

LAUC Web Group Report

TO: Dana Peterman, LAUC President

FR: Jerrold Shiroma, LAUC Web Manager; Cody Hennesey, LAUC News Manager

RE: 2016-17 Report, April 2016

LAUC Website & Web Manager Background

The LAUC website (lauc.ucop.edu) is the primary mode of communication about LAUC's activities and policies. The site includes news announcements, event information, minutes, committee rosters, and other resources. It is the main public face of the organization, and the primary source of current and archival information on policies, committee work, and member research.

The LAUC web manager is an appointed two-year position that rotates among librarians at different UC campuses. The web manager duties are the following:

- add and update content, including:
 - 'Meet our Members' profiles and photos
 - committee rosters
 - division rosters
 - events (meetings, assemblies, deadlines)
 - grant recipients table
 - revisions to other static pages
- monitor the site's technical functionality and troubleshoot problems
- manage technical support contract with web developer Five Paths
- oversee the overall design, navigation and functionality of the site
- manage user accounts and training for additional site users

This is the first year of my appointment. I inherited the position from Julie Lefebvre, who was Web Manager for the prior three years.

Summary of Action Items

- Met with outgoing Web Manager to manage transition of duties.
- Met with the chair of the WCC, Cody Hennesey, and Julie Lefebvre at UC Berkeley to discuss the WCC's goals.
- Enacted new functionalities to better serve the WCC's goals.
- Made regular and timely updates to the site for meeting minutes, agendas, featured content, deadlines, Meet our Member profiles, and roster changes.
- Created special section on LAUC website for LAUC 50th content.

Future Actions

- Determine what future enhancements are desired by LAUC and its various committees.

LAUC News Manager

Cody Hennesey entered his first year as the inaugural LAUC News Manager.

As News Manager, Cody published 31 news stories to the LAUC website since August 2016, including at least one story for every division. An outreach email was distributed through the Executive Committee to solicit division volunteers who could help direct news about their librarians for publication, but have yet to hear back formally from any volunteers. A number of story submissions were received from members through the LAUC contact form and through direct email, both of which are welcome, but have found most of the stories by following division libraries' public news sites.

A Social Media Manager is still needed to help run the LAUC Twitter and LinkedIn group pages. Cody has monitored and posted to the Twitter page on a weekly basis, which is slowly developing an audience and now has fifty followers. Members and others are encouraged to follow @LAUClibrarians. Nicole Helregel and Danielle Kane from Irvine are tweeting for the Assembly, which is a great shared model for managing the Twitter page that can hopefully be built upon.