Minutes of the ACRL College Libraries Section
Communications Committee
Midwinter Meeting, 2004

Communications Chair- Catherine Lee

The CLS Communications Committee held its Midwinter meeting via e-mail the week of November 17th to 21st, 2003.

Virtual introductions were made.

Mike Thompson gave an update on COLLIB-L.

Ruth Connell gave a brief update on the CLS website and the lack of any significant improvements in the system behind the scenes. Committee members were encouraged to review the site and report broken links to Ruth. ALSO, if Committee members notice things that need changing, or content that should be there but isn't, please let Catherine Lee or Ruth know so we can remedy it.

Ruth Connell volunteered to send out a message to COLLIB-L recruiting more submissions (of links) to the webliography and also publicizing the webliography. ADDENDUM: This message went out to COLLIB-L in November.

Chris Millson-Martula asked us to consider how we can better publicize the section's program at the annual conference. This led to a brief discussion of publicity ideas. Committee members with any other suggestions can send them on to Chris.

Catherine Lee presented information on the Newsletter and raised some related discussion issues, including beginning the recruitment process for a replacement editor. There is consensus to continue the print edition of the Newsletter but also utilize ACRL's method of sending out an electronic version or a link to the e-version.

Catherine asked about ways to pull people into the website, in addition to adding a new feature (which is already under discussion) tentatively called Library Site of the Month. Ruth suggested profiling a CLS member each month. Catherine suggested asking the Standards Committee to help create a place on the website that is more of a destination for anyone planning to use (or using) the Standards.

Denise Shorey distributed preliminary guidelines for the "Library Site of the Month" feature and details about her review of some randomly selected college websites. As Denise found, all of the websites she looked at conformed to the general guidelines. ALL of the sites had excellent color schemes, were clearly user-oriented and had links that were, for the most part, intuitive. It seems important then that we look not only at the EXPECTED, but what's SPECIAL about the site--what sets it apart from the standard college library website? Is it creative tutorial materials? Excellent and extensive research guides? Timely webliographies that draw users to the site? When we solicit nominations (avoiding a lengthy or formal nomination process) via the Newsletter and COLLIB-L, we will ask the nominator to tell us what makes this website special. It should be informal and fun to encourage wide participation! This would also help the

Committee (charged with selecting the featured site) to describe why this site was selected. There was discussion about the possibility of having librarians VOTE for the site of the month but the logistics of this need to be further investigated.

Catherine made a call for volunteers to work with Denise on implementing the college "Library Site of the Month" feature. Chris Millson-Martula and Terry Ballard volunteered. Catherine will ask during the Executive Committee meeting about having one of the Members-at-Large also on this "Library Site of the Month" review committee. Catherine also called for two Committee members to pursue the CLS member profile feature--to draft general guidelines, begin investigating names, work with Ruth about how this feature will look on the website, etc. Catherine volunteered to contact the Standards Committee about creating more of a presence on the website, related to the Standards. ADDENDUM: Melinda Dermody, Member-at-Large agreed to work with Denise, Chris, and Terry to serve on the "Library Site of the Month" review committee. ADDENDUM: Phil Swan and Amy Wolfe will work with Ruth on developing the CLS member profile feature. ADDENDUM: Bill Nelson, Chair of the Standards Committee, has agreed to work on creating more of a presence on the website related to the Standards. He will likely approach the Continuing Education Committee to assist with this effort.

Addendum: In December 2003, the CLS Executive Committee asked the Communications Committee to consider ways in which to archive the CLS website. After collaborating with CLS web editor Ruth Connell, we agree that ALA's content management system (for the website) makes convenient archiving currently impossible. It would be laborious and rather unproductive to make a physical, page-by-page print of the site. We understand that ALA/ACRL are reviewing ways to archive the site as a whole, therefore capturing the CLS site as part of that. We encourage their investigation of this issue and hope that they will find a satisfactory resolution.