



Why We Do What We Do

Website Policies & Web Committee Job Descriptions

AALL Webmasters Workshop

Boston, July 10, 2004



Overview

- ◆ Policies are a good idea
- ◆ How to write a policy
- ◆ Useful resources



Policies Are a Good Idea



- ◆ Organizational continuity
- ◆ Transition to a new webmaster
 - Easier to attract candidates
 - Quick “ramp up”
- ◆ Help organize efforts as sites become more complex

How to Write: Who?

- ◆ Small Section/Chapter
 - Maybe just Webmaster?
 - Get approval of Board
- ◆ Larger Section/Chapter
 - Work with Web Committee or equivalent
 - Get approval of Board



How to Write: Purpose & Administration Elements



- ◆ Statement of purpose and/or scope
- ◆ Where site maintained
- ◆ Responsibilities of Webmaster
- ◆ Responsibilities of affiliated committees, officers, etc.
- ◆ Provisions for review/maintenance of site

How to Write: Purpose & Administration Elements (cont'd)

- ◆ Link selection (may be helpful to have an explicit policy)
 - Criteria for selection
 - Who's responsible for selection
 - Disclaimer that Section/Chapter has no control over external sites (see AALLNET Copyright Policy)

How to Write: Design/Coding Elements

- ◆ Some policies/guidelines of AALLNET:
 - Guidelines for AALLNET Webmasters
<http://www.aallnet.org/support/guidelines.asp>
 - AALLNET Mission, Policies and Guidelines
http://www.aallnet.org/about/policy_aallnet.asp
 - AALLNET Copyright Policy
http://www.aallnet.org/about/copyright_policy.asp



How to Write: Design/Coding Elements (cont'd)

- ◆ Design elements (may wish to go beyond AALLNET's):
 - Header/footer text/images
 - Special logo(s)
 - Specify particular fonts



How to Write: General Thoughts



- ◆ Make policy accessible (put on site)
- ◆ Don't be too software specific
- ◆ Keep any procedures simple & easy to follow

Useful Resources

- ◆ AALLNET Guidelines
 - Guidelines for AALLNET Webmasters
<http://www.aallnet.org/support/guidelines.asp>
 - AALLNET Mission, Policies and Guidelines
http://www.aallnet.org/about/policy_aallnet.asp
 - AALLNET Copyright Policy
http://www.aallnet.org/about/copyright_policy.asp

Useful Resources

- ◆ AALLNET Sites with Web Policies
 - Law Librarians of New England
<http://www.aallnet.org/chapter/lne/policies/webpolicy.htm>
 - Online Bibliographic Services SIS
<http://www.aallnet.org/sis/obssis/web/webpolicy.htm>
 - Technical Services SIS
<http://www.aallnet.org/sis/tssis/handbook/other-website.htm>



Useful Resources

◆ Articles

- Guenther, Kim. “Creating a Web Publishing Guide.” *Online*, vol. 27, no. 4 (July/Aug. 2003), p. 52+.
- Ryan, Susan M. “Library Web Site Administration: A Strategic Planning Model for the Smaller Academic Library.” *Journal of Academic Librarianship*, vol. 29, no. 4 (July 2003), p. 207+.

Why We Do What We Do

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<http://pubweb.northwestern.edu/~ecp278/webpolicies.ppt>