

CALL/ACBD Website Editorial Board Minutes

May 25, 2014

Michel-Adrien Sheppard called the meeting to order at 10:15 AM

Members in attendance 2013-2014:

- Michel-Adrien Sheppard
- Susannah Tredwell
- Mark Lewis (Executive Liaison)
- John Sadler
- Jean Weeresinghe
- Andrea Zielinski
- Shaunna Mireau

Shaunna Mireau moved the adoption of minutes of the 2013 meeting.

Seconded Michel-Adrien Sheppard

CARRIED

Comments from the Chair

Michel-Adrien Sheppard sent recommendations about the website to the CALL Executive Board. Many of the problems that could not be acted on were due to technical difficulties.

Michel-Adrien shared that the last year was spent on cleanup. He intends to recommend a total redesign. An Annual Report of the groups activities was circulated.

General Discussion

Mark Lewis mentioned that the website supply company have been difficult to work with especially for the price. The site is divided into front end and back end functions. The back end of site has some technical difficulties that cannot be overcome. The member's only section has some policy decision questions and it is a fact that some SIGs don't know what is on their own members only page.

Michel-Adrien supported the idea of surfacing existing members only content to the public side of the site. The administrative dashboard is overly complex. Paralucent is offering egregious pricing for simple tasks.

Mark shared that the Board recognizes that we need to update the functionality of the site. The Website Editorial Board was asked to create a mockup of what a new site would look like and Michel-Adrien shared the vision from the board. By analogy, think of a new site like a little black dress; sleek, smooth and pleasing to the eye.

Jean Weeresinghe spoke in favour of the board having control over the back end. She offered that the website should have a more social feel than an administrative feel.

Mark asked how much work the board wants to take on with redesigning the site.

Michel-Adrien spoke to archiving content and then cutting the content into more effective pieces. Weeding the content is something that will be required.

Andrea Zielinski spoke in favour of surfacing CALL's social media channels. Mark spoke to the Executive Board's project of creating a social media policy. Michel-Adrien spoke about the CALL LinkedIn group and that it is not officially CALLs. Michel-Adrien Sheppard feels Twitter should be a National Office function.

There was a discussion about Basecamp as the back end replacement for the working documents aspect of what used to be intended with the Committee and SIG members only portions of the site.

Jean spoke to the technical difficulties for members not being able to get their good news messages out.

Michel-Adrien Sheppard shared the wish list of content that they wanted to see, like the CLLR regional updates. The discussion surrounded the issues with the benefits of membership and the regional updates from CLLR.

Jean wants to see content that is out there for stakeholders. Lawyers Weekly, Slaw, the news about law librarians should be where our stakeholders are.

Starting from scratch would have a default to public first rather than members only. Repurposing by default (CLLR regional updates) rather than repurposing only when necessary.

Michel-Adrien spoke to changing behaviour to get people to visit the site with content refreshing.

National Office will have to play a more prominent role as a content repurposing agent.

News of interest to members may also include vendor news.

Andrea Zielinski spoke to the importance of having a pleasing visual for the site.

Michel-Adrien spoke to disposable content / perfection vs imperfection. The question is how to get members to provide content. Mark suggested each group have a chief content wrangler and that we need to make it easier to provide content.

John Sadler made the argument that content that is behind the wall is content whose time has passed. John thinks that driving traffic from CanLII to us and our users would find favour.

The meeting adjourned at 10:50 AM

Recorder: Shaunna Mireau