

Report to the Nunavut Library Association, January 2013

Progress report 2: Maintaining the NLA Website

Prepared by Carol Rigby

Progress update:

For several years, the Nunavut Library Association had a very basic website developed and hosted at no charge by the National Adult Literacy Database, based in New Brunswick. This site was posted under our domain name: www.nunavutlibraryassociation.ca

However, NALD has had budget cutbacks reducing their ability to provide website support; at the same time, it has been difficult for the NLA to update and maintain the site as problems were frequently encountered trying to upload materials to the NALD server in New Brunswick.

NLA member Tina Rose recommended trying WordPress as a no or low- cost platform that is easy for anyone to maintain, and created a draft version for people to consider. This was well received. As the result of decisions made at the October meeting of the NLA, Carol Rigby assumed the role of webmaster for the NLA, replacing Ken Su who is no longer working in Nunavut. Tina is assisting her with the social media aspects of website work, and the draft WordPress website has been revised, upgraded, and attached to our domain name for a minimal yearly fee, which the association hopes can be covered by any income from the Partnership Education Institute distributions.

Carol is now able to monitor the site easily, upload new material such as blog posts and new issues of newsletters and reports, and check for and remove any spam comments. The previous NLA e-mail address was being hosted by NALD but not being monitored. Since WordPress does not host e-mail, for the moment the NLA has a G-mail account, nunavutlibraryassociation@gmail.com, and this is being monitored by Carol and forwarded on to Yvonne Earle, NLA president. We hope this means people who see or use the website will be able to contact the association and receive a timely response to any enquiries.

Current Website

Some features of the "new" website:

- It maintains a similar look and feel to the previous website with the banner, layout and logo, but has been reorganized to be more user-friendly and up-to-date (not too much information per page, more nesting of pages and hyperlinking)
- It has been maintained as a standard static front page website, with nested pages, but also has a blogging function; currently we have established one blog category, for Events and Activities, to which current newsy items can be easily posted (there are currently 4 posts). It is possible to add other blog categories, split the current one into NLA events and Member Activities, etc.; this is a design option that could be discussed. We could add a photo gallery category to the blog if people wanted to share photos, as well.
- If people are interested in social media links, widgets can be added easily for Facebook, Twitter, etc.; it's a very flexible environment with lots of options ready-made. Currently the social media options have not been activated as no one has indicated a strong interest.

A lot of new material has been added in the reorganization:

- Some new main pages have been added
 - For The Partnership, to "push out" their programs and materials as requested, in return for their support of our participation

- For Advocacy, since that seems to be the main activity we engage in. We plan to post copies of letters we've sent, national campaigns such as the CLA advocacy toolkits on various topics, etc.
- For Publications, with the former pages for Newsletter & Meeting Minutes nested under it.
- Some new sub-pages have been added:
 - For member publications and presentations, under the Publications page, so we can share materials (e.g. posted Carol's 2011 presentation to CLA on Inuktitut & multilingual bibliographic cataloguing standards developed by Nunavut libraries, and Yvonne's 2008 presentation to IFLA on providing multilingual service in a legislative library)
 - The "about us" main page was reduced to the mission statement, to make it punchier, and the organization information was moved to a separate sub-page
 - A new page was added for "our libraries" as a place where we could highlight the work of individual members. We are starting to further subdivide this, to make it shorter and snappier, so there is a sub-page under that for the Legislative Library as an example. This area could be used for all the different library systems and organization to tout their services, give links to their individual web-pages, etc.

The issue of language might need to be considered; WordPress offers interfaces in a number of languages, such as French, but Inuktitut is not among them. However, if we wanted to have some Inuktitut content within individual pages, the software is Unicode-compliant and syllabics do appear properly when typed into the pages. We currently have no material in any language other than English.

Going forward

At this point, the webmaster is looking for additional material to post. She would welcome any submissions and suggestions by members. Submissions could include any of the following:

- Short newsy items and publicity photos to post to the blog, such as:
 - A brief paragraph describing or announcing an event;
 - A photo or photos with identifying captions highlighting your library or its activities (note: if photos contain recognizable people in them, you should obtain their permission in writing to publicize the photo, and send that along too). Photographers should be credited.
- Copies of documents you may have written or published that would be of interest to the wider Nunavut library community
- A description and photos of your library to highlight in the "Our libraries" section

New ideas are also welcome!

Respectfully submitted,

Carol Rigby
NLA Webmaster