

Website Advisory Committee
Report
March 2004

1. Committee. Jim Rettig was appointed as liaison to the WAC from the ALA Executive Board. Jessamyn West resigned as a WAC volunteer. There has been no response yet to the motion made by WAC at Midwinter to the Executive Board that the Web Development Manager be appointed to serve ex officio on the WAC.
2. URLs. A proposal is under discussion within WAC to do further work on shortening the URLs, using a set of common abbreviations and a style manual. There is also a proposal to add additional short redirected links from major committees. Thus far, proposals have been received for ALCTS and RUSA redirected links.
3. Communication preference. There has been no response yet to the motion made by WAC at Midwinter to the Executive Board endorsing an “opt-in” communication preference for members.
4. Search engine. A consultant has been retained by ITTS to help improve the search engine. Five different engines are under investigation. The WAC has not been involved with the process yet; it expects its work to begin after the consultant submits her report.
5. Ballot preferences. Suggestions were made by WAC to the wording for ballot preferences (<https://www.ala.org/Template.cfm?Section=ballotpref&Template=/CFApps/ballotpref/default.cfm>). Suggestions have also been made to improve the ballot itself, such as better navigation, improved accessibility, access to candidate biographies, and the redundancy of the survey at the end of each voting block. The committee is monitoring progress of the election, with the hope that overall participation will increase as a result of the online format.
6. Priorities. ITTS staff prepared a list of Website priorities or Internet Services Projects (<https://cs.ala.org/websurvey/webgroup.html>) it has received or is working on. The WAC is discussing what additional items should appear and their ranking.
7. Online communities. WAC provided comments on an ITTS survey to assess the need for online community software.
8. Staff projects. 1) ITTS implemented a LIS directory for ALA’s Office for Accreditation (<http://www.ala.org/lisdir>). 2) ITTS also implemented the “Take Action!” button on the home page to direct users to a page to track and provide input on federal legislation (<http://www.ala.org/ala/issues/takeaction/takeaction.htm>). 3) New servers were ordered by ITTS to make the Web more responsive and robust. One will be for the Website and one for the database that drives it.