

Website Advisory Committee

Report from the 2015 Annual Conference

Committee Charge

ALA's Website Advisory Committee's charge is as follows:

- To develop, review and recommend to council association policies for the ALA website.
- To recommend editorial or structural guidelines for the ALA website.
- To provide advice to the ALA executive director responsible for implementing such policies and guidelines.
- To provide an ongoing channel for member communication by working closely with other units, committees and offices of the association.
- To make recommendations concerning technical issues or changes to the ALA website, including evaluating, testing and implementing web-based products and services used by association members or by the public.
- To advise the association on priorities and strategies that promote utilization and continued development of the ALA website.

Charge and roster are located here: <http://www.ala.org/groups/committees/ala/ala-webadv>

Accomplishments

Review of New ALA Connect Platform: WAC assisted ITTS in selecting a vendor for the new ALA Connect Platform by attending virtual presentations, reviewing RFPs, and offering feedback on required/desired functionality and features.

Virtual Meetings: Due to the ongoing advisory nature of the committee, members decided that bi-monthly virtual meetings would be in the best interest of WAC. Virtual meetings were held in March, May, September, and November, in addition to the Midwinter and Annual meetings.

Review of ALA Style Guide: A subcommittee of WAC members reviewed the ALA website style guide and submitted a set of recommended changes to the Web Management Group. The review is posted on the WAC Connect page: <http://connect.ala.org/node/241927>

ALA Connect Welcome Page: A subcommittee of WAC members created a template for a welcome page (including message, helpful links, and contact info) for first time logins to ALA Connect.

Planned activities

Assist ITTS in Transition to New ALA Connect Platform: WAC will continue to offer feedback throughout the transition process. Additionally, WAC will work with ALA units to communicate details of the process to the members.

Assist ITTS in Testing New Services: ITTS will need WAC's help to review and test ALA's new eCommerce system, the responsive design interface for ala.org, and other projects as needed.

Libraries for Universal Accessibility website: WAC will continue to work with the Accessibility Assembly to determine how ALA (i.e. logo) should be represented on the [Libraries for Universal Accessibility](#) website, a site created by librarians and supported by ACRL.

YALSA Representative: WAC will reach out to YALSA's Executive Director to secure a new representative for the committee.

Interactions with other units within ALA

The WAC chair reached out to various units/divisions within ALA to increase representation on the committee. We were able to secure new reps from UFL, RUSA, Accessibility Assembly, and ASCLA. However, we were unable to procure reps from YALSA and the Publishing group.

Issues that affect the committee's work and their implications for the future

WAC Member Participation: Member participation in committee business is a persistent problem for WAC. Hosting virtual meetings did alleviate this somewhat and allow members who were unable to attend in-person meetings to provide feedback. However, some members did not attend any meetings or contribute to committee business in any way. It is the outgoing chair's recommendation that specific expectations for member participation be outlined and communicated to the new committee members.

Current level of committee members' involvement (more substantive than an attendance roll)

See "WAC Member Participation" above. It is the outgoing chair's recommendation that the committee work to create documentation for new members as well as documentation to articulate the value of the committee to other units/divisions.

Committee self-check on its value and viability (update charge, discontinue committee, consolidate with another, change structure, other observations)

Value of WAC: This is a uniquely positioned committee that has tremendous impact on the ALA web presence for our members. It is worth exploring whether or not ALA membership is adequately represented on WAC. What other groups in ALA would be interested in having a representative on the committee?

Other issues of each committee's own devising

None to report at this time.

Submitted on July 21, 2015 by John Jackson
2014-2015 Chair of the ALA Website Advisory Committee