

ANNUAL REPORT

Web Committee

Members

Verletta Kern, (2013), Chair

Katie Buehner (2013)

Ray Heigemeir (2013)

Rebecca O'Donoghue (2013)

Veronica Wells (2013)

Paul Cary, ex officio

Jim Zychowicz, ex officio

Report on Activities

As a brand new committee formed in April 2013, the Web Committee has hit the ground running planning for and actively implementing a full website migration to the new YourMembership.com platform. The committee, with support from the MLA Board, put together a card sort of select webpages on the current site and invited a sub-set of the membership to sort the webpages into meaningful categories. The card sort and suggested categories were used to set up the menu structure for the new website.

All committee members went through training on the new YourMembership platform and began the work of transitioning web content over to the new YourMembership platform. Katie Buehner worked with the Local Arrangements Committee to design the annual meeting portion of the website. Katie's design skills also came in handy in developing the new homepage and adding to the visual appeal of the site.

Ray Heigemeir took the lead on developing a Web Style Guide that the committee referenced during the web migration. The guide will serve as a valuable resource for all future Web Committees and Web Managers. He also moved the awards and grants pages and worked closely with our Development Officer on updating and migrating development and donation content.

Rebecca O'Donoghue took the lead on migrating committees, round tables, and task forces into the new platform. She wrote the section of the Style Guide on best practices for groups, which are set up differently in YourMembership than appearing strictly static on a page. She also moved several of the reports pages and other pages as needed.

Veronica Wells worked closely with the Career Development & Services Committee and our Placement Officer to revise and transition career focused content into the new YourMembership Career Center. This work involved re-envisioning how services would be displayed as the new Career Center functions differently from the current site.

Paul Cary and Jim Zychowicz led the way in getting back-end financials up and running in YourMembership. Jim spent much time getting data ready to support the YourMembership online directory and worked on getting registration set up for the annual meeting. Paul and Verletta also worked closely transitioning files from the current website over to the new platform. The migration timeline has been tight as the new site needs to be in place prior to registration for the annual meeting. The Web Committee has risen the occasion and is on track to release the new website this fall.

In addition to the website migration, Rebecca O'Donoghue set up the Business Meeting request form used to request spaces at the annual meeting.

Committee Handbook status

In progress, new committee

List of previous goals and progress made toward each goal

Not applicable

List of goals for the next year and how they relate to the MLA Strategic Plan

An ambitious group, we have a number of goals for the coming year.

Usability & Migration: Our most pressing goal is to complete the migration of the MLA website over to the new platform with a Fall launch. Prior to launch, we will run usability testing on the new site. The Web Committee will have a set of users walk through the site to perform routine tasks. The testing will inform the committee on any changes that need to be made prior to our new site launch. Because the website impacts all areas of the strategic plan in one way or another, it is important that the the site is functioning in a way users would expect.

Training: Post-migration, developing training materials and documentation will be key for content editors including Special Officers and committee, round table, and task force chairs. Training will help the Web Committee move into a consulting role while making sure the site is up to date.

Exploring Possibilities: Once the dust settles on the migration, we will continue to explore the capabilities of the new web platform including options for online voting solutions, collaborative group workspaces, and ways to make the site more mobile/tablet-friendly. We also look forward to working with the Social Media Task Force to explore ways to incorporate social media feeds. These areas have the potential to impact the outreach and organizational excellence areas of the strategic plan.

Assessing Needs: Rather than waiting for organization needs to arise and finding a solution, the Web Committee would like begin planning for current and future needs within the organization. To this end, we hope to survey the MLA Board; Committee, Round Table, Task Force Chairs; and Chapter Chairs and Web Editors regarding their current and future technology

needs. This information will help the Web Committee draft a plan to support organizational excellence.