



**13TH PLENARY ASSEMBLY
of the WORLD JEWISH CONGRESS**

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HEADQUARTERS REPORTS

www.worldjewishcongress.org

The WJC website, www.worldjewishcongress.org, continues to evolve and develop. The site is updated daily with news stories of interest, which are also sent by email to a subscriber list, currently 4,263 people. The 'features' on the homepage are changed regularly to reflect ongoing issues or topics of interest.

Visitors

The daily readership of the website continues to increase and the most popular pages continue to be the news pages, followed by the communities section.

For visitors whose country can be traced, the vast majority of traffic still comes from the USA (~50%) followed by Canada, Germany, Israel, UK, France, Argentina and Australia.

Fund-Raising

The website has been optimised to complement the direct mail campaign and other fund raising efforts of the WJC Foundation. The Brussels office collaborates very closely with the Foundation in order to coordinate fund raising globally. The site has three specific (secure) donation pages (General, Israel & Iran), which have been developed with the WJC Foundation. The website also hosts dedicated pages tailored to specific email campaigns organised by the Foundation.

Communities Section

The fact that a large proportion of visitors access the communities section of the website shows that many internet users see the site as an important reference source on Jewish communities around the world. The information in this section is however still quite out of date, as it was initially taken from the 'Jewish Communities of the World', published by the Institute of the World Jewish Congress in 1996.

The next stage of the development of the website will be a thorough overhaul of this section. All affiliates are encouraged to consult the information on the website relevant to their geographical area, and submit updated data where appropriate.

Intranet

All WJC staff and officers have been given access to a restricted area of the website for staff only: the intranet. This includes a comprehensive contacts database of all the affiliated organisations of the WJC and its regions, as well as associated organisations, with all contact details and lists of officers. It also contains the details of all the staff of the various WJC offices and a searchable events calendar. The intranet is an important resource for WJC staff and is continually updated.

Publications

The Iran Update is emailed to subscribers (4,438) and it is then posted on the website. Visitors to the website can subscribe to / unsubscribe from our regular publications, or the daily news updates, directly.

Recent developments

A President's Page dedicated to Ronald S. Lauder and a 'Meet Our Leadership' section featuring biographical information on officers and senior staff have been introduced.

A new visitor tracking system has been implemented which will allow more detailed analysis of how visitors use the website and the optimisation of the site to suit that usage.