CALL Website Editorial Board
Agenda for 2015 Annual Conference Business Minutes
Sunday, May 3, 2015

Attendance: Michel-Adrien Sheppard (Chair), Annette Demers (President), John Kerr, Rosemary Chapman, Bronwyn Guiton, Cheryl Murphy, Karen Thuss-Hardy, Karen Palmer, Maryvon Côte, Joan Rataic-Lang, Svetlana Kochkina and Ronn Cheney.

1. **Welcome comments from chair (Michel-Adrien Sheppard): circulate e-mail list, appoint note-taker for the meeting**
   - Michel-Adrien called the meeting to order at 10:50am AT.
   - Rosemary Chapman was appointed as secretary.

2. **Adoption of minutes of the 2014 annual business meeting**
   - Svetlana Kochina motioned for the adoption of minutes of the 2014 meeting. Susannah Tredwell seconded the motion.
     All in favor.
     CARRIED.

3. **Discussion of the redesign process 2014-2015 for new attendees – what we have accomplished**
   - It was noted that at the last annual conference business meeting that CALL/ACBD members expressed a strong desire from the CALL/ACBD membership for a redesign. At this time there were also some issues with the current IT provider used by CALL and the WEB and Board had agreed to move forward with a redesign of the CALL/ACBD website.
   - The WEB reviewed a number of websites from other professional associations and looked at different platforms and arrived at the idea of a simple structure. This new simple structure would involve less content be hosted on the website with a greater emphasis on ease of navigation and simple visually pleasing design.
   - The WEB and Board agreed to move to the Wild Apricot platform, a membership database management system and website content management system for its ease of use, cost and service offerings to the association. Wild Apricot automatically updates it platform with new add-ons or "widgits" at no cost, whereas add on with the old Drupal site would have cost extra.
   - It was agreed that all old documents will be moved to digital storage with the National Office, or will be posted on Basecamp for historical reference for Committees/SIGs.
   - The site map of the website was radically simplified to include a menu with actionable titles such as "Learn" and "Get Involved" with the idea that these would help people quickly fulfilled their needs of the association.

4. **Discussion of any initial/preliminary feedback concerning the new website**

- Bronwyn noted that the old website hosted a lot of information, which is great, but it was all difficult to find. On the new website the information architecture if simple to navigate and the design clearly reflects contemporary trends.
- Svetlana suggested that the logo be designed not to include all capitals to make it less blocky and difficult to read.
- *Rosemary also received some feedback via email from members after the soft launch and is keeping a list of items to take action on.*
    1. Investigate option to remove or edit the "posted by" statement on the blog.
    2. On the Conference archive page, make the pictures smaller as they take up too much real estate.
    3. Ensure compliance with Ontario accessibility legislation and confirm that links make sense out of context, and images contain alt tags.
    4. Ensure that the registration/renewal forms and fully in French.
    5. Ensure that Committee description PDFs are in French.
    6. Add to the footer "….power by Wild Apricot, best viewed with Firefox or Google Chrome" to make sure that users use a compatible browser.
    7. Inquire about analytics on the website, and if none are available install Google Analytics for the new website*.*

5. **Monitoring of new website:**
- *Getting feedback from members – e-mail, survey, articles in monthly In Session issues, etc.?*
    - The group agreed that sending a survey to members to collect feedback on the new website before the official launch would be beneficial. The WEB and NO will work together to construct a one page survey to be closed and reviewed before June.
- *Editorial Board's future role*
    - It was noted that the WEB will be given full admin access to the website and that a member from each committee/SIG will be trained on adding blog posts and adding content to the website.
    - When the WEB agrees that the website is finalized the Executive Board will be notified and NO will move forward with moving the Wild Apricot website onto the www.callacbd.ca domain to overwrite the old Drupal site.

6. Adjournment
- Michel-Adrien adjourned the meeting at 11:30am AT.