

Website Committee Progress Report January 9, 2007.

<http://sla-divisions.typepad.com/sanandreas>

Goals:

To provide an electronic forum for communication to and between our members via a fresh website design that incorporates the current quarterly newsletter (Faultline), provides new or enhanced vendor sponsorship opportunities and presents resources and information via appropriate use of new, collaborative, web tools.

To represent our chapter as “the technology chapter” by adopting the best home-grown technology and allowing our members the opportunity to showcase their own skills in the creation and maintenance of the site.

Technology:

Typepad for blogging: content creation and posting

- Can accommodate bulletin items of all sizes
- Can post event notices and then make them “sticky” under the sidebar “Events” listing
- Similarly to events, the content of other areas of the existing website w/r/t committee/board info can also be posted and then “stuck” to the homepage
- Sidebar content allows for links to archives and old Faultline issues via the sidebar
- Can incorporate live updates from other blogs of interest via dynamic RSS feeds (not yet enabled)
- Currently using an implementation provided (i.e. paid) for by SLA HQ. It may make sense at some point to either move to our own Typepad account or move to a different blog platform for but now this works very well

Google for tools

- @gmail address for general use – can be forwarded to webmaster (and/or other people) and can be updated over time
- Google Calendar is also created for our events and for events from other area chapters, etc.
- Calendar content can be used by members via direct use (iCal standard or linking from their own Google Calendar)
- May be able to provide a live calendar within the site as well – I’m working on this

Feedburner for syndication

- Creates RSS feed with “add-ons” for tracking usage and imbedding other content
- Provides an email service where people can sign up to get blog posts by email

Del.icio.us for bookmarking

- Social bookmarking service provides a central place to store bookmarks that may be used in blog or generally useful to our members
- Can send daily updates to Typepad to automatically post entry of new links, with their commentary, added that day, if any

Jobline

- It is staying as a stand-alone website with a link provided from the sidebar of the blog to that site, we don't recommend making any changes to it now

To-Do List

Content Improvements – Jobs Available!

- We need a “linker” – someone to help populate the del.icio.us account
- Pod and/or video casts – videotaping chapter event speakers; recording interviews with members; screencasting as a component of product reviews.
- Photographers – let's ask members to bring their cameras and take photos of events for us to both better record and archive our events but also provide blog content – it would be nice to have a “photographer” specifically assigned through
- Event registration
 - o Still being researched
 - o Would like to have members be able to register online by completing a form and, optionally, pay for registration via credit card

Sponsorship/Vendors

- This is an open question: I have put some images on the blog to show you where vendor logos could go and the kind of space(s) we could sell.
- There are stats being tracked on blog and RSS feed usage so we will be able to provide a more clear ROI to vendors
- We will need to match the revenue allocated to the Faultline ads with ads on the blog – need more information on this.

Promotion

- Redirect URL www.san-andreas-sla.org to the blog site so that is the main site that people use
- Members (or anyone) can get blog updates via an RSS feed
- Members can also, or alternatively, get updates via email if they register with the site
- A monthly summary should be posted to the listserv for at least the first year to inform members about the content added to the blog and to encourage them to sign-up for these other methods of receiving updates
 - o Who does this – Faultline editor/member or listserv committee?
- A series of events throughout the year that educates members on blogs and the kinds of new content and tools that are emerging now: blogs, podcasting, videocasting, social networking, etc. – perhaps even a founder's series which would appeal to the general public also
- Maybe we could have a launch party?

Website changes

- The blog will become the main website and the URL redirected
- The Archives and Faultline sections will remain but undergo some design changes to more modernize the look of them
- The other sections will be removed (archived, but no longer available online)

Recommendations

1. I will ask the board to vote on whether the changes demonstrated by the test site are acceptable and move that they accept the changes and allow the blog to become the website.
2. I would like to remove the password-protection and open the site.
3. I would like to post notice of the change to members via the listserv and solicit additional assistance in some of the open jobs: vendor relations, bookmarking, photography, video blogging, podcasting.
4. I would like to ask the board to authorize the expenditure of \$60 to purchase credits on iStockPhoto to be shared between the website and bulletin committees to provide images for posts within the blog.

Go here to learn more about iStockPhoto and pricing information:
http://www.istockphoto.com/istock_credit_offer.php?&Currency=1

Respectfully submitted,
Mary-Lynn Bragg
Website committee chair