

North Central Highland Cattle Association
Website Committee Report
Annual Meeting February, 2023

Committee membership: Randi Johnson, Chair, Josh Krenz, Jan Larson, Kevin Opperman,
Jamie Schulz, Daniel Webster

Committee activities in 2022:

Website traffic:

Traffic on the NCHCA.org website increased dramatically in the last year. Unique visits increased almost 75% compared to 2021 to close over 18,000 in 2022. Much of this increase is due to the increased use by members of classified ads, which seems to be driving much of this traffic. Referrals are coming mainly from Google searches. The sale website (highlandsale.org) increased by close to 20% to almost 18,000 unique visits in 2022, up significantly from prior years, despite having only one sale in 2022 compared to two in 2021.

Educational sessions:

NCHCA sponsored zoom educational sessions in 2022 and recordings of those sessions have been added to the website under "Resources". Sessions are available on animal nutrition and bull selection.

Website enhancements:

Entries for the annual show, membership and the annual meeting 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, because it has better options for shipping. Google forms are used for electronic entries when possible to facilitate sending confirmations for submissions.

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 close to 1,200 members, and the page has 3,500 followers. Targeted paid advertising through Facebook has been used in past years for the production sale, the annual show, and the annual meeting with positive results. The committee has also created an Instagram account, nchcahighlands. All are encouraged to follow us on Instagram.

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. The volume of classified ads has increased significantly in 2022, with over 60 ads submitted. 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 website has a semen directory with free listings for members. This directory is starting slowly, 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 will continue. Members are encouraged to take advantage of this member benefit.

Beef producer listing:

The number of farms that have asked to be included on the beef producer page has remained stable in 2022. 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

Goals for 2023:

1. **Continue to expand content for members.**
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, Instagram and email to promote association benefits and expand membership.