

## **Minutes of the Steering Group Meeting Thursday 2<sup>nd</sup> May 2018 at 11 am BST.**

**Attendees:** Shaun McCarthy (Chair), Carole Ann Smith (Secretariat), Josh Jacobs, Annie Sorrel, Staffan Soderberg, Jorge Soto.

**Apologies:** Colin McKerracher, Jean-Louis Haie, Antonio Astone,

**Operations Update.** As data sheet sent out prior to meeting.

**Josh** asked if we could find out where the traffic to our website comes from. At the moment we know most people finds us via Google searches for ISO 20400 (we are always in the top 3 or 4), Carole Ann directs LinkedIn members and Twitter followers to the site in her welcome messages to new members and some people / organisations find us via searching subject specific words. But we will look into this further and provide a report for the next meeting.

**New Website demo** – Shaun demonstrated the new website and the Self-Assessment tool which was well received.

**Staffan** asked if we should continue to have the “Buy the standard” on our website which claims to be a free website? .... He felt we should. He also asked if we could approach the ISO / National Standards bodies to see if they would put a link on their site to our site and tell them how many people have found their site via ours. Shaun will in the first instance contact Colin McKerracher about this.

**Josh** asked if we could find out how many users had accessed the “Buy the Standard” page on the present website.

**Post meeting info** ..... 592 Users have accessed the “Buy the standard” page in the past 12 months. We can't know how many have actually bought the standard however and BSI and ISO won't share that information either.

**Jorge Soto** offered to translate the Self-Assessment tool into Portuguese for us. Many thanks to everyone who has offered to translate this and other posts on our website for us, it makes the site so much more accessible for many more people.

**Annie Sorrel** feedback on how she uses our website.

**Jorge Soto** queried the “Country of Origin” and said it may be best to say which country the post referred to rather than the country that had contributed it. This was agreed and CA will edit the new website asap to show this.

**New website wish list – phase two** We are starting to think about the next phase of development. We have emailed out a list of 10 things for your consideration and ask that you get back to us with any suggestions you may have for our “phase two” of the new website. We will then put the suggestions in a survey monkey questionnaire and send it out to everyone. The results will be put to Rouge for costings later in the year.

**Date for the next meetings .... Tuesday 10<sup>th</sup> Sept 2019 at 11 am BST**