ALA Website Advisory Committee

Draft Midwinter Meeting Minutes

January 10, 2016

3:00 PM-5:00 PM in Boston Convention & Exhibition Center

Attendees:

Ron Block
Rob Banks
Nancy Bolt
Erin Boyd
Simon Healey
Steven Hoffman
Jennifer Peters
Steven Pryor
Gina Seymour
Sherri Vanyek
Paula Willey
Pam Akins

1.0 Update from Executive Board Liaison Rob Banks (20 min)
The Executive Board talking points can be found at http://connect.ala.org/node/248949.

Membership is up and we are excited about it. Conference numbers are up—slightly higher than Chicago.

Libraries Transform is a big deal. It's important to get everybody involved in the campaign. We are more than just books, and a lot of the public don't see that, so we need to educate the public as to what the 21st Century Library is. Please visit the website, download posters, badges, and such, and if you do anything in your libraries, please share it with us.

Some folks tweeted what they were doing and got a huge response. They were very excited.

Rob asked if there were any questions from the group to take to the Executive Board. Simon mentioned accessibility at the conference and on our websites is very important. Sherri mentioned additional funds for ITTS staffing are needed.

2.0 Administrative (10 min)

Please be ready to (briefly) update WAC on what your unit is doing with its web-space. Please bring up any questions your unit has about its web-space or Connect-space.

2.1 Today's Goals

To update WAC on actions of the Executive Board and the ITTS group. To provide an opportunity for members to update committee on web-space-related unit news. Please review our committee's charge (below).

2.2 Amendments to Agenda

No amendments to the agenda

2.3 Review/Approval of June 28 minutes

The minutes were approved.

2.4 Announcements

No announcements

3.0 Reports from WAC Members and Units (20 min)

ALCTS hired Brooke Morris and is re-evaluating some of the pages on their website.

YALSA has no new updates on their website but has made changes to their wikis.

ALSC is struggling to keep their website up-to-date due to staff capacity. They did check all of their links on their website with a goal to look at accessibility issues.

Steven Pryor said he is a member at large and doesn't represent a specific group. Ron said that Steven could review documents and reports for the group.

Jennifer Peters said she is here to serve and will continue to be our intern.

Simon Healey said there is major resolution coming from ASCLA dealing with the accessibility of conference websites, and other services. He said ITTS has done a terrific job continuing to help keep accessibility issues at conference and on ALA's websites front and center. He mentioned ASCLA is thinking about a strategic goal planning for thinking of areas to focus on such as eBooks, digital presentation, and eMusic content. He said GODORT does most of its work on its wiki and all of its standing chairs and committees keep the wiki up-to-date. He said GODORT is going through a major reorganization of their content and are concerned about resources needed to maintain their wiki going forward.

ASCLA mentioned they have been looking at their website for the last two years and have focused on two categories: Resources and Professional Tools. They found several broken links and content that was not relevant. They have assigned an interest group to help them work on these areas. However, the interest group expressed that they do not want the responsibility for the content. They took this issue to their Executive Board to get more resources to update their website which included accessibility initiatives with a goal to get it done by June 2016.

4.0 ITTS Report to WAC (30 min)

Sherri reported ALA's Information Technology & Telecommunication Services (ITTS) revised the timelines in the ALA Strategic Technology Directions Update: 2016-2017 report and added three more sections (10: Library Catalog, 11: Awards & Grants Database, and 12: Institutional Repository (ALAIR)).

Highlights from the report included:

Ecommerce System for Membership Dues and Donations

ITTS' most significant project this year is the development of a new ecommerce system with phase one to launch early in 2016, and phase two later in the year. The system will make the join, renew, rejoin, and donation processes more straight forward for members.

Phase II contains functionalities that don't exist in the current system by the end of calendar 2016.

  Will include continuing and life members to renew their divisions online.
  Student chapter selections.
  Corporate memberships
  Auto-renewal
  Pledges
  Ecommerce System for eLearning (small f2f events, courses, webinars)

  ITTS is working with ALA's Director of Marketing Mary Mackay, project manager Ian Lashbrook, Liz Catalano from Member and Customer Service and our eCommerce vendor to plan and implement the ALA eLearning portal, the one stop shop for online and small in-person event registrations. We've been reviewing current ALA systems and processes so that the new site will streamline the user experience and reduce the effort required to process and service registrations. We are currently reviewing and approving design comps. We expect the portal will launch during fiscal 2016.

  ALA Connect

  The project for the new ALA Connect powered by Higher Logic is underway. The Higher Logic development team is currently reviewing the ALA tagging hierarchy as a critical part of the integration. Higher Logic had to do additional coding to make the microsites work for our divisions and the stakeholder group will start meeting again in February. The expected launch date is targeted for spring 2016. After lengthy consideration, the stakeholder group decided that the name of the new system will remain ALA Connect.

 Launch Responsive Design for the ala.org and division websites

  ITTS is working in the implementation of a responsive redesign for the main ALA website and its division websites. The design will provide a new homepage layout for ALA and its divisions, and apply the responsive redesign to all site pages.

  Accessibility

We continue to incorporate accessibility into all of ALA's digital work, including training on adding metadata and using the Accessibility checker in Microsoft Word. Sherri will get the final resolution being proposed by ASCLA and post it to our Connect Space.

5.0 ALA Initiatives needing input from WAC (20 min)

5.1 ALA Website Search Engine

As of 12/14/2015, most of ALA.org is now using Google Custom Search to provide search results. Google Custom Search is a free service that searches all ALA resources and displays the results on our site. Thus it automatically provides federated search of far flung ALA resources that incorporate ala.org in their domain name, such as public portions of connect.ala.org, and ALA blogs and wikis.

ALA's American Association of School Librarians elected to join the experiment to evaluate Google Custom Search, while the rest of ALA's divisions chose to retain Apache Solr for the time being. This allows us to compare and contrast search results from the two systems while we are working with our search consultants to develop a strategic plan for ALA enterprise search that will be available in January. Future plans already include a revision of all content management system templates to require the addition of metadata. We're also exploring ways to add metadata to downloadable files. We expect that there will be a staff training initiative in the development of quality metadata.

The search engine recommendation report suggests three phases of implementation. There will be budget implications.

5.2 Ecommerce for Membership Dues and Donations

This system will make it easier for members to join, renew or donate. It also has a recommendation engine. We are about to enter final user acceptance testing. We need volunteers to participate in the user acceptance testing. If you're interested, please contact svanyek@ala.org or post to the ALA Connect site.

5.3 Revised Website Responsive Design

The new design comp for the ala.org redesign has been posted our connect community. Please review and provide feedback in ALA Connect. ITTS is also working with the divisions to develop a responsive design for their sites.

6.0 ITTS Projected Timeline for FY2016 Technology Projects (15 min)

The projected timeline was reviewed

7.0 Other New Business?

Pamela Akins will manage the new ALA Connect integration as the new ITTS Community Engagement Specialist.

Julianna Kloeppel is the new ITTS eLearning Specialist.

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Our Charge:

• To develop, review and recommend to council association policies for the ALA website.

• To recommend editorial or structural guidelines for the ALA website.

• To provide advice to the ALA executive director responsible for implementing such policies and guidelines.

• To provide an ongoing channel for member communication by working closely with other units, committees and offices of the association.

• To make recommendations concerning technical issues or changes to the ALA website, including evaluating, testing and implementing web-based products and services used by association members or by the public.

• To advise the association on priorities and strategies that promotes utilization and continued development of the ALA website.

- See more at: http://connect.ala.org/node/248238#sthash.gY6GqDtf.dpuf