



November 2, 2015

LAUC Web Content Committee
Librarians Association of the University of California

TO: Cody Hennesy, Chair, Web Content Committee
FR: Diane Mizrachi, LAUC President
RE: 2015-16 Charge, LAUC Web Content Committee

I am pleased to appoint you 2015-16 Chair of the LAUC Web Content Committee for a term beginning immediately and ending September 30, 2016.

I am pleased to announce the formation and charges for the 2015-16 LAUC Web Content Committee on Professional Governance for a term commencing November 2, 2015 and ending September 30, 2016.

Administrative Structure

Please note that LAUC Committees fall under LAUC Executive Board purview. The LAUC President sets overall priorities for committee work by means of the committee's charge. The primary duty of each LAUC committee is to fulfill the charge given to it by the LAUC President. Once a committee's charge has been fulfilled, the committee may address other issues, with the approval of the LAUC President.

Committee Background and Significance

The purpose of the Statewide LAUC Web Content Committee (WCC) is to promote engagement with and raise awareness of the LAUC website by developing policies and procedures for keeping the website content dynamic and up to date. Content must be of interest to LAUC members and relevant to the functioning of LAUC as an organization. Membership in WCC shall consist of one content coordinator (Chair) and 2-3 additional members. Actual posting of web content will be the task of the LAUC web master, who is not a member of the WCC.

Nick Robinson, 2013-2014 LAUC President, created the Ad Hoc Website Redesign Committee with the charge of redesigning the LAUC website to reflect a more contemporary LAUC environment and utilize more advanced digital technologies. This task was completed and relevant content transferred from the old site to the new beginning in summer 2015. The Ad Hoc Website Redesign Committee, chaired by LAUC Webmaster Julie Lefevre, was formally disbanded at this time.

The LAUC website must be a dynamic source for information about LAUC, its activities, and its members. The primary audience is the LAUC membership, but it will also function as an informational resource to UC Library administrators and staff, the UC community, and librarians and educators at large.

Charges

- Begin creating and uploading content immediately while fulfilling the following charges.
- Develop a workflow to solicit news of LAUC activities and accomplishments from divisions to be posted in the “Featured” section of the website
 - Highlights of LAUC members achievements (scholarly, creative, professional milestones)
 - Announcements – job opportunities in the UC Librarian series, retirements, new hires
- Set schedules and deadlines related to new content:
 - Exec Board photos
 - Division rosters
 - Updating library building photos on home page (probably annually)
 - Meet our Members profiles -- Coordinate with Diversity Committee to develop a regular publication schedule. Share the publication schedule with the Executive Board.
- Develop a LAUC social media platform
 - Propose a process to solicit and post LAUC-interest items to social media
 - Recommend social media services to use (Twitter, Facebook, LinkedIn, Instagram, etc)
 - Set up social media accounts and develop workflow for posting regularly to social media
 - Propose placement of social media links/icons/feeds on website
- Review special-case legacy content and make recommendations on whether to migrate it to LAUC site:
 - Assembly documents hosted on external or third-party sites
 - Content on LAUC wiki (http://laucwiki.lib.ucdavis.edu/index.php/Main_Page) -- decide if this material needs to be saved. If so, recommend a workflow to migrate it to the new site.
 - LAUC blog (<http://laucassembly.blogspot.com/>) -- decide if this material should be left as is on Blogspot, or migrated to new site.

Timeline:

- Committee work will begin as soon as possible after committee formed.
- Committee will report regularly to LAUC President and LAUC President-Elect.
- The committee should prepare a report for presentation at the Assembly in spring 2016.
- The committee will submit its final committee report to the President by September 12, 2016.

Reports should be submitted using the following format:

Reporting Guidelines

SUBJECT LINE: [Committee Name] Report

BODY OF MESSAGE:

TO: LAUC President

FR: [Committee Name]

RE: [year (e.g., 2015-16)] Report Name (e.g., Final Report)]

Committee Charge:

Summary of Action Items:

Body of Report with Discussion and Recommendations [formatted as motions, in keeping with Sturgis]
Names of Committee Members
Attachments (if any)

Committee Work and Meetings

The Executive Board urges the committee to conduct its business through conference call(s), or using other technologies, such as email or chat. Please discuss options with the President.

Committee Expenses

The current LAUC Travel and Reimbursement Policy and Procedures document is linked to the LAUC homepage. Different Divisions may handle transactions differently and Committee members should check with their local accounting officers to find out how their Division handles charges to the LAUC account.

Thank you for your service to the LAUC membership. We all very much appreciate your efforts on our behalf. Please feel free to contact me if you have questions or concerns about the Charge.

Web Content Committee

CHAIR: Cody Hennesy, UCB

Harrison Dekker, UCB
Data Lab
Email: hdekker@library.berkeley.edu

Cody Hennesy, UCB – Chair
E-Learning Librarian
Email: chennesy@library.berkeley.edu

Courtney Hoffner, UCLA
Science & Engineering Library
Email: choffner@library.ucla.edu

Christina Woo
Research Librarian
Email: cjwoo@uci.edu