ANNUAL REPORT

Web Manager

Verletta Kern, Web Manager (from March 2013)

Report on Activities
This has been a busy year preparing for a full scale website migration to the YourMembership platform. The new platform will integrate the online directory into a single platform alongside the website, leaving MLA members with a seamless website experience. It will also create opportunity to show what we do as an organization through an event calendar and online slideshow. The new site includes new ways to connect with fellow members and offers the potential for online forums and file libraries that can be shared both internally and externally. In short, the new platform will lead to a more dynamic site.

In preparation for migration, I solicited members for the newly formed MLA Web Committee and prepared an inventory of all 231 webpages in the current Ektron website platform. The inventory list became the framework for the migration. Paul Cary and I, with consultation from content providers and the Board, identified which content should be migrated to the new platform, which content should be updated, and which content should be archived at the MLA Archives. Print copies of content slated for archiving was sent to the MLA Archives and we are currently working on digitally archiving the site as well. Preparation for migration also included completing the YourMembership training program and creating administrative accounts for Web Committee members to do their work.

A site migration seemed like a good time to re-evaluate the current structure of a site so I put together a successful proposal to the Board for card sorting software which the Web Committee used to have a sub-set of our site membership combine and categorize a sub-set of content on the current site. These categories were used to design the menu structure in the new site. All members of the Web Committee have actively migrated web content over to the new site.

In addition to the site migration planning, I have also kept busy making the usual updates to the current website. I set up a chapter email account for the Midwest Chapter and setup their online election via Survey Monkey. I also worked with NEMLA to resolve a site login issue on their website.

Special thanks to Michelle Oswell, Paul Cary, and Jim Zychowicz for their assistance in navigating the landscape of MLA web services.

List of previous goals and progress made toward each goal
Not applicable, new position within MLA
List of goals for the next year and how they relate to the MLA Strategic Plan

**Archiving:** Continue work with the MLA Archivist to archive the current MLA website. This content will be of historical value to our organization in the future.

**Chapter Support:** Work with California Chapter to host their Word Press site on the MLA server. In addition, NEMLA is also moving to Word Press and will need their site installed on our server as well. Chapters are some of our best advocates for MLA with some members starting at the chapter level and moving towards national membership. We need to ensure our chapters have a strong web presence.

**Evaluate Web Services:** In conjunction with the Web Committee’s goal of a needs assessment, I would like to take a closer look at our current web support services and see if they align with the needs of the membership. This would support the strategic goal of organizational excellence.