

COUNCIL REPORTS – Clan MacLeod Society Alexandria Dec. 4, 2015

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1. Quorum Recommendations – President Weeden Nichols

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DATE: 15 November 2015

TO: CMSUSA Council

SUBJECT: Current CMSUSA Practice and Recommendations Re Definition of Council

1. It has been my observation that many or most others attending CMSUSA Council meetings have been, like me, unaware of the defined limits of Council membership, and who is and is not a member. There are certain persons who must be included. Our current (2006) By-Laws specify that the National President, National Vice-President, National Secretary, all the RVP's, and the three Chiefs (*ex officio*) must be included. We are limited to thirty members, though that may be changed by amendment of the By-Laws. (I don't think we need make our policy-making body larger than thirty, given that our entire organization has been running at about a thousand members, give or take.) We have been operating as though everyone on the "Council" drop-down from the "Info" tab in our CMSUSA website is a full member of Council. Certainly, the specialty-area appointees who appear on the "Council" drop-down have been welcome to contribute in Council meetings, as have other CMSUSA members who happen to attend. We do not want to discourage participation, though in the interest of time, we might restrict speaking to actual voting members of Council who are recognized by the presiding officer.
2. In order that we not crowd our thirty-member Council ceiling, I am going to recommend that the specialty-area appointees whose normal functions involve policy be the specialty-area appointees who should be full voting members of Council. We have specialty-area appointees in areas such as Piping, Dance, Chaplaincy that are important to us, but do not involve general policy. On the other hand, we have positions such as the CMSUSA Counsel and the RVP Advisor, who are important policy-making contributors, and the Newsletter Editor and Internet Editor, whose functions bring them into contact with policy-related matters frequently and in depth. As the head of the subordinate charitable branch of CMSUSA, the Chair of the Dunvegan Foundation Board of Trustees should also be a voting member of Council.
3. I'm going to recommend that no key appointees be banished from the "Council" drop-down, but that the title of the drop-down (once a visitor to the website has "clicked" on "Info" and again on "Council") be "Council and Key Personnel" or something similar. Perhaps the "Council" drop-down should contain a notation that Council includes all Regional Vice Presidents (see "Regions").
4. In accordance with the reasoning above, I propose that Council be currently defined as:
 - A. The three Chiefs (*ex officio*).
 - B. President, CMSUSA.
 - C. National V.P.
 - D. National Secretary.
 - E. National Treasurer.
 - F. RVP Advisor.
 - G. All 13 RVP's.
 - H. CMSUSA Newsletter Editor.
 - I. CMSUSA Internet Editor.
 - J. Chair, Dunvegan Foundation Board of Trustees.
 - K. CMSUSA Counsel
 - L. Immediate Past President
 - M. Membership Secretary
5. It is understood that several specialty-area appointees are also RVP's. One person would not be permitted more than one vote anyway, and we must define the natures of voting Council-member offices and non-voting key offices with the idea in mind that the two offices held by a particular person will not always be linked.

2. Membership Secretary – Anne L. MacLeod

Clan MacLeod Society, U.S.A., Inc.

SECRETARY'S REPORT TO THE COUNCIL ALEXANDRIA, VIRGINIA December 4, 2015

Below is the membership tabulation for this year. You can compare the numbers from previous years as well.

My only expense this past year was for postage - sending out publications to new or reinstated members and stamps for renewal notices.

Secretary Account (11/01/2014 thru 10/31/2015)

Beginning		\$ 7,469
Deposits		21,157
Transfer to Treasurer		(22,600)
Postal Services and Stamps	\$1046	
Office Supplies	0	
Printing Supplies	0	
Miscellaneous	0	(1,046)
		\$ 4,980

Region	Current Members					New Members (for year ending)					Dropped Members (for year ending)				
	11/11	11/12	11/13	11/14	11/15	11/11	11/12	11/13	11/14	11/15	11/11	11/12	11/13	11/14	11/15
New England (1)	65	58	72	67	62	5	3	10	1	6	23	12	5	7	12
Northeast (2)	52	43	43	39	40	2	2	10	3	3	14	10	1	8	7
Mid-Atlantic (3)	98	84	86	88	97	8	3	12	15	21	15	19	11	15	15
Carolinas (4)	116	103	98	105	103	15	6	11	16	17	18	20	20	15	23
Southeast (5)	96	92	100	120	96	11	10	27	43	15	22	19	23	25	43
Gulf Central (6)	55	50	53	48	44	7	4	10	7	9	14	8	10	12	12
Great Lakes (7)	130	114	107	103	91	23	12	13	15	9	27	26	30	16	17
Upper Midwest (8)	25	18	21	26	26	3	1	2	7	8	6	5	1	2	5
Missouri Valley (9)	49	45	40	43	50	2	6	2	6	9	10	9	8	3	2
South Central (10)	95	98	110	101	83	29	21	31	24	8	20	24	29	38	32
Southwest (11)	88	75	61	52	52	4	9	4	4	3	24	18	19	14	9
Pacific (12)	84	80	75	73	69	7	8	6	9	10	18	17	14	14	17
Northwest (13)	50	44	44	40	39	2	4	7	6	8	21	8	10	11	9
Canada & Overseas	9	8	7	7	8	0	0	0	1	1	2	1	2	1	0
TOTAL	1012	912	917	912	860	118	89	145	157	127	234	196	183	181	203

3. Treasurer – Richard MacLeod



Clan MacLeod Society, U.S.A., Inc.

ALEXANDRIA, VIRGINIA

DECEMBER 4, 2015

REPORT OF THE TREASURER



Accompanying this report is a balance sheet that shows we have \$30,315 in unrestricted funds and \$74,925 in our life members reserve. Also attached are a comparison of the 2015 budget vs actual expenses for twelve months ended October 31 and a proposed budget for 2016.

2015

We had a very good year financially, as we brought in almost \$10,000 more than we spent. The major variances from our budget are explained below.

- (1) We received \$2,000 more dues than budgeted. That was almost entirely due to payments on life memberships.
- (2) We received over \$1,600 in donations from Bob & Sandy McLeod and the Wrigley Foundation due to Bob & Sandy.
- (3) President Weeden donated back his \$1,750 allocation.
- (4) The \$500 AGM advance was repaid and over \$1,400 additional was received as a 40% share of the AGM profits. Furthermore, the speaker for the AGM Memorial Lecture refused payment, so only \$50 of the \$750 allocated for the AGM Lecture was used. My congratulations to Eugene McLeod, Pam Captain and the rest of their crew for a successful AGM.

The above are permanent items. The below are timing items. They should be reflected in next year's results.

- (5) The \$1,000 from the Dunvegan Foundation for newsletter ads had not been received by October 31.
- (6) RVP allocations of \$2,367 have not been paid out yet, but presumably will be by December 31. However, Jack Lewis has chosen not to take his \$344 allocation. Thank you Jack.
- (7) A payment of \$3,532 for the second edition of the ACMS magazine was not made by October 31.

After figuring in the timing items we took in about \$5,000 more than we spent.

2016 BUDGET

The 2016 budget is based upon our current membership of 863. I have again budgeted for two printed newsletters with color covers. It projects only a modest loss, so with just a little luck we may have another financially positive year.

MISCELLANEOUS

The 2014 income tax return has been filed as well as a report to the State of New York, where we're incorporated.

Please sign the attendance sheet I prepared and if you expect your expenses relating to this meeting to exceed \$250 indicate if you'd like a letter for income taxes purposes. Please also provide an estimate of the average hours you spend per week on Society business.

Respectfully,

A handwritten signature in cursive script that reads "RA MacLeod". The signature is written in dark ink and is positioned above a horizontal line.

Richard A. MacLeod, Treasurer

CLAN MACLEOD SOCIETY, USA, INC.

BALANCE SHEET AS OF OCTOBER 31, 2015

ASSETS

Unrestricted Funds:

Schwab	14,969
PayPal	1,709
Secretary's Account	13,637
Total Unrestricted Funds	<u>30,315</u>

Life Members Reserve:

Schwab (Customers Bank) 0.70% CD Due 10/24/16	11,000
Schwab (Compass Bank) 1.30% CD Due 8/31/17	19,000
Schwab (GE Capital) 1.40% CD Due 9/19/17	28,000
Schwab (American Express) 1.55% CD Due 10/23/17	16,000
Schwab	925
Total Life Members Reserve	<u>74,925</u>

TOTAL ASSETS

105,240

CLAN MACLEOD SOCIETY, U.S.A., INC.
BUDGET VS ACTUAL 10/31/2015

	APPROVED BUDGET	ACTUAL 10/31/2015	VARIANCE POSITIVE (NEGATIVE)
RECEIPTS:			
DUES	18,375	20,397	2,022
INTEREST	700	793	93
DONATIONS	0	1,643	1,643
AGM	0	1,939	1,939
MISC.	2,500	1,781	(719)
TOTAL RECEIPTS	21,575	26,553	4,978
DISBURSEMENTS:			
ACMS DUES (917 x £1.00 @ \$1.63)	1,447	1,337	110
ACMS MAGAZINE (917 X \$8.35)	7,599	3,745	3,854
NEWSLETTER	5,000	4,697	303
SECRETARY ACCOUNT			0
Printing/Supplies	800		800
Postage	1,000	989	11
Office/Computer Supplies	100		100
Misc	100		100
ADMINISTRATION			0
Meeting	1,000	610	390
Misc	500	50	450
PROMOTIONAL/OTHER			0
Presidential Allocation	1,750	0	1,750
Regional VP Allocations (13 Regions x \$200) + (917 x \$3)	5,330	3,160	2,170
Publicity Allocation	475	475	0
Migration Project	750	1,000	(250)
Migration AGM Memorial Lecture	750	54	696
Service Awards	100	100	0
Internet Manager	800	660	140
TOTAL DISBURSEMENTS	27,500	16,877	10,623
EXCESS RECEIPTS/(DISBURSEMENTS)	(5,925)	9,676	15,601

CLAN MACLEOD SOCIETY, U.S.A., INC.
2016 PROPOSED BUDGET

RECEIPTS:

DUES	21,800
INTEREST	950
MISC.	2,750
TOTAL RECEIPTS	<u>25,500</u>

DISBURSEMENTS:

ACMS DUES (863 x £1.00 @ \$1.52)	1,312
ACMS MAGAZINE (863 X \$8.35)	7,206
NEWSLETTER	5,000
SECRETARY ACCOUNT	
Printing/Supplies	800
Postage	1,000
Office/Computer Supplies	100
Misc	100
ADMINISTRATION	
Meeting	750
Misc	500
PROMOTIONAL/OTHER	
Presidential Allocation	1,750
Regional VP Allocations (13 Regions x \$200) + (863 x \$3)	5,189
Publicity Allocation	475
Migration Project	1,000
AGM Memorial Lecture	750
Service Awards	100
Internet Manager	0
TOTAL DISBURSEMENTS	<u>26,032</u>
EXCESS RECEIPTS/(DISBURSEMENTS)	<u><u>(532)</u></u>

Note:

Dues are \$25 * members, w/o life members, plus expected life membership payments.

5. Migration Director – Ann McLeod

Clan MacLeod Migration Director 2015 Report

2015 has been a very busy year researching not only the people with the surname MacLeod but also beginning to gather information on the MacLeod Septs. We have grown to over 50,000 names in our database and more are being added weekly. These names have been identified by Clan MacLeod members, genealogy programs, historical newspapers, tombstones, marriage records, military web sites, books, magazines/newsletters, etc. Without the money provided by the Dunvegan Foundation it would not have been possible for me to cover the majority of the cost of the programs used to not only identify but track the information. We have spent the following this year: Tribal Pages (\$50), Ancestry.com (\$300), Fold3.com (\$80), Archives.com (\$120), Newspapers.com (\$80), Genealogy Bank.com (\$75.00), Binding of a McLeod Family History Book (Walton Co., FL) to be placed in the Moultrie Library (\$50), Replaced Portable Hard drive (\$100) and paper and ink supplies (\$250).

We are still displaying our genealogy database using a program called Tribal Pages. This program has a minimal cost, but provides access to all information in our database to everyone who might be interested. As people search the web for their MacLeod heritage, they often find our Tribal Pages website. Tribal Pages not only displays the surnames that are in our database but informs those who are searching that they need a passcode to access the details. There is a link on that same page which allows them to very easily send a message requesting a password. This provides an opportunity to explain why they should consider joining Clan MacLeod. Our website has had over 1450 website visitors from all over the world. You can check out the website at www.clanmacleodusa.tribalpages.com. Password is currently Gaelic but changes about every 6 months.

Currently in our database there are approximately 2321 people with the surname MacLeod, 12,192 with McLeod, 150 with Askey, 371 with Bethea, 186 with Bethune, 54 with Cabe, 363 with Caskey, 109 with Caskie, 210, with Cauley, 54 with Cawley, 713 with Cloud, 57 with Cluer, 110 with Crimmon, 153 with Lewis, 83 with Loud, 26 with McAllister, 765 with McAulay, 74 with McAuley, 23 with McAuly, 33 with McCallum, 364 with McCaskey, 59 with McCaskie, 51 with McCaskill, 192 with McCauley, 55 with McCawley, 733 with McCloud, 60 with McCluer, 2663 with McClure, 264 with McCrimmon, 280 with McLoud, 45 with McLure, 159 with McNichol, 81 with Nichols, 405 with Nicholson, 383 with Nickell, 945 with Nichol. Many other surnames are included. This year we have not only added individual names to the database but more importantly we have been able to add details such as spouses, parents, birth dates/places, etc. and sources to help prove the data as correct. This is proving to be valuable to those hunting their family history as it helps to not only link members but also identify grandparents, great-grandparents, etc.

This next year my goals are: 1) gather as much family history information from Clan members as possible, 2) gather more information on our family members who served our country in the military, 3) gather photos from our MacLeod ancestors.

6. Genealogy Research Tool Trifold and business card



information) it can lead to many more challenges. A wide variety of standardized blank forms can be found on the web. Some that you will definitely need are family group sheets and pedigree charts. Others that you might find helpful are located at:

<http://www.genealogysearch.org/free/forms.html>
<http://www.archives.gov/research/genealogy/charts-forms/>

There are also computerized genealogy programs that will actually build these forms for you, using the information you are collecting. Some of these programs are: Legacy Family Tree, Family Tree Maker, Family Historian, Roots Magic, Ancestral Quest, Heredis, Family Tree Heritage, Brother's Keeper and WinFamily. They range anywhere from about \$30.00 to \$85.00.

Vital Records:

Old Parish Registers, 1553-1854: There are nearly 1000 parishes in Scotland. Most of the Scots were members of the Church of Scotland

(Presbyterian) and are recorded within the church's registers. However there are others denominations which kept their own records. The old parish registers of the Church of Scotland have been deposited with the National Archives of Scotland. Do not expect too much for the Old Parish Registers birth and baptism records. The amount of information recorded is variable and most entries contain very little detail.



Many of these records and information about them can be accessed through the websites:

www.nrscotland.gov.uk/research/guides/church-records

www.scotlandsppeople.gov.uk

Scotland Births and Baptisms: Family Search.org has created a Scotland Births and Baptisms, 1564-1950 to be used as a tool to locate and view original documents. It is comprised of information from indexed church records, civil registrations. It contains such things as name of child, gender, names of parents, birth date, birthplace, christening date, father's birthplace, mother's birthplace and race or color.

www.search.ancestry.co.uk

www.nrscotland.gov.uk/research/guides/birth-death-and-marriage-records

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U.S. Vital Records. The recording of vital statistics in the US developed slowly. Early birth, marriage and death information was sometimes recorded in brief entries in register books until the 20th century when it became more common to create certificates. Each state eventually developed its own laws and created a statewide registration system. However, these records do not exist until the early 1900s. A website that can help you determine how to get access to a vital record is: www.cdc.gov/nchs/w2w.htm

Emigration

By the end of the 18th century approximately 150,000 Scots had migrated to the Americas. However there is not a lot of information available as there was no requirement to maintain a list of passengers heading overseas until the mid-19th century. The US however has relatively good immigration records starting around 1820. You can find some information that might help at the following sites:

www.castlegarden.org (those arriving before 1892) through the port of New York

www.ellisland.org (for the period of 1892-1924)

There are numerous websites to support your research in this area. Simply use google to search for such terms as Emigration/Scotland/etc.

www.nrscotland.gov.uk/research/guides/emigration-records

Census Returns

The Scottish government took a census every ten years since 1801 except in 1941. The censuses from 1841 to 1911 are available for public use. Census takers were instructed to list only those persons who spent the night in the household when the census was taken. The 1801-1831 censuses contain only statistical information, no names. Commercial services such as "Ancestry" and "Findmypast" have transcriptions of the 1841-1891 census returns often which can be available free of charge from public libraries.

www.scotlandsppeople.gov.uk

www.censusfinder.com/scotland.htm

www.nrscotland.gov.uk/research/guides/census-records

The U.S. has taken a census every ten years since 1790. In the US Census records you can find information like names of other household members,

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ages, birth places, residence, occupation, immigration & citizenship details, marriage information, military service and more. The information collected varied depending on the year. The census records for 1890 were destroyed in a fire. www.census.gov

Military Records

Military records identify individuals who either served or were eligible to serve in the military.

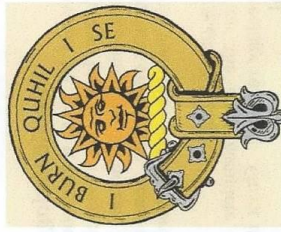
Scotland: Before 1707 Scotland had its own military and people were only called up as needed. They were dismissed when the need was met and very few records were kept. In 1707 the governments and militaries of England and Scotland united. These records are housed in the Public Record Office in England. Military service (other than militia) was usually a lifetime career. Officers from upper classes and soldiers from working class. A guide providing more info about military records can be found at: www.nrscotland.gov.uk/research/guides/military-records

Deeds

A deed is a legal agreement, obligation or other document registered with a court. It is used to establish the basis of a legal right before proceeding to a related legal action. There are several types of deeds:

bonds, contracts, leases, wills and codicils, factories, and protests. You can learn more about these at

www.nrscotland.gov.uk/research/guides/deeds



Poor Relief

Normally those receiving poor relief

were those unable to support themselves, either because of age or incapacity. They included orphans, the sick or disabled and the insane. The sturdy beggar or the able-bodied poor were not generally entitled to support and were indeed legislated against.

www.nrscotland.gov.uk/research/guides/poor-relief-records

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Wills and Testaments

The term testament is used to describe all the documents relating to the executory of a deceased person. Every testament has inventory of the dead person's property. It may be a brief summary of the goods involved or a long list of individual items and valuations. Some testaments include a will. Wills can provide a wealth of detail about family relationships and details of everyday possessions. Note however that the eldest son in a family will often not be mentioned, because he inherited the heritable property of his deceased father. Under Scots law, an individual's property was divided into two types: 1) Heritable property consisted of land buildings, minerals and mining rights, and passed to the eldest son and 2) Moveable property which consisted of anything that could be moved.

www.nrscotland.gov.uk/research/guides/wills-and-testaments

www.scotlandpeople.gov.uk

Spelling

If you research only a single name or spelling, you're probably missing out on a lot of good stuff. Your ancestor may have gone by several different names during his lifetime, and it's also likely you'll find him listed under different spellings as well.

Paid Genealogy Websites

It would be great if one could access all genealogy websites free to do research. However, there is a membership fee to access many of the genealogy programs on the web. Some of the ones that might be worth your time and effort are:

www.ancestry.com

By far the most complete database out there for genealogy research. Check it out by using their free trial.

www.fold3.com

Fold3 is a great resource to discover historic military documents and can be used to learn and share the story of veterans in your family tree.

www.genealogybank.com

Provides access to modern obituaries, historical newspapers, books, pamphlets, military records, and government documents.

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CLAN MACLEOD USA

GENEALOGY RESEARCH TOOLS



Want to know more about your personal family history? Are your ancestors from Scotland? Where in Scotland? The only way to really know your ancestry is to research it. Start with yourself, document your data on basic genealogy forms and then begin working backwards.

Genealogy is the study of the descendants of families and persons from an ancestor or ancestors. As a hobby genealogy can become pleasantly addictive. Well, here are some helpful websites to get you started on that search:

www.clanmacleodusa.org
www.dunvegancastle.com
www.macleodgenealogy.org
www.clanmacleodusa.tribalpages.com
www.nls.uk/family-history/emigration
<http://www.scotsgenealogy.com/>
www.scotlandpeople.gov.uk
www.geniki.org.uk/big/sct
www.usgenweb.org
www.archives.gov
www.archives.gov.on.ca

Start with your family

One of the best sources available and one that is not well used is your own family. Start by documenting information about yourself, immediate family, grandparents, etc. Then search family records (letters, family Bibles, scrapbooks, diaries, photographs, baptismal certificates, newspaper clippings), etc. Remember those old stories you heard family discuss? Now is the time to really ask about them as there is usually some truth behind each story.

Basic Genealogy Forms

Gathering your genealogy information can be a lot of fun but what you learn needs to be recorded so that you won't have to try to find it again. Also if not recorded correctly (to include where you found your

www.newspapers.com

Provides access to 100+ million pages of historical newspapers from around the US and beyond. Can be distracting from your research because there are some great articles to be read!

www.archives.com

A great source for rare and interesting citations and records. Covers the U.S. and U.K. but not Australia or Canada.

Family Search.Org

Family Search is described as the largest genealogy organization in the world. It maintains a collection of records, resources, and services designed to help people learn more about their family history. Family Search offers free access to its resources at: www.familysearch.org. Family Search has been growing significantly over the past few years and have added many source documents that you might not be able to locate elsewhere.

www.clanmacleodusa.tribalpages.com

This is where you can locate the Clan MacLeod USA Database. As a member of Clan MacLeod USA you are not only invited to use this database for any research you might want to do but you can also add information on your family. We currently have about 50,000 names in the database and can't wait to add your family members.

UPDATE US

We want to hear how you are doing with your research and how we can help you. You can contact us through tribal pages or at aemcleod@live.com.



You can find our Clan MacLeod USA Database at:

www.clanmacleodusa.tribalpages.com

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RVP Coordinator Report

In order to make sure the RVPs and state commissioners have the printed materials needed at their games tent, Word and pdf files have been placed in the members section of the website. These files consist of a membership form, guest register, and several tri-fold brochures that can be printed out on a home computer on 8 ½ X 11 paper. Also added is the official Clan MacLeod Brochure in .pdf format. This can be printed off on 11 ½ X 14 paper. Pending council approval, a colorized version can be added with more up-to-date photos. In the coming months I would like to see more resources added including a “games tent guide” with contributions from experienced RVPs to help new RVPs and state or games commissioners get started.

Respectfully submitted:

Bob McLeod

8. Internet Editor – Ian Good



Clan MacLeod Society, U.S.A., Inc.

Alexandria, VA
December 2015



To: Clan Council, and CMSUSA

Subject: CMSUSA Website report

From: Ian Good, MO Valley Region RVP & Internet Editor

Date: November 29, 2015

Overview

Since the last report in Milwaukee this past summer 2015, a new President's Welcome Message and photo was incorporated, Clans Person of the Year info, as well as a refresh of Clan Council positions, additions of photos taken from the AGM, and upcoming events. Many RVP's have recently stepped down and the change were made to the corresponding pages. With the new leaders in place, is an opportunity to engage the new leaders for updates and suggestions.

Within the report below are the new analytics from the "Google Analytics" segments that began in May 2015. The following data represents the date range of May 2015 and November 28, 2015. Attached with the report are the corresponding full data pages for each category for individual review.

In Summary, the activity of the site appears to continue to be steady, and peaks in June and begins to taper down beginning in September. The weekly activity is pretty steady, and we appear to attract new users from a variety of user types.

Costs

As previously reported in Milwaukee, our website contract was renewed. The website subscription was renewed for another 3 year period. The next renewal of the site will be 2018. The Renewal for payment for the site was paid in January 2015 (3 months before expiration). The actual cost was \$660.00. There were no other costs associated with the site maintenance or updates.

Definitions

Below are some definitions of terms utilized within this report or on the corresponding attached pages.

- Sessions - A session is the period of time a user is actively engaged on our website
- Users – that have had at least one session within data range new or returning users
- Pages Views – Total number of pages viewed of a single page are counted
- Bounce Rate – Percentage of single pages visits (i.e visits in which the person left the site from the entrance page without interacting with the page)
- Page sessions – Average number of pages viewed during a session. Repeated Views of a single page are counted
- Average Session Time – average length of a session

Website Statistics

Spring of 2015 began a new set of Website analytics when we began using Google Analytics, which is a free service that captures in depth website data / usage / traffic / and a variety of other data. I loaded the Google Analytics Code into the site to begin tracking the details on May 23, 2015. Below are some overview details for each set of monitored items, representing the highest percentages, or top segments for each category. For full set of details, please refer to the attached report pages from Google Analytics.

Audience Overview

- From April 29, 2012 (site initially launched), to November 2015 CMSUSA website has received 10,365 visitors
 - Averaging 241 visitors a month for the past 3 years / 7 months
- Since the launch of Google Analytics in May 2015
 - 5,060 Users
 - 1. 4,303 new users – 85%
 - 2. 757 returning visitors) – 15%
 - 9,659 Page Views
 - 1. 1.91 pages per session
 - 2. Average Session time is 1:37

Audience Location

- Of the visitors below are the Geography of our visitors by Country and by cities within the USA. There were 106 countries represented. The largest represented countries continue to be a majority of where we have ACMS societies. The “Not Set” represents countries that were not able to be identified. The top countries outside of the USA continue to bounce back and forth between a few.
 - Top 10 Countries
 - 1. United States = 2,911 (57%)
 - 2. Not set = 669 (13%)
 - 3. China = 173 (3%)
 - 4. Brazil = 147 (3%)
 - 5. Canada = 111 (2%)
 - 6. United Kingdom = 105 (2%)
 - 7. Russia = 86 (1.70%)
 - 8. Japan = 82 (1.62%)
 - 9. Germany = 68 (1.34%)
 - 10. Australia = 55 (1.09%)
 - Top 10 US Cities – 48 of 50 were represented
 - 1. Florida (30)
 - 2. California (27)
 - 3. New York (25)
 - 4. Michigan (24)
 - 5. North Carolina (22)
 - 6. Massachusetts (20)
 - 7. Texas (16)
 - 8. Virginia (16)
 - 9. Missouri (14)
 - 10. New Hampshire (14)

Pages

- Below is the data pertaining to the pages viewed the user navigations
 - 9,659 Page Views
 - 7,927 Unique Page Views
 - 1:45 average time on a page
 - 68.14% Bounce Rate
 - Top 10 pages viewed
 1. Home page = 5,058
 2. Genealogy = 612
 3. Join / Renew = 421
 4. Tartans & Crests = 343
 5. Photos = 327
 6. Events = 321
 7. Septs = 203
 8. Regions = 175
 9. Links = 172
 10. Clan Council = 128
 - Bottom portion of the Pages were:
 1. Upper Midwest (35)
 2. 17th Century History (30)
 3. South Central (28)
 4. How to contribute (13)
 5. News (3)
 - Navigation Summary (this represents what page a user started with and what their next visited page was from the previous page). Below are the first 18:

PREVIOUS PAGE	NEXT PAGE PATH
GENEALOGY	Join
JOIN	Genealogy
PHOTOS	Events
EVENTS	Photos
LINKS	AGM_2015
MID ATLANTIC	Clan Council
MISSOURI VALLEY REGION	Mid Atlantic
CLAN COUNCIL	Links
TARTANS CRESTS	Home Page
HOME PAGE	Tartans Crests
SEPTS	Missouri Valley Region
SOUTHWEST	Septs
NEWSLETTER	Southeast
NORTHWEST	Southeast
AGM_2015	History
REGIONS	Carolinas
MEMBERS	Southwest
NEW ENGLAND	Great Lakes

Device Category

- The three types of devices are broken down by the type of device the users is found to be using during their session. There are three categories: Desktop, Tablet, Mobile. With the increase in tablet usage, this category will continue to outpace Mobile users and may in time replace Desktop as the number 1.
 - Desktop = 4,641
 - Tablet = 362
 - Mobile = 57
- Top 10 Mobile Device (non-desktop) used. There were 60 different type of specific mobile devices captured. It is not a surprise with the popularity of Apple devices, that they were in two of the top 3 spots are:
 1. Apple iPad = 246
 2. Not Set = 29
 3. Apple iPhone = 20
 4. Amazon Kindle Fire 7 = 11
 5. Alcatel OT-P310A One Touch = 7
 6. Amazon Kindle Fire HD 7 = 6
 7. Microsoft Windows Tablet = 6
 8. Google Nexus 7 = 5
 9. Amazon Kindle Fire HD 7 3rd Gen = 4
 10. Android Tablet = 4

Browser and Operating System (OS) Summary

- The two top browsers are the two most popular pre-loaded Browsers onto any users PC or device. The remaining correspond to the top devices OS used outside of a desktop users browser:
 1. Chrome = 3,197
 2. Internet Explorer = 609
 3. Safari = 517 (found on Apple Devices)
 4. FireFox = 419
 5. Not Set = 184
 6. Mozilla Compatible Agent = 33
 7. Amazon Silk (found on Kindles) = 29
 8. Edge (found on Microsoft Devices) = 29
 9. Android Browser (found on non-Apple devices) = 25
 10. Opera = 5

Future state:

- In the coming months and remaining 2015 year, I will continue to analyze and utilize Google Analytics to monitor the website activity reports to determine trending.
- Updates and new items will be added to the RVP Resource Section on the "Members" page
- Researching issues where users are not able to return to the website after using the PayPal site
- Previously published USA Newsletter PDF's will be added to the site.

9. Awards Chairman – Franklin Wyatt



Clan MacLeod Society, U.S.A., Inc.

The Society Founded in 1954



June 05, 2015

To: Members of Council and AGM Participants
From: Franklin Wyatt III, Chairman Awards Committee
Subject: Awards Committee Report

This year there were a total of 44 individuals recognized for effort put forth for the Society. 21 shall receive Certificates of Service. 23 shall receive a letter of recognition since they are repeat recipients. The Certificates of Service shall be mailed out after the AGM. The winner of the Clans Person of the Year Award shall be announced and awarded at the Presidents discretion.

This is the Awards Committee Report.

Respectfully Submitted,
Franklin Wyatt III
Chairman Awards Committee

Michael Barger
Judy Basciowski
Charlene J. Boyes
Pam Captain
Dorna Caskie
Andrew Castillo
Fiona Castillo
Madeline Castillo
Ricky Dupree
Drew Fowlie
Ian Good
George Grintion
Gordon Lewis
Jack Lewis
Anne L. MacLeod
D. Jean MacLeod
Eugene MacLeod
Jackie MacLeod
James Blount MacLeod
John N. MacLeod
John Stuart MacLeod
Judy McLeod
Nancy MacLeod

William B. MacLeod
William C. MacLeod
Patrick A. McCabe
Lonnie F. McCaskill III
Ralph McClure
Ann M. McLeod
Donald C. McLeod
Don Mack McLeod
John W. McLeod
Karen McLeod
Kathrine McLeod
Col. Purdy B. McLeod jr.
Robert J. McLeod jr.
Sandra J. McLeod
Weeden R. Nichols
Ronnie Norvell
Larry Sears
Susan Slade
Bonnie MacLeod Thompson
Tammie Vawter
Franklin Wyatt III

10. Special Reports Youth Membership Coordinator – Sasha MacLeod

12/2/2015

Gmail - Youth Membership Coordinator Report



Sandy Mcleod <smcleod6809@gmail.com>

Youth Membership Coordinator Report

1 message

Sasha Macleod <uncrazychica@hotmail.com>
To: Sandy Mcleod <smcleod6809@gmail.com>
Cc: Weeden Nichols <redolaf1@gmail.com>

Tue, Dec 1, 2015 at 3:23 PM

One of my duties as the newly appointed Youth Membership Coordinator is to identify new approaches that will get youth and young adults involved in the Clan MacLeod USA. Participation by Clan MacLeod USA in social media, I believe, will be one of the most effective ways that we can reach the next generation of members.

New reports from The CMO Council show that 87% of the generation known as the millennial's have their mobile devices with them day and night. Further, 70% of the same people are on on their phone for over two hours per day. Electronic devices, such as, cell phones, tablets and computers, thus a connection via social media, are the best way to make contact with them.

With those facts in mind, I have focused on getting the Clan MacLeod USA onto and into social media. After speaking with the members of the 21st Century Committee, the conclusion was that regional pages focusing on specific geographical areas would work better on Facebook. Since then, several pages have been started.

Missouri Valley Region with 71 people following that page.
New England region with 29 people following that page.
South central region with 129 people following that page.
The south east region with 77 people following that page.
The Pacific region had already been established and has a large following of 566 people.

These pages are mostly administered by the RVPs and updated when something new, interesting, or relevant to the activities in their region occur.

Recently, for the Missouri Valley Region, a Twitter account was activated to test the interest for the Clan MacLeod USA on Twitter. The account will continue to be monitored for participation and see if it will be an effective tool for us.

These numbers are an encouraging start. They represent a forward motion on the part of the Clan MacLeod USA and gives us a solid foundation to build on. They are a good beginning to the goal of getting our name in front of the younger generations.

If you have any suggestions or would like information about how to start a facebook account, twitter account or set up a web page for your Region, please contact me. I stand ready to serve and committed to success.

Hold Fast

Sasha

<https://mail.google.com/mail/u/1/?ui=2&ik=f92f667d0&view=pt&search=inbox&th=1515f368ab6906f2&siml=1515f368ab6906f2>

1/1

11. 21st Century Communication Committee – John Stuart MacLeod

Clan MacLeod Society USA 21st Century Communication Committee Project Report December 2015

- **Mission:** The “committee will use Facebook to promote the Clan MacLeod Society, USA and its sister societies and provide a vehicle to communicate and strengthen the bonds of fellowship in our family.

Inception:

Since the AGM in the spring of 2015, three new Facebook pages were created utilizing a common format.

New Clan MacLeod Society USA-New England Region: Administered by John Stuart MacLeod

New Clan MacLeod Society USA - Missouri Valley Region Administered by Sasha MacLeod

New Clan MacLeod Society USA - Southeast Region: Administered by John and Anne Epps MacLeod

Discovery:

Two known Clan MacLeod Facebook pages existed prior to these efforts that have unique formats and there is nothing “wrong” with the format. They ran with it as their own, as trailblazers.

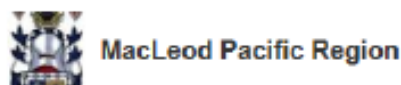
Existing Clan MacLeod Society South Central Region: Administered by Doug Beaton

Existing MacLeod Pacific Region: Administered by Tammie Vawter

A search of Clan MacLeod on Facebook discovers only a few Clan MacLeod Society pages.



A search for regional Macleod society discovers the Pacific Region.



Clan MacLeod Society USA
21st Century Communication Committee Project Report
December 2015

The project plan results are as follows.

- Goals
 - We wanted to use this social tool to reach out to provide information and create more interest in the Clan MacLeod Society and general interest has been expressed by page likes and questions posed.
 - All the regional pages listed upcoming events, answered questions and posted items of interest to the community.
 - Various levels of positive feedback from members have been shown.
- Impact and metrics to be measured.
 - At this time the question of how many new members resulting in these pages is not known. The numbers of "likes" do vary due to the number of people that like the page and get updates from visiting the page.
 - The number of views and likes varies on how aware people are of the pages. In each of my emails and communications to members I include the Facebook information.
- Requirements
 - Administrators by regional VP's or representative are knowledgeable and willing.
 - Current regional activities are posted. Some areas have more going on it seems.
- Roles and Responsibilities
 - At this time only five regional Facebook pages are created by willing representatives.
 - Upon inspection appropriate content and post quality is controlled by security setting in the Facebook page.
 - Response to questions is timely since the application can be responded to by computer and mobile phones.
 - Team members provide feedback to improve quality when required.
- Results
 - Voice communications were not successful as times to meet were not easily coordinated. I did Skype to Ann and John MacLeod and Weedon Nichols for testing and setup discussions.
 - I believe that this project should continue as regions have shown interest, and responses are initially good. Since the events we promote do not happen as everyday activities we have to reach out to regional members in communications and at these events. I do believe the demographics will show that not all members are tech savvy and have Facebook. This should not hold back the project. I know all the current regions promote their Facebook pages if they have one.
- Recommendations:
 - Each region should post events that Clans go to, not only events MacLeod's go to. I am searching for Burns suppers in my five states just to post for FYI. Holiday events are happening that would be good to promote.

I want to thank all the regional administrators taking on this effort. I know this was initially a challenge but the pages look great.

Respectfully,
John Stuart MacLeod

12. Publicist – Judy MacLeod

PUBLICIST REPORT - 2015

Judith MacLeod...judyanaperville@aol.com

We place ads in the following 3 PUBLICATIONS:

THE HIGHLANDER-magazine

SCOTTISH LIFE-magazine

SCOTTISH BANNER-newspaper

After being in this job for 8 years, I now have a relationship with editor, Neill Kennedy Ray. Neill is editor for both The Highlander and Scottish Life magazines. Last Fall, in The Highlander, he published my article about Princess Anne's visit to Dunvegan Castle during our Parliament. The photo included was printed in color.

This present issue, Nov./Dec. 2015, has the article about our AGM in Milwaukee, with a B&W photo.