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](http://www.ala.org/groups/committees/ala/ala-webadv)

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

ITTS Lacks Sufficient Resources

As we have stated in previous reports, the ALA’s Information Technology & Telecommunication Services Office (ITTS) continues to operate under great financial and staffing strain. Like library patrons, the Association’s members expect sophisticated web services that come at a high price. The office supports many services, including: profile management, e-commerce platform, e-learning services, ALA Connect, building support for mobile environments, event management services, member privacy and accessibility, and disaster recovery plans. The ITTS staff members additionally deal with everything from the moral and legal obligations of web accessibility to staff technology training. *Until the Association is better able to support ITTS, WAC is limited in what it can ask of ITTS to do.*

For more information on the ITTS timeline, please review the [ALA Technology Road Map January 2015 report](http://www.ala.org/groups/committees/ala/ala-webadv).

Accomplishments

Mediawiki Usage Evaluation (Ongoing)
In collaboration with ITTS, WAC members reviewed the list of ALA’s installations of Mediawiki (the technology that powers the ALA Wiki) and identified stakeholders/owners of each instance. Committee members will be asked to contact their constituencies to verify their groups’ use of the wiki platform. Groups not currently utilizing their instance will be asked about next steps (e.g. deleting vs. migrating content).

**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 scheduled for March, May, September, and November, in addition to the Midwinter and Annual meetings.

**Increased Representation**

As noted in previous reports, WAC member participation has been an ongoing struggle. In particular, it has been difficulty to articulate the importance for each unit/division to have a representative on WAC. By contacting division leadership directly, we were able to acquire new representatives from ASCLA, RUSA, and UFL.

**Accessibility of Exhibit Halls**

In 2013, Simon Healey, representative for the Accessibility Assembly, posed an idea of how to make ALA exhibit halls more accessible for people with visual challenges. In collaboration with ITTS, ALA piloted the use of a proximity-based mobile service called BluuBeam at Midwinter 2015. The feedback Conference Services received about it was “very good.” They plan to expand the project at Annual 2015 to include all meeting rooms and, by Midwinter 2016, the exhibit hall as well.

**Planned activities**

**Redo the ALA Connect Welcome Page**

A subcommittee was formed to create new welcome pages for ALA Connect (including message, helpful links, contact info) for first time logins to Connect of ALA members and first time logins to Connect of non-members.

**Review ALA Style Guide**

A subcommittee was formed to review the ALA style guide (http://www.ala.org/support/style) and, if necessary, offer recommendations for improvement.

**Create Documents to Articulate the Value of WAC**
A subcommittee was formed to develop procedures and/or documents for WAC that will assist committee members in articulating the value of WAC to ALA units. This may include developing an email campaign, talking points, or identifying key stakeholders not represented on the committee.

**Create Orientation Documents for New WAC Members**

A subcommittee was formed to develop orientation documents for new WAC members. This may include committee member expectations, ALA org charts, record of past work, useful links, contact info, etc.

**Recommend Adding ALA Logo to Libraries for Universal Accessibility website**

Simon Healey, representative for the Accessibility Assembly in collaboration with David Vess, drafted a proposal to add the ALA logo to the Libraries for Universal Accessibility website, a site created by librarians and supported by ACRL. The proposal is in the final draft stage, after which it will be passed to Sherri Vanyek who will then take this issue to senior management to see if it’s possible to add the ALA logo to this website.

**Interactions with other units within ALA**

As noted above, 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, and ASCLA. However, we were unable to procure reps from YALSA and the Publishing group.

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

While the ALA Website Advisory Committee continues to struggle to engage all committee members, a number of members are dedicated to the work of the committee and, from the perspective of the chair, member involvement is on the rise. As noted above in the Planned Activities section, the committee is working 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)**

This is a uniquely positioned committee that could have 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 by John Jackson
2014-2015 Chair of the ALA Website Advisory Committee