

NCLA Strategic Initiatives Task Force: Improve Online Presence

July 27, 2012

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The following is a series of recommendations for improving NCLA's online presence. Please note that these are initial recommendations that have not yet had the benefit of full consideration by this Task Force. Implications, procedural issues and final decisions on implementation have not yet been discussed. Feedback from the Executive Board would be much appreciated. Please send any comments about priorities, ideas, needs etc. to wiegandl@uncw.edu. They will be compiled and shared with Task Force members as we proceed.

1. Web Committee Changes

- a. We recommend that the Web Committee have its scope and name changed to "Web and Technologies Support Committee" to recognize that NCLA's online presence involves more than just the website. It also includes integrating and managing social media and other technologies.
- b. The Web Committee never had a mission/charge formalized. We propose that the mission of the renamed committee be written and potentially include:
 - i. providing technical maintenance of the website, website training and content creation support
 - ii. providing other technology support, such as implementation recommendations and training on technology and other related topics, such as webinars
 - iii. administering various existing and future technologies (i.e., Facebook, Twitter, YouTube) by opening accounts, maintaining administrators, setting content policies and distributing participation. For example, one action would be to create an email account specifically to administer such accounts, and then giving appropriate people, including the NCLA Office Administrator, access to that account. This way password recovery, etc. will be centralized and not lost as members rotate responsibilities.
- c. Recruit technically-savvy committee members to provide support to the committee, the NCLA Executive Board, Sections & Roundtables, and promote the use of online technologies for reaching members. Membership of this committee should include a member of the proposed Marketing Committee.
- d. Utilize collaborative software like Basecamp to turn actions listed below into reality by breaking down actions and assigning them.

2. Survey NCLA members

- a. After the committee has been formalized and members recruited, launch a survey of our members on topics such as social media, website use, and communication preferences.
- b. Survey findings may influence the rest of the initiatives listed in this report, or reveal additional needs.
- c. Possibly conduct usability studies as major new features are added.

3. Survey NCLA Executive Board

- a. Also survey the Executive Board, sections and roundtables to determine technology support and communication needs.
- b. Survey findings may influence other initiatives listed in this report, or reveal additional needs.

4. Improve nclaonline.org

- a. Compared to other library associations, our website is in good shape. But it could be made better. Potential recommendations include:
 - i. Changes to font and theme for a more modern feeling site
 - ii. Find new pictures, additional graphics
 - iii. Reduce number of events on homepage, making room for more information about what NCLA is and how to join
 - iv. Put Facebook block and Twitter feed on homepage

- v. Better integrate website postings with mailing list emails
- vi. Provide better support to sections and roundtables for embedding videos, creating forms, customizing pages, etc.
- vii. Create a dynamic directory of the Executive Board, and streamline the Executive Board section so that it is more clear where content is located.
- viii. Use a feed aggregator to create a feed of library news from various organizations. Members can subscribe to feed.
- ix. Allow members to create accounts on the site, submit content, comment on content and get site notifications

5. Improve Facebook presence

- a. Switch from group to page (see <http://www.johnhaydon.com/2010/02/facebook-pages-facebook-groups-ultimate-cheat-sheet/> for explanation)
- b. Embed profile and possibly other widgets on website
- c. Determine who should be page administrators, set content guidelines and updating recommendations.
- d. Create schedule of what regular postings should be made.
- e. Get sections and round tables involved with posting in Facebook.

6. YouTube

- a. Recover access to NCLA YouTube channel.
- b. Provide access and guidelines as appropriate. Encourage use of channel.
- c. Embed onto website.

7. Twitter

- a. Determine who should be feed administrators, set content guidelines and updating recommendations.
- b. Embed on website
- c. Perhaps integrate with Facebook to feed Twitter
- d. Regular postings should be made

8. Listserv

- a. Explore the possibility of creating a true listserv, without moderation.
- b. If done, consider removing forums from website.

9. Streamline online membership application process

- a. Investigate options which include moving to a host that allows https, investigate the use of PayPal or other online payment services, or implement CiviCRM.

10. Image galleries

- a. Decide whether to use website or Flickr for photos. If use website, allow commenting and sharing. If use Flickr, embed feed onto website.

11. Google+

- a. Need to investigate what is available for libraries/groups
- b. Embed profile on website
- c. Determine who should be administrators, set content guidelines and updating recommendations.
- d. Regular postings should be made

North Carolina Libraries

Official Publication of the North Carolina Library Association
ISSN 0029-2540

The subscription cost to North Carolina Libraries is \$50/yr.

All issues are available online free-of-charge at <http://www.ncl.ecu.edu>.

Back issues are available from the North Carolina Library Association office at 1811 Capital Blvd., Raleigh, NC 27604, for \$8 an issue for those years prior to going online in 2002, or \$50 for the annual print compilation beginning with Vol. 60 (2002).