

Report to the Nunavut Library Association, November 2017

Progress report 9: Maintaining the NLA Website

Prepared by Carol Rigby

Overview:

The Nunavut Library Association has a basic website posted under our domain name:

www.nunavutlibraryassociation.ca

The website is hosted on WordPress and uses the WordPress software, in website format with a blogging function for news and updates. Since WordPress does not host e-mail, the NLA has a G-mail account, nunavutlibraryassociation@gmail.com, which is being monitored by Carol and is forwarded on to Riel Gallant, Nunavut Legislative Librarian, who is currently handling correspondence received at this address until such time as a new president for NLA is appointed. We hope this means people who see or use the website are able to contact the association and receive a timely response to any enquiries.

Current Website

Using WordPress as a platform, Carol monitors the site, uploads new material such as blog posts and new issues of newsletters and reports, and checks for and removes any spam comments. She has tried to review and update the site at least quarterly, in addition to posting anything forwarded on by other NLA members. The website has been checked before this meeting. A new banner for The Partnership journal has been updated as requested at the winter meeting. Last major updates (blog posts, minutes, etc.) were posted in June.

As noted in the last progress report, the Partnership pages require occasional maintenance to monitor the currency of the links. We don't use the website to actively promote current EI offerings; that is done through the association e-mail list instead. The site does not receive a lot of spam comments, relatively speaking. It may be time to update the banner and WordPress template used for the website. If so, some new photos or other visuals might be good to add. We have gone with a static front page rather than a blog format as things don't get posted often enough to make a blog seem fresh and up to date, but a different template might provide easier and more visual access to the news blog. The main consideration is to stick to one of the free templates available, to keep our costs down.

As noted last spring, the language on the opening pages of the website (who we are, what we do) is dated. Carol has circulated some draft material on mission, vision, values etc. for discussion at this meeting. Depending on results of the discussion, this material could be incorporated into the front pages in a way that makes them a bit punchier and more contemporary.

Funding

Having the website point to our domain name is the only cost for having the site on the WordPress platform and hosted by WordPress. This is a relatively minimal charge (US\$13/year; currently around Can\$17-18). The small income that the NLA receives from the Partnership as royalties for Education Institute seminar participation has been used to date to cover this expense. Continuing this practice was approved by NLA members at our May 2015 meeting. A spreadsheet is maintained to track funds transferred for this purpose. Riel is currently designated as the recipient of Partnership royalty cheques for cashing purposes, as we do not have an institutional account, and holds the bulk of any surplus funds.

Fees are currently paid up, as of Nov. 1, 2017, and Carol has funds in trust to cover them as they are applied automatically to her credit card. She is still holding about one year's worth of funds, and after next year's renewal we can review the handling of this item.

The other cost associated with maintaining the NLA website is the actual fee for registering our domain name, www.nunavutlibraryassociation.ca. Yvonne Earle, NLA Past President, paid the fee in fall 2015 for another three years as donation in order to keep the website for the Association going, so the next date of concern would be fall 2018.

Going forward

Carol and Riel have discussed possibly sharing website maintenance responsibilities; if Riel takes over the basic website management and regular updates, that will free Carol to work on the project of uploading the NLA correspondence archive.

As always, Carol would appreciate receiving materials from NLA members to post in the blog and to expand the website pages, so that the site does not appear too static; any submissions can be sent to cerigby@xplornet.com.

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. Please note that 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, presentations given or press releases 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 (we still don't have anything about NTI, ITK resource centres, for example)
- New ideas are also welcome!

Action not yet taken

Carol has received an electronic archive of NLA correspondence from Yvonne dating back to 2007-2008, and still has to work on posting it to the NLA business page as an archive going forward for the association as a whole and background for the person who is willing to volunteer to step into Yvonne's shoes. She hopes to report progress by the spring 2018 NLA meeting.

The issue of language still needs to be considered, as we can have multilingual text within the current framework (English). Discussion took place at the Spring 2017 meeting regarding an "official" translation for the name of our association in Inuit languages. When that is decided, at least that information could be added in Inuit languages and French.