

**ALA WEBSITE ADVISORY COMMITTEE**  
**ALA MIDWINTER CONFERENCE: SUMMARY REPORT**

San Diego, CA  
Monday, January 12, 2004

The WAC passed the following motions:

- Moved and passed that: Recommend ALA adopt a communications preferences "opt in" policy for commercial programs and services other than those originating within ALA.
- Moved and Passed That: The Web Development Manager be appointed to serve ex-officio on the Website Advisory Committee, in addition to the Director of ITTS.
- Moved and Passed That: The charge as revised be forwarded to ALA Committee on Organization for consideration.

The chair will communicate these motions to appropriate sources within ALA. [The proposed charge was revised by COO, and further revised by Council before adopting.]

The Committee discussed the following topics:

- usability testing
- a new search engine
- the content management system
- archiving the site
- the site's audience
- a database of ALA activities over time
- site performance

The Committee requested ALA Publishing advise WAC on the major issues that it sees as needing correction. It also discussed ways to improve communication and functioning of WAC. It asked the WAC Membership Subcommittee to:

- develop guidelines for when to remove content from the site
- develop a standardized template for committee charge pages appearing on the site
- review the calendar of business meetings held outside Annual and Midwinter

The Committee reviewed progress on the site and upcoming projects, including:

- an outline of proposed standards and guidelines for the site
- security and access
- compression software
- association management information system
- a dues manager
- an on-line community system
- a new on-line store
- a clearinghouse job placement center
- new list processing software

For more information from ITTS on these initiatives, see <http://www.ala.org/ala/webadvisorycommittee/TechUpdate.doc>. The WAC will develop a list of priorities to assist ALA staff in planning development of the site.

Submitted by:           John Duke  
                              Chair, Website Advisory Committee

Draft minutes:       <http://www.ala.org/ala/webadvisorycommittee/wacminutes2004mw.pdf>