TO: ALA Executive Board

RE: Information Technology Report

BOARD REQUEST: Information only

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DATE: November 15, 2022

BACKGROUND:
FY22 Large Projects Review
ITAC Strategic Advisement
New CITO 30-60-90 Day Outlook
FY23 in Progress
FY23 IT Staff Picture
FY23+ Roadmap
In this report...

• FY22 Large Projects Review
• ITAC Strategic Advisement
• New CITO 30-60-90 Day Outlook
• FY23 Projects in Progress
• FY23 IT Staff
• FY23+ Project Roadmap
Information Technology Advisory Committee Work:

In Progress:

• Review Committee Charge
• Participate in User Experience (UX) and User Interface (UI) design feedback activities for ALA.org redesign (November ‘23 launch)

Upcoming:

• Advise strategy per outcomes of CITO 90-day analysis and recommendations
## FY22 Major Projects

<table>
<thead>
<tr>
<th>Project Effort</th>
<th>Completed</th>
<th>Serves or Improves</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY22 Major Projects</td>
<td></td>
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<tr>
<td><strong>Project Effort Completed Serves or Improves</strong></td>
<td></td>
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<tr>
<td>Sep ’21</td>
<td></td>
<td>• Best Practice for use of Office Productivity Tools</td>
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<tr>
<td></td>
<td></td>
<td>• Improves Security Posture</td>
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<tr>
<td>Nov ’21</td>
<td></td>
<td>• Consolidated LMS Service Platforms</td>
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<tr>
<td></td>
<td></td>
<td>• Improved, Consistent User Experience and Pricing with eCommerce platform and iMIS</td>
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<tr>
<td></td>
<td></td>
<td>activity records</td>
</tr>
<tr>
<td>May ’22</td>
<td></td>
<td>• Operational Efficiency with consolidation/cleanup and move to cloud services</td>
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<tr>
<td>June ’22</td>
<td></td>
<td>• Moved eStore processing to a Cloud-Based solution</td>
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<tr>
<td></td>
<td></td>
<td>• PCI Compliant service</td>
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<tr>
<td>Nov ’22</td>
<td></td>
<td>• Critical Business System upgrade with new web portals for Members, customers and</td>
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<tr>
<td></td>
<td></td>
<td>staff (My.ALA.org)</td>
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<tr>
<td></td>
<td></td>
<td>• Resolved Security Vulnerabilities</td>
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<tr>
<td></td>
<td></td>
<td>• Improved password strength requirements</td>
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</tbody>
</table>
Looking Forward…

*New CITO - 30-60-90 Day Plan*

**Orientation and Reconnaissance** = Understanding the people, process, and technology supporting all ALA functions, with iterations of more detail every 30 days.

**Expected Outcome** = A firm understanding of the full ALA technology scope and position, enabling the ability to act on high-priority items, plan for the future, and create organizational success.
Framing the View of ALA IT
FY23 In Progress…

ALA.org Website Upgrade and Redesign

- Redesigned site planned for launch by end of November 2023
- Round 2 of Style Tiles delivered and reviewed (Templates and Styles for Content Presentation by Use Case)
- Drupal Content Types used to publish web content have been reviewed for relevancy and enhancements
- Usability Evaluation to gain member feedback In Progress
- A Content Inventory is underway to archive information on the current website based on new guidelines (Current Page Count = 37K) – Expected completion Feb ‘23
FY23 In Progress…

ALA Analytics

• Completed technical kickoff with Association Analytics
• Convening ALA cross-functional resources to enable data-driven decision making
• Defining analytics goals, rules of engagement and expected outcomes
FY23 In Progress…

3. Replace 100% of Chicago Staff Laptops
   • Rollout is underway

4. FY23 Budget Line-Item Review
   • Map expenses to new reporting categories
     Hardware, Software, Technology Services, Professional Services
   • Map planned capital expenses to prioritized project effort

5. Improve Financial System Application Infrastructure
   • Prophix Budgeting System move to the cloud
   • Great Plains Version Upgrade
FY23 Planned...

P1

Cloud Infrastructure Assessment
- Move O365 Backups to Cloud (Q2 FY23)
- Feasibility Study for remaining Infrastructure

P2

Expense Evaluation
- IT Services (e.g. ISP, Telephony, Infrastructure Management)
- Vendor Relationship Management (Chicago, ACRL Choice, PPA)

P3

Improve Financial System Application Infrastructure
- Invoice Processing Evaluation
- Financial System Replacement Evaluation
FY23 IT Personnel

- 7 Active FTEs
  - Chief Information Technology Officer
  - Director
  - Deputy Director
  - eCommerce Project Manager
  - Data and Report Analyst
  - Technical Support Specialist
  - Training Specialist

- Adding as Budgeted in FY23
  - Business Analyst
  - Web Developer

- 9 Total FTEs FY23
Preliminary Technology Roadmap FY23-FY27

Continuing Education
- LMS impl.
- iMIS Upgrade
- Finance System Cloud Migration

Core Systems
- AMS Assessment
- AMC Replacement
- DAMS RFP
- DAMS Impl.

Business Intelligence
- BI Implementation
- BI Licensing
- DCaaS Implantation
- DCaaS Support
- SSO Implantation
- SSO Support
- Internal File (LAN) Migration

Infrastructure
- Drupal Upgrades
- CMS/Website Strategy Assessment

Web / eCommerce
- CMS Implementation
Continuing Education

Core Systems

Infrastructure

Web / eCommerce

Membership
20% potential market share
75% in one or more divisions

Conference Services
Lib Learn X
Early Career + Specialized
Annual Conference
Curated Public Expansion

Publishing
Build Public Markets
Foster Non US Markets

Continuing Education
Centralized CE
Driver of Membership & Engagement

Contributed Revenue
18% of Revenue
Increased Corporate and Individual Donor Giving

Business Intelligence

Data, Research & Design
Data and Trends Clearinghouse
Research Leader and Convener

Doubling ALA’s impact Streams and Shifting from Implied to Supplied Value
Questions?
Supplemental Information
Utilization Scorecard

**TrackIt**
- **9/1/2020 - 8/31/2021 (Last FY)**
  - Opened: 2459 | Closed: 2289 | Still Open: 170
- **9/1/2021 - 08/31/2022 (FY 2022)**
  - Opened: 2,275 | Closed: 2,182 | Open: 93

**ALA.org**
- **9/1/2020 - 8/31/2021 (Last FY)**
  - Page Views: 18,577,412
- **9/1/2021 - 08/31/2022 (FY 2022)**
  - Page Views: 17,340,989

**Dues & Donations & eStore**
- **9/1/2020 - 8/31/2021 (Last FY)**
  - Page Views: 2,025,113
- **9/1/2021 - 08/31/2022 (FY 2022)**
  - Page Views: 1,870,049
  
  *Note: Decrease in Page Views only and not meant to be interpreted as related to financial outcomes*

**KnowBe4**
- **American Library Association**
  - Phish-prone Level: 2.4%
- **Other Organizations**
  - Phish-prone Level: 17.9%
# Uptime Report

<table>
<thead>
<tr>
<th>Category</th>
<th>All of July</th>
<th>All of August</th>
<th>All of September</th>
<th>All of October</th>
<th>YTD Since June 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues &amp; Donations / EC</td>
<td>99.9978%</td>
<td>99.99%</td>
<td>99.96%</td>
<td>99.90%</td>
<td>99.97%</td>
</tr>
<tr>
<td>ALA Store / EE</td>
<td>99.9966%</td>
<td>99.9935%</td>
<td>99.99%</td>
<td>99.9963%</td>
<td>99.9936%</td>
</tr>
<tr>
<td>ALA.org / RW</td>
<td>99.9931%</td>
<td>99.96%</td>
<td>99.9954%</td>
<td>100%</td>
<td>99.9902%</td>
</tr>
<tr>
<td>ALA Connect</td>
<td>100%</td>
<td>99.9933%</td>
<td>99.9971%</td>
<td>100%</td>
<td>99.9968%</td>
</tr>
<tr>
<td>Network File Servers</td>
<td>100%</td>
<td>99.9993%</td>
<td>99.9914%</td>
<td>100%</td>
<td>99.9982%</td>
</tr>
<tr>
<td>Shibboleth / IDP</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
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<tr>
<td>iMIS</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Infrastructure (MP+Polk)</td>
<td>99.9975%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>99.9995%</td>
</tr>
<tr>
<td>Remote Access</td>
<td>99.9934%</td>
<td>99.98%</td>
<td>99.96%</td>
<td>99.9995%</td>
<td>99.99%</td>
</tr>
<tr>
<td>Salesforce</td>
<td>100%</td>
<td>100%</td>
<td>99.9977%</td>
<td>99.9933%</td>
<td>99.9918%</td>
</tr>
<tr>
<td>Web Applications (CS,Web0,Webse rv)</td>
<td>96.81%</td>
<td>98.36%</td>
<td>99.87%</td>
<td>99.79%</td>
<td>98.90%</td>
</tr>
</tbody>
</table>