

I. May 13, 2021

II. Web Manager and Assistant Web manager

III. Steve Henry and Karen Berry

IV. BOARD ACTION REQUIRED

1. Let us know how involved the Board would like to be in the redesign of the non-member portions of musiclibraryassoc.org (see under Migration of WordPress pages to Reclaim Hosting, below).
2. Approve and/or offer any feedback to the proposed Banner Creation Guidelines (see below)

V. BRIEF SUMMARY OF ACTIVITIES

**Migration of WordPress pages to Reclaim Hosting.** This was previously approved with my last report. I will initiate the process of moving these pages immediately after submitting this report.

Once the existing WordPress pages are moved, the next step will be moving non-member and non-dynamic content from the current YM site to WordPress. This project will amount to a redesign, at least in look and feel, of a good chunk of musiclibraryassoc.org. Most of these pages have already been created in draft form in WordPress. The Web Managers would welcome feedback on how involved the Board would like to be in the process of rolling out the new WordPress site. (Does the Board want to review draft pages? Are there timing considerations?) This process will almost certainly happen in FY22 (late summer? fall?) so there is time.

**MLA 2021 Conference Videos** The process of uploading Zoom recordings and their captions for 119 sessions and meetings to MLA's Vimeo channel is now complete. The recordings are available to registered conference attendees through Sched. In addition, all chat transcripts have now been uploaded to Sched. The Assistant Web Manager is now working with volunteers on correcting captions for the videos from the main portion of the conference (presentations, plenaries, business meeting, etc.).

The **MLA 2022 Meeting Web site** is live at <http://conferences.blog.musiclibraryassoc.org/>

The Web Managers and the chair of the Web Committee are testing a **free ticketing system** called FreshDesk. It is working well for our needs. Since implementing the system on April 19, the team has received and worked on 42 tickets.

A number of questions regarding the musiclibraryassoc.org home page **banner** recently came up. Among the questions were: who (if anyone) should approve requests for

banners, how many banners should be active at any given time, what types of content are appropriate for banners, and what types of content should be blog posts.

Discussion ensued over email with the MLA President, Administrative Officer, Publicity Officer, Web Manager, Assistant Web Manager, Web Committee Chair, and former Web Manager. Based on that discussion, I submit the following set of guidelines for banner requests and related publicity, and I welcome any Board feedback:

By request of the Instruction Subcommittee, the Web Managers created a new **Humanities Commons** group for the [Music Instruction and Pedagogy Repository](#) project. This group was created following the procedure followed with other MLA-associated Humanities Commons groups, and the procedure seems to be working well--the Web Managers create the basic group when requested, following a default group of settings, and then turn the new group over to the person making the request. The Web Managers may be consulted if any questions come up, but day-to-day management of the HC group is the responsibility of the group itself.

### **Banner Creation Guidelines**

The Web Managers can create banners for the following, on request, without additional approval:

1. Conference related (call for proposals, announcement that conference registration is open)
2. Other open calls (grants, awards)
3. New publications (newsletter issue, *Notes*, MLA/A-R Editions books)

The Web Managers will create banners for additional content requested by the Board.

All other requests for banners (for example, from committee chairs or individual members) would need to be approved by the Board.

It is up to stakeholders to request the banners.

Recognizing that visual design skills will vary from Web Manager to Web Manager, it is the recommendation of the Web Manager that entities requesting banners also provide images, or (better) submit a ready-to-publish banner. The Web Managers can provide the specifications as well as templates for the banners.

Some requested banners may be better as blog posts, or blog posts could be created in addition to the banners. The Web Managers can work with the Publicity Officer and the requestor to decide a path forward. Another outlet related to blog posts would be the Newsletter.

In addition, some banner requests might be even better as Web site ads (for example, newly published books, perhaps).

To be determined is how many banners should be active at any given time.

Finally, the Web Managers are considering whether banners are the best tool for highlighting content. Tools such as tiles across the top of the page, callout boxes, and other widgets could be more mobile friendly, better for accessibility, and more efficient at getting messages across. The current YM platform is limiting in this regard, and a move to WordPress will provide more options.

#### V. IMPLICIT BIAS TESTING REPORTING

Steve Henry (Web Manager) and Karen Berry (Assistant Web Manager) have completed implicit bias testing.