



## California Writers Club

### MRMS STATE SYSTEM ADMINISTRATOR REPORT (07/02/2015)

During the year, four enhancements (three major, and one minor) to the system were developed, along with several minor 'tweaks'. The major enhancements were the completion and release of 'Document Vault' along with the moving of all MRMS documentation into the Vault, the completion of the 'Vendor/Member Verify' facility, and the expansion of State Executive Committee access to member records. The minor enhancement was the addition of 'Mail Merge' format to the Report Generator.

All of these enhancements proved effective and had no negative impact.

I continue to be frustrated by a lack education among the members of CWC concerning MRMS's capabilities, and in many cases, its existence. In spite of recurring conversations within the Central Board about 'modernizing' and "attracting a younger membership," the potential of MRMS — our primary technological tool — is being overlooked.

It is my observation that, given education and information, our members embrace MRMS's capabilities. (The facilities are already in MRMS for more conservative members to 'opt out'.) This discussion should be taken to the members.

I have written (literally) thousands of words in this pursuit, and personally made several attempts at disseminating information, but am constrained in the audience I can reach. (Our President has now agreed to letting me publish an article in the Bulletin.)

Moreover, wider adoption would justify several beneficial enhancements:

- eCheck Request (on-line Check Request submission and tracking.)
- Central Speaker Register (with reviews and pertinent facts on each Speaker)
- Central Bulletin Board (Posting of events.)
- Cross-branch directory inquiries
- Standardized Genres (to allow for cross-branch matching of interests.)
- Market Place (Listing of Discounts and Vendors.)
- BBS

All these could be accomplished outside MRMS, but would then not be exclusively *member* benefits. MRMS is the only environment that can discriminate between members and non-members.

Finally, I am retiring as Rep. shortly after this meeting. I am concerned that, at that point, MRMS will have no advocate on the Board. Although there is acceptance and (often) appreciation among the Reps, there needs to be a 'voice' to represent and promote the system.

Respectfully submitted,  
Ray Malus, State MRMS Administrator  
July 4, 2015



# Tables and Statistics

**Membership Summary (July 1, 2015 -- 8:15 am)**  
(05/01/2014 - 09/30/2015)

#	Branch	Members	Active	Associate	Ratio
1	Berkeley Branch	96	47	42	52.81%
2	Sacramento Branch	152	86	50	63.24%
3	SF-Peninsula Branch	103	79	18	81.44%
4	Redwood Branch	284	157	97	61.81%
5	Mt. Diablo Branch	137	86	45	65.65%
6	South Bay Branch	188	96	71	57.49%
7	Marin Branch	66	50	15	76.92%
8	Central Coast Branch	132	65	62	51.18%
9	Tri-Valley Branch	97	54	36	60.00%
10	Fremont Branch	58	25	24	51.02%
11	Mendocino Branch	71	37	17	68.52%
12	Napa Valley Writers	59	25	29	46.30%
13	San Fernando Valley Branch	63	36	23	61.02%
14	High Desert Branch	103	53	44	54.64%
15	Writers Of Kern	87	50	33	60.24%
16	East Sierra Branch	27	13	14	48.15%
17	Inland Empire Branch	41	18	21	46.15%
18	Orange County Branch	49	29	17	63.04%
19	Coastal Dunes	38	25	13	65.79%
20	Long Beach Branch	56	27	29	48.21%
Total Membership		1907 (sum)	1849 (Actual State)		

## Membership Totals.

The table on the left represents our membership as of July 1, 2015. Please note that four Branches show financial errors\* (not indicated), but membership figures should be accurate.

Four Branches seem to be slightly below the required Active/Associate ratio.

The State total membership is shown as 1849. However, seventy-two of these members are new as of July 1, 2015 (Thirty-eight for Coastal Dunes, plus thirty-four early payment entry.)

The correct total for FYE June 30, 2015 is 1777.

The total shown for 2014 was 1786.

The total shown for 2013 was 1758.

\* 'Financial errors' are member payments which cannot be assigned to a category (often stemming from typos or 'Awards' that are not preceded by a minus sign.) They affect the remittance amount, but do not affect the membership total. However, the report cannot be archived until they are corrected.

## Usage.

Here are the login Stats for the year, by branch.

Login Stats for year ending 2015-07-01  
All Branches  
(July 1, 2015 -- 8:12 am)

#	Branch	Members	Users	Pct.	Total Logs
1	<a href="#">San Fernando Valley Branch</a>	63	24	38.10	637
2	<a href="#">High Desert Branch</a>	103	32	31.07	666
3	<a href="#">East Sierra Branch</a>	27	8	29.63	33
4	<a href="#">Redwood Branch</a>	284	61	21.48	527
5	<a href="#">Writers Of Kern</a>	87	18	20.69	281
6	<a href="#">Inland Empire Branch</a>	41	8	19.51	47
7	<a href="#">Napa Valley Writers</a>	59	8	13.56	245
8	<a href="#">Marin Branch</a>	66	8	12.12	76
9	<a href="#">Fremont Branch</a>	58	6	10.34	33
10	<a href="#">Berkeley Branch</a>	96	9	9.38	105
11	<a href="#">Mt. Diablo Branch</a>	137	12	8.76	243
12	<a href="#">Orange County Branch</a>	49	3	6.12	14
13	<a href="#">Central Coast Branch</a>	132	8	6.06	186
14	<a href="#">SF-Peninsula Branch</a>	103	6	5.83	103
15	<a href="#">Long Beach Branch</a>	56	3	5.36	68
16	<a href="#">Coastal Dunes</a>	38	2	5.26	14
17	<a href="#">Tri-Valley Branch</a>	97	5	5.15	398
18	<a href="#">Sacramento Branch</a>	152	6	3.95	233
19	<a href="#">Mendocino Branch</a>	71	2	2.82	89
20	<a href="#">South Bay Branch</a>	188	5	2.66	52
	<b>TOTAL</b>	1849	233	12.60	4049

Legend:

- # = (just a counter)
- Branch
- Members = Total current branch enrollment.
- Users = Individuals who have logged on
- Pct. = Percent of total members who have logged on.
- Total Logs = Total number of sessions by all users.