

The Old Dy'vorians Association

Communications Report to AGM, April 2017

Website

- During the latter part of the year, we have undertaken a major 'Name the Faces' exercise; this has focussed on the gallery of class and team images found under "Find Your Years" on the website. It was concluded that a good number of team photos were not visible on the website pages, in spite of the fact that they existed within the content management system. Tony Wright of awgraphics.co.uk, who manages the D2D workings of our site, has now resolved a technical issue which was preventing publication and the galleries now have approximately 40 additional images for members to view.
- A mass mailing to 450 Dy'vorians encouraged many members to get in touch to contribute the names of pupils who had previously been unidentified in the captions under images and resulted in about a dozen more photographs being submitted for addition to the website galleries.
- Two further panoramic whole school images were also provided for inclusion on the website and it is planned to create in future a panoramic photograph section under "Find Your Years". Such photos present specific technical issues in terms of cutting and pasting due to their size, but Tony Wright has achieved a good result in the past whereby members can focus in on individuals within such a large group of people – members just need to remember where they were standing when the photo was taken!
- The website continues to perform an increasingly important archival function for the Association. This year has seen the addition of Adrian's Caricatures, which presents an artistic interpretation of former teachers at the School. This original set of drawings was produced by Adrian Davies (Year of '55), who is pleased to share his personal creations/memories with members.
- A series of School Concert programmes covering 1945 – 1950 has recently been made available to the Association by Peter Macpherson and these are currently in the process of being added to the website.
- As more new material becomes available for publication on the website, further consideration will need to be given to how to optimise navigation of the website to ensure easy access for all members.
- Details of Tudor Price's Book 'Among some Swansea Schoolboys' were published on the website last year to make members aware of the availability of this important record relating to Dynevor Schoolboys during war. Tudor has now completed a second edition of his research entitled "***Among Some Swansea Schoolboys 1939-45***" and details of how to obtain copies will be published on the website shortly.
- With the passing of time, more 'In Memoriam' contributions are being submitted for publication; we will continue to record on the website details of the lives and achievements of some of the more notable past pupils and staff of Dynevor.
- It was reported last year that monthly visitors to the website were in the range of 400 – 450. The average has continued at this level over the past year, but it is clear that the "Name the Faces" project has resulted in a significant jump in visitor numbers with the 2017 average per month being closer to 600.
- Finally, it is traditional to report on where our website visitors typically come from. I can report that Great Britain, the USA and Germany remain at the top of the list with Australia and Canada also prominent. However, over the last year, we have also seen a significant

increase in visits from China and Israel, although the reason for this is not clear as we have no members in those countries!

Social Media

- In parallel with our website, we have continued to develop our presence on Facebook and Twitter so that members have more immediate access to information and news about the ODA. Any important announcements are posted on both platforms.
- We continue to make regular use of Mail Chimp to contact the 450 members who have provided the ODA with an email address; this is a very easy and cost effective means of communicating important messages in a timely manner. 30 MC messages have been sent out over the past 12 months to promote ODA events and happenings.

Finally, all members reading this report are asked to contribute any new images or Dynevor-related information/articles that they may have via the website so that we can continue to successfully develop our communication platforms.