

communication strategy while also conforming with ALA's preference for a limited number of website administrators. This committee would be charged with updating access restrictions to GODORT sites such as the website and social media accounts, ensure that information is disseminated through appropriate channels in a timely manner, create procedures and timelines for posting GODORT-related content to appropriate channels. This is too much work for any one person and it provides another avenue for people who want to get involved in GODORT. The chair of this committee would be responsible for distributing workload amongst committee members to ensure content for the website and social media is generated by other GODORT units and disseminated in a timely fashion. This committee would also be responsible for exploring new technologies and social media channels to make recommendations to Steering as to the best strategies for GODORT to interact with its members. It was suggested that the chair be a member of Steering and that the term would be either 1 or 2 renewable years. The rest of the members of this committee would have a staggered 2-year term. All members of this committee, including the chair, would be appointed rather than elected because there will be additional requirements for members, such as experience with content management systems and a willingness to learn ALA's selected CMS (currently Drupal), social media experience, and/or graphic design experience. With the creation of this committee, the current Web Master position would be eliminated; this would require discussion and a vote by GODORT membership.

Discussion

- < Rachel: much of the work for this proposed committee was previously conducted under the Membership Committee. What is currently proposed doesn't work with the Membership Committee because content creation isn't being addressed and this is a major issue. Would it be possible to have this committee be under an Outreach Committee, which would also oversee a Membership Committee?
 - o Hallie clarified that the role of this committee is NOT to create content but to solicit content from committees, members, etc. They would maintain timelines for making sure things stay current, link checking, etc. and would work closely with all committees to ensure created content is disseminated appropriately. This work would be separate from the tasks of the Membership Committee and would free up the Membership Committee to focus on other activities, including outreach and promotion.
- < Rachel Expressed concern that the Membership Committee needs to be kept in the loop about what exactly each GODORT center/task force/interest groups doing but the current proposal does not address how the new Communication Committee would work with the Membership Committee to keep these lines of communication open.
 - o Hallie: The first step is to establish this new committee and set expectations. The second step for this process is to figure out what we want to do with the Membership Committee. Suggestion to add all members of this new committee to the Membership Committee to ensure communication between groups. At the very least the chair of the new committee should be a liaison to the Membership Committee. This would be similar to the Webmaster being liaison to the Publications Committee.

- < Proposed names for this new committee: Communications Committee, Web Presence Committee, Outreach Committee.
- < It was suggested that we do a soft launch of this committee for Annual. GODORT members will be notified at Midwinter to the creation of this committee then we will move forward with additional discussion and allow a vote to amend Bylaws at