

North Central Highland Cattle Association  
Website Committee Report  
Annual Meeting February 6, 2021

Committee membership: Randi Johnson, Chair, Josh Krenz, Kevin Opperman, Jeff Raschka, Jamie Schulz, Daniel Webster

**Committee activities in 2020:**

**Website traffic:**

Traffic on the NCHCA.org website increased dramatically in 2020. Unique visits increased to close to 7,000 in 2020. Referrals are coming mainly from Google searches. This may be due to increased use of social media, as well as the overall increase in interest in highland cattle. The sale website (highlandale.org) had just over 8,000 unique visits in 2020, though traffic was predominantly in the months before and after the sale.

**Website enhancements:**

Entries for the annual show were done electronically, and payments were done using Square and a shopping cart. Square is included in the website annual fee with no additional cost for most association needs. Paypal will continue to be used for the calendar, to avoid additional charges.

**Social media:**

The committee has expanded active use of social media for promoting the association. In addition to the Facebook group, the association has a Facebook page managed by members of this committee. The Facebook group has over 600 members, and the page has close to 1,800 followers. Targeted paid advertising through Facebook has been used for the production sale, the annual show, and the annual meeting with positive results.

**Classified advertising:**

The NCHCA board expanded this membership benefits to include unlimited classified advertising on the website at no cost for members as part of the annual membership fee. Each classified ad includes a post to the Facebook group and an email to active members. Many members using classified ads have reported success in sales. The classified ads are one of the highest traffic pages on the NCHCA website.

**Semen directory:**

The committee recommended creating a free semen directory for members and the NCHCA board approved this new member benefit. This directory is just getting started, and members with semen to sell are encouraged to take advantage by listing their available sires.

**Member use of profiles:**

A separate profile page is created for each member farm with its contact information. Additional information can be added if desired by members, up to 500 words and three photos as a free member benefit. There are only a limited number of members who take advantage of the option to send in additional information, but promotion of this benefit will continue.

**Beef producer listing:**

The number of farms that have asked to be included on the beef producer page has remained stable in 2020. There is a question on the membership form about being included in the listing, but a member can request to be added at any time by contacting [website@nchca.org](mailto:website@nchca.org)

**Goals for 2021:**

1. **Expand website functionality to enhance electronic submissions**
2. **Continue to expand use of social media for promotion**
3. **Continue to promote use of member benefits available through the website**

**Action plan:** Discuss at the annual meeting, feature in future Hoofbeat articles, utilize Facebook and email to promote association benefits and expand membership.