

2017 APTA Board Meeting

IT Committee

Mission Statement: To deliver functional technology solutions and support and engage the current and future members of the APTA across all of their activities involving platform tennis, including tournaments, league and social play.

Accomplishments:

- 1) The new online membership system went live last summer and has been in use since then. Work to complete important features, such as league imports and PTM mailing list generation and reporting, continued throughout the season. We install updates on a regular basis.
- 2) APTA membership number lookup was integrated into the membership system.
- 3) The player self-rating system was completed and launched.
- 4) We developed a series of scoring pages designed to be shown within Live Streaming, so that the commentators can show draws and bios on air.
- 5) The new points format for the women's rankings was implemented into the online rankings.
- 6) Version 1 of the APTA Official App was up for the last few tournaments and Nationals. Feedback was strong and usage at Nationals was very high for the players and some followers.

Goals:

- 1) Working on APTA app design changes tied to website design and as many integration points as possible, including eCommerce, tournament sign-up, and reminders for Version 2.
 - 2) Offering MyAPTA and making it usable for different leagues with different formats.
 - 3) Continuing to work with tournament directors who are willing and able to do some of their own administration.
 - 4) We have received requests for a version of scoring that can be used by smaller tournaments and league events. We would like to offer this as a tangible benefit of membership.
 - 5) We have agreed to take over the Hall of Fame site, and will work on integration into the APTA website.
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Snapshot of Live Scoring Stats 2016-2017 (Oct 1 – Mar 26)

Visits

Metric	2016- 2017	2015- 2016	Change
Sessions	197,804	181,050	9.25%
Pageviews	1,149,110	1,027,853	11.80%
Users	46,311	44,307	4.52%
Avg. Duration	5:12	5:07	1.61%

Author: John Noble