

**Spring Executive Committee Meeting  
April 19<sup>th</sup>, 2011 via Conference Call**

**Topic:** Web Site Conversion Update

**Background:** In the beginning of FY11 YALSA began work on a website redesign. At the same time, ALA is working on moving the entire site to a new content management system. YALSA's goal is to move to the new site in May, then conduct any refinements between May and June. A brief update is provided below.

**Action Required:** Information

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**What is Changing**

- The back end of the web site will change from Collage to Drupal
- The site will be brought in line with formatting and standards as dictated by ALA
- The site from a user perspective will have a new look and content will be reorganized, including better integration of social media tools with the static site

**What is Not Changing**

- At this time, ALA has no plans to create a version of the site that is for mobile phones
- Content from YALSA's web site isn't going away—it's just being reorganized

**Work In Progress**

- Conducted usability testing of existing site with a focus group
- Reviewed the information architecture and developing new wire frames
- Cleaning up back end of site in preparation for move
- Created mock-up of new design/look
- Scheduled move date with ALA's ITTS Department for second week of May
- Adding code for search engine optimization

**Additional Resources**

- Nonprofit Website Design: Samples and Best Practices, <http://tinyurl.com/oj78mx>