

Publications Advisory Board

Report for April 2016

1. The Winter 2016 *TLA Newsletter* (22, no.1) was published in February.
2. Steve Knowlton resigned as co-chair of the Publications Advisory Board effective January 15, 2016.
3. The Publications Advisory Board met on January 15, 2016. We found that it is desirable for TLA to have one or more Associate Webmasters to assist the Webmaster, for the following reasons:
 - To ensure that knowledge of the technical aspects of running the website is shared
 - To allow for coverage during times the Webmaster cannot attend to the website due to absence or other duties
 - To include new ideas and fresh perspectives in the management of the website

In order to achieve this end, we proposed amendments to the TLA Bylaws and Procedures Manual.

The board also discussed problems with garnering content for the Newsletter and proposed strategies for resolving related issues. Suggestions included, reducing the Newsletter frequency, eliminating the Newsletter, replacing the Newsletter with some other form of electronic-only communication/publication. The board is considering ways to gather information regarding the efficacy of the Newsletter from TLA members and stakeholders.

4. On March 15, 2016 it was communicated that: "The Executive Committee recently received and expressed approval of a request from the PAB to establish an Associate Webmaster position. However, establishment of that position requires ByLaws changes, as shown in the attached document. You will note that these changes also include the adding of the two Social Media Managers positions, which were approved and appointed several years ago, but which were never added in the ByLaws. There are also several general wording changes which I am recommending to clarify some points and to make changes in the references to titles of the two official publications to make it easier to address any future title changes without further ByLaws voting."
5. The above changes (4.) were approved by PAB members, concluding, March 19, 2016.
6. Anthony Prince advised that he is approaching the end his term as Newsletter editor and has expressed interest in service on the board in another capacity.

James Rodgers

April 6, 2016