

YALSA Board of Directors Meeting
ALA Annual Conference, Washington DC
June 24 - 29, 2010

Topic: Web Advisory Committee Report

Background: YALSA’s Website Advisory Committee was asked to review the existing “For Members Only” portion of the web sites and make recommendations for improvement. A report from Ben Carter, the committee chair, is provided below.

Action Required: Information

YALSA Website Advisory Committee Proposal for Changes to the "For Members Only" (FMO) Website

Respectfully submitted by Ben G. Carter, Chair [bweneth@gmail.com]

The consensus across the committee points to the following proposed changes:

Detail the benefits of membership (providing links to content where applicable) to provide a one-stop summary of why joining YALSA is important and beneficial to potential members.

Provide a “one page” summary of membership perks with a mind for marketing. Redistribute links to current content that does not require authentication to more appropriate sections of the website.

Bolster enrichment resources posted to other sections of the website (e.g., Professional Development Center); see suggestions on last page.

Revisit the “Authentication Goals/Objectives” document to reflect changes to information delivery methods (e.g., greater use of blog and other 2.0 technologies) utilized by membership; if the nature of the FMO section changes to accommodate a stricter eye to marketing, there may be no need for this document.

Report Contents:

Proposed changes

Current content

Goals/objectives analysis

Justifications analysis

Bolstering membership benefits

For Members Only (FMO) Section Content Currently:

- How to access/why it exists

(A) YALSA Webinar Archive

- YAttitudes (out-of-date posting only; W3-version of eMail)

(R) YALSA in ALA Connect

(L) Committee/Jury/Taskforce Wiki

through the website is not its primary means of publication. YAttitudes is an e-newsletter eMailed to YALSA members; each new issue could be posted to the YALSA section of ALA Connect. Enrichment opportunities for members are disseminated quickly via channels that acknowledges the 2.0 nature of contemporary librarianship. Announcing that applications for travel grants are available, reminding the membership of an upcoming members only webinar and posting information on YALSA conference events helps keep our membership informed; we currently accomplish this via various 2.0 tools including the YALSA Blog, Facebook and twitter. There are many sources of educational information for YALSA members—much of which information can be found online via YouTube or through mailing list archives. Since these sources are available on the Internet without requiring YALSA membership, YALSA could provide a continuously updated path to those sources rather than generating its own content solely for the FMO section.

Marketing Tool -- "This Is How We Can Help You"

The current FMO section is not behind an authentication wall. Visitors to the YALSA website can see the table of contents for this section; some links require authentication, however. This format seems to perform double duty: it acts as a gateway for members seeking authenticated content as well as a sandwich board to tempt those browsing. This method of marketing is easily adapted to the use of blogs, status updates and tweets. Publication of a resource's availability is made available to all interested in the work of YALSA's members; access to those documents limited strictly to YALSA's members require authentication "after the jump". YALSA is currently providing this method of marketing via blog updates, status updates and tweets.

Suggestions for bolstering content for members benefit:

- Label/group content within categories such as Professional Development/Education, Publications, Tools,

- Communication/Networking, etc.

- Add more content to webinars – such as offering a quarterly or half-yearly online workshop based on a hot topic. Attempt to generate interest in recording more.

- Put up a page directing you to archived Executive Committee agendas with the most current at the top.

- Possible offer preview chapters from appropriate ALA publications – good for learning/enrichment as well as encouraging members to buy the book.

- Develop a web index page to recommended technology resources, blogs, etc.

- Link/point to the Speakers' Bureau page on the Wiki so people can find experts to come to their libraries; also promotes members expertise.