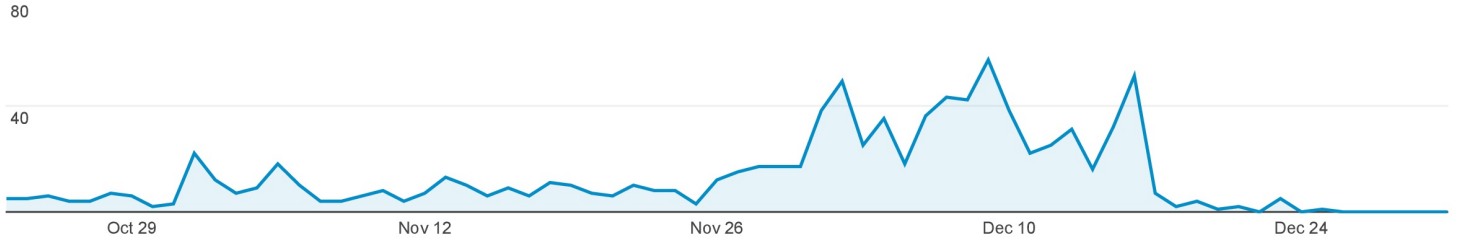
ALL » PAGE TITLE: WPRM Santa Trains 2017

Oct 23, 2017 - Dec 31, 2017

All Users  
3.80% Pageviews

Explorer

Pageviews



Page	Device Category	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		918 % of Total: 3.80% (24,174)	813 % of Total: 4.22% (19,273)	00:03:06 Avg for View: 00:01:23 (125.10%)	468 % of Total: 4.76% (9,842)	84.62% Avg for View: 62.15% (36.14%)	75.05% Avg for View: 40.71% (84.35%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news_items/m_santa_trains_2017.html	mobile	565 (61.55%)	501 (61.62%)	00:03:32	319 (68.16%)	83.39%	77.35%	\$0.00 (0.00%)
2. /news_items/santa_trains_2017.html	desktop	221 (24.07%)	190 (23.37%)	00:02:47	63 (13.46%)	82.54%	67.42%	\$0.00 (0.00%)
3. /	desktop	53 (5.77%)	49 (6.03%)	00:02:53	48 (10.26%)	91.67%	86.79%	\$0.00 (0.00%)
4. /news_items/santa_trains_2017.html	tablet	37 (4.03%)	34 (4.18%)	00:02:22	10 (2.14%)	90.00%	64.86%	\$0.00 (0.00%)
5. /	tablet	16 (1.74%)	15 (1.85%)	00:01:17	15 (3.21%)	86.67%	87.50%	\$0.00 (0.00%)
6. /news_items/m_santa_trains_2017.html	tablet	11 (1.20%)	10 (1.23%)	00:00:59	8 (1.71%)	87.50%	72.73%	\$0.00 (0.00%)
7. /news_items/d_santa_trains_2017.html	mobile	10 (1.09%)	10 (1.23%)	00:00:32	3 (0.64%)	100.00%	80.00%	\$0.00 (0.00%)
8. /index.html	desktop	2 (0.22%)	1 (0.12%)	00:00:14	0 (0.00%)	0.00%	50.00%	\$0.00 (0.00%)
9. /news_items/santa_trains_2017.html	mobile	2 (0.22%)	2 (0.25%)	00:00:00	1 (0.21%)	100.00%	50.00%	\$0.00 (0.00%)
10. /news_items/m_santa_trains_2017.html	desktop	1 (0.11%)	1 (0.12%)	00:00:00	1 (0.21%)	100.00%	100.00%	\$0.00 (0.00%)

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