ALA WEB ADVISORY COMMITTEE (WAC)

ALA Annual Conference, Chicago
Monday, June 27, 2005
8:30am – 12:30pm
McCormick Place room N135

WAC Members in Attendance: Brian Greene (ASCLA), Stephanie Schmitt (ALCTS), Debi Lewis (Staff Liaison), Sherri Vanyek (Staff Liaison), Michelle Frisque (Chair), Carolyn Coulter (member-at-large), Karen Schneider (member-at-large), Dale Poulter (intern), Susan Hess (AASL), Walter Minkel (ALSC), George Porter (RUSA), Billie Peterson-Lugo (Round Table Rep.), Dyanna Gregory (incoming intern), Jim Rettig (Board Liaison)

1. **Action: Introductions and Review of the agenda**

2. **Review of Midwinter 2005 Minutes**
   Minutes approved as written without dissent.

3. **Web Style Guide Report**
   Debi informed the group the Web Style Guide Report is done. All CMS editors have been notified about the Guide. It was sent in an email to all editors, it will be placed on the ALA web site, incorporated into the CMS training and cross-referenced in the CMS Training Manual. A quick reference card has also been created. Everyone being trained will receive the guide. People already trained will receive copies (including internal ALA staff). If a person does not receive a copy they should contact the ALA office.

   The internal staff web editorial board is checking for compliance on a case by case basis. If a problem is located, Karen Muller will contact the editor and Executive director of the division with an estimated time the issue should be resolved. The WAC representative should be cc'd on this email. Debi and Sherri also agreed to send out quarterly summary reports to the WAC.

   The Web Style Guide was endorsed by WAC without dissent.

4. **Review of Activities Since Annual**

   4.1 Search engine
   Debi gave an update on the Google search engine. The top 100 queries were included in packet. Karen mentioned that the search numbers for each term looked low and the data in the report should be investigated further. As the number of resources we want to search increases ALA will probably want to look at other options because the cost for Google is prohibitive. At the request of WAC Debi agreed to create divisional reports quarterly. All reports should also include a total number of searches overall and for each division search engine.

The discussion then turned to where should this information as well as other type of Web documentation such as web policies, guides and procedures should be located on the ALA web site? WAC recommended it be listed in the Our Association section of the site and the link should be called ALA Web site resources.

4.2 Online balloting

Sherri gave a report on the ALA balloting software. It was the 2nd year for voting online. She also stated that no one used the accessibility ballot. This was a very expensive module to purchase (approximately $60,000). The software can be used again but was it really worth it? The turnout was low and we discussed ways to get more people to vote. One suggestion that was made was to send email notices during the elections informing members how many people/percentage of membership have voted. We also wondered how many ballots were started online but never confirmed? This information is not currently available.

4.3 Web site performance

The Early Bird Advanced registration caused some web site performance problems. ITTS made changes to the system to make sure this problem did not happen again. Performance improvements have been noticed since the change was made. ITTS is currently looking for load testing software. If you have suggestions please send them to Debi.

4.4 Mailing list software

WAC is currently using Sympa. Some members asked if numbering could be added to the subject line again. If it is the threaded discussions will not work correctly. The group decided not to worry about it right now, but just move forward with the online communities.

4.5 Web site archiving

ALA will be looking for a system to create a searchable knowledge base of archived ALA materials.

4.6 Dues manager

There are over 900 pricing rules so testing is taking a longer that expected. They hope to have it live in the next month or so.

4.7 RSS

RSS is now available on the ALA web site. Firefox should be added to the about RSS page. If ALA divisions or units would like an RSS feed created they should contact the ALA helpdesk.

4.10 Statistics

ALA is looking to replace WebTrends, the current web statistics software they are using. WAC discussed the types of reports they would like to see in the new system.

5. **Report from the ALA Executive Board Liaison**
Over the past year and a half members have participated in the creation of the Strategic Plan. The document was distributed to WAC members. An action plan will be created and updated annually and an action plan will be shared with the membership. Overall WAC liked the plan although they did have some comments which included: in the strategic objectives we need to protect rights as well as promote and we also need to support international standards. The term virtual was questioned. A suggestion was for it to be changed from virtual to "online" or "electronic". Jim also expressed high hopes for the online communities.

WAC also gave Jim an update on WAC issues including:
- WAC has endorsed the Style Guide.
- WAC has addressed and will have recommendations about the CMS and load issues on the website.
- WAC is investigating issues with the Event Planner and will send those concerns to Conference Services.

6. **Members Only Content Report/Discussion**
Michelle spoke with the Membership Committee and they will assist us in developing policies and best practices for member only content. She will send an email to the list for more volunteers.

7. **Web action plan for next six months**
Debi and Sheri gave us an overview of the web projects for the next 6 months:

7.1 CMS replacement
The proposals are due end of the day Friday, July 2nd. An internal group will review the proposals. The evaluation form the group will be using will be sent to WAC. They hope to have the final two chosen by the end of July and hope to have negations done in September.

7.2 Online communities
The second round of testing is going pretty well, but they would like greater participation in future rounds of testing. Everyone who wanted to participate has been invited to participate. For the next round of testing WAC is going to actually do some of the committee's work in the CMS instead of using email. The attorneys have vetted the policies. Next round of testing will be soon. More documentation will be requested and created. We still have several months before this will be made available to a wider audience.

7.3 Usability consultant

ITTS hopes to hire somebody before end of fiscal year. Sheri asked if we knew of anyone that would be willing to share their RFP so ALA could use it as an example. If anyone has any names for examples please send to Michelle.

8. **Review of RUSA web policy draft to be approved at RUSA board.**
   The RUSA policy was distributed to WAC members. It was decided to discuss this later via email to give the committee members a chance to review the document.

9. **Event planner issues**
   WAC has received complaints from members about the Event Planner. Sherri spoke with Stephanie from conference services about WAC's concerns. Stephanie was aware of a portion of the problems but not all of them. Sherri said WAC would create a prioritized list of problems that need to be fixed. The list is due to Conference service at the end of July. WAC started to compile a list of complaints and will continue the discussion via email. Michelle will gather the comments and send the list to Conference Services. WAC has also asked to be involved in testing the next iteration of the Event Planning software.

10. **Other announcements.** There were none.

11. **Adjournment.** The meeting adjourned at 11:48.