

Oregon Chapter SLA
Communications Team Report
supplement to September 15, 1999 board meeting minutes
Andrea Drury

Team members: Linda Absher, Andrea Drury, Jan Hayden, Bonnie McCallum, Bette Stewart, and Ruth Vondracek.

The Communications Team is operating under its new Team Charter, finalized in July. We will modify the document as the year progresses, based on our actual experience with the duties we've assigned to ourselves.

Our plans for the year include:

- Draft style guide for the web site.
- Draft procedures for the managing web site and discussion list.
- Draft guidelines for gathering content for, writing, and publishing an issue of the e-bulletin.
- Train several team members in the art and technique of web pages so they can participate in site maintenance.
- Publish four issues of the *e-Oregonized Librarian*, the first of which was Vol. 1, No.1, July, 1999.
- In January, 2000, co-sponsor with the Promotional Activities Team, a "virtual" conference that will allow chapter members to experience various electronic communication formats: online chat, bulletin board, and email. Current topic is "Revitalizing your Life and your Career."
- In March, 2000, sponsor a chapter meeting on "Stylesheets and Guidelines for Website Development & Maintenance."

Status of the chapter's discussion list:

- 126 subscribers, 11 of whom are not members of the chapter
- 13 chapter members are not subscribed; they receive chapter announcements via direct email
- 5 members do not have email

Status of the chapter's electronic bulletin:

- The e-bulletin, called the *e-Oregonized Librarian*, is in the form of abstracts with links to the full articles on our web site.
- We published our first issue (Vol. 1, No. 1) to the chapter's discussion list on July 29.
- Chapter members who are not subscribed to the discussion list received their e-bulletin via direct email.
- Of the five members who do not have email, three have elected to receive a print copy by U.S. mail. The remaining two have not responded to our offer to mail them a copy.
- Publication dates for the rest of the year are: October 15, January 21, and early April.
- Deadline for October 15 issue is September 30.

Status of publicity for fall programs:

- We have publicized the September kick-off meetings and the October videoconference to our web site, to our discussion list, and to LIBS-OR and PNLA-L discussion lists.
- We've posted all events to the CascadeLink Community Calendar for Librarians.
- Board members and team leaders--remember to coordinate publicity for your events with the communications team.

**Oregon Chapter SLA
Communications Team Report
supplement to October 28 , 1999 board meeting minutes
Andrea Drury**

Team members: Linda Absher, Andrea Drury, Jan Hayden, Bonnie McCallum, Bette Stewart, and Ruth Vondracek.

Status of the chapter's chat room and bulletin board:

- Our chat room is operational on the SLA HQ server. The Communications Team is holding practice chats over the next several months so members are ready for the virtual conference in January.
- At ORSLA's request, SLA HQ has installed and is testing bulletin board software for use by chapters.

Status of the chapter's electronic bulletin:

- We published our second issue (vol. 1, no. 2) October 20.
- We've added Submission Guidelines: submission and publication dates, followed by information about writing for the web, how to submit articles, etc.
- Submissions received by January 7, 2000, will be included in the January 21 issue (vol. 1, no. 3); Those received by March 15 will be included in the April 7 issue (vol. 1, no. 3).

January's Virtual Conference:

The conference will be held the week of January 10-14, 2000. Our objective is to get more than 50% of chapter members to participate in at least one of these formats during the week: chat room discussion, bulletin board, discussion list, or web site scavenger hunt. We hope the topics we've chosen will entice members to break through their *'never having tried it before'* reluctance to use these new communications technologies.

We want this week to be fun and informative for members. Prizes, too!

- Chat Room Topics:
 1. Use & mis-use of meta data, XML, Dublin Core, etc.--impact on intranets and Internet (as a follow-up to our September breakfast program)
 2. Databases--licensing and searching (as a follow-up to two of our fall programs)
 3. Providing services to off-site patrons (access to online databases from remote locations, online information request forms, web-based training, etc.)
 4. The brave new world of information terminology (data mining, knowledge management, etc.)
- Bulletin Board
 1. Post conference progress reports
 2. Tell what you're doing in your library
 3. Tell where you've been published, etc.
- Discussion list
- Web Site Scavenger Hunt

Publicity for programs:

- Linda Absher posts to the following lists and calendars:
 - SLA-COR

- LIBS-OR
 - PNLA-L
 - SLIMOR-L
 - ASIS-PNC
 - HLIB-NW
 - OLA Hotline (Newsletter)
 - CascadeLink
 - LTLO (Letters to Libraries Online)
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- Board members and team leaders--remember to coordinate publicity for your events with Linda.
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- Announcements in the form of an "economy ad" can be placed in the Oregonian with three days' notice. My contact was Lydia at 221-8449.
 - 5 lines, 28 characters/line, for 5 days is \$30
 - 4 lines for 5 days is \$24
 - 5 lines for 3 days is \$18
 - 4 lines for 3 days is \$14.40

Oregon Chapter SLA
Communications Team Report
supplement to December 13-22, 1999 board meeting minutes
Andrea Drury

ORSLA Bulletin Board

SLA HQ has created bulletin board space for our chapter. The bulletin board is organized according to topics. Our space, or topic, is Oregon. The URL is <http://slachat.sla.org:4180/mb/index.html>. The owner of the topic Oregon is Oregon, the password is cor. Information about how to use the Message Board is on this page: <http://www.ichat.com/custom/support/documentation.html>

January's Desktop Conference

"A Golden Age for Librarians: Oregon SLA's first desktop conference" is planned for January 11-14, 2000.

We're planning four separate Chat Room Sessions, one topic per session, from 10:00 a.m.-11:30 a.m., Tuesday, Wednesday, Thursday, and Friday. Summaries will be posted to the chapter's bulletin board by mid-afternoon each day. The week before the conference, we'll remind people to get themselves signed up as a "chat room user" so they don't have to go through that process once the conference starts. We'll also tell them about the bulletin board, where to find it, what to look for there, etc. We'll also post some core concept information and a reference list for each conference topic on the web site, so people can read ahead and come to the chat room prepared for the discussion at hand.

Each chat room session will have a moderator; some will also have a guest speaker.
Topics:

- Tuesday--Careers. Focusing on the increased demand for skilled librarians to build taxonomies, set up corporate intranets, etc. (Linda Absher is in charge of this topic and will be the moderator.)
- Wednesday--Use & mis-use of meta data, XML, Dublin Core, etc. (Bonnie McCallum will be the moderator --bet you didn't know that, did you Bonnie?? Linda Absher is checking with possible guests Kathleen Forsyth and Diana Brookings of the UW.)
- Thursday--Using technology to provide services to off-site patrons (Rachel Berrington will be the moderator. Team, Sue Jenkins from Dow Jones--they have a new name... ??--has offered to do a live demonstration of a product called PlaceWare for this session. This is news to you, but it sounds like a very exciting opportunity for us to put this into our conference.)
- Friday--The brave new world of information terminology--data mining, knowledge management, etc. (Linda Absher will be the moderator (right??) Kyle Banergy is the guest.)

We also will have a scavenger hunt through the web site!

March Program: Stylesheets and Guidelines for Website Development & Maintenance

We haven't begun to plan this event, so no date and no agenda yet.

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supplement to March 29, 2000 board meeting minutes
Andrea Drury

Team members: Linda Absher, Andrea Drury, Jan Hayden, Bonnie McCallum, and Bette Stewart.

Web Site

- We've started using images on the home page so people can see at a glance that something has changed. Send pictures!
- Althea Pribyl has taken on the chapter directory and the new members pages.
- Mark McGrath is adding articles of interest.
- We've drafted a style guide for the web site.
- An e-bulletin submission guide is already posted on the web site.
- We still have to put together the procedures for managing the web site and discussion list. We also want to draft guidelines for gathering content for, writing, and publishing an issue of the e-bulletin.

Discussion List

- 130 subscribers; most are members
- 8 new subscribers about the time of the January desktop conference
- 5 new subscribers this month

January's Desktop Conference

"A Golden Age for Librarians: Oregon SLA's first desktop conference" was held January 11-14, 2000.

35 people participated in one or more of the four discussions held during the week:

- Careers, 16 participants
- Metadata, 17
- Distance Education, 12
- Knowledge Management, 11

Nobody completed the scavenger hunt.

Recommendations:

- Make this an annual event.
- Advertise nationally (we did regionally).
- Discuss how to use the message board more effectively. Neither the team or the participants looked at it much.
- Make better use of the discussion list during the event--perhaps use it to send out the chat summaries, rather than posting them to the message board.

Program: Stylesheets and Guidelines for Website Development & Maintenance

Rather than holding a separate event in April, we've decided to hold a pre-annual dinner discussion for those interested in this sort of thing.

**Oregon Chapter SLA
Communications Team Final Report
Andrea Drury
April, 2000**

Team Leader: Andrea Drury

Web manager: Andrea Drury

Discussion list manager: Andrea Drury

Publications manager: Andrea Drury

News manager: Linda Absher (also was an assistant web manager)

Print manager: Jan Hayden

Other team members: Bonnie McCallum and Bette Stewart. (Ruth Vondracek resigned about mid-year.)

(For details of these team assignments, please refer to the team's charter on the web site at <http://www.sla.org/chapter/cor/about/CTcharter.html>)

My report on the team's tasks, as outlined on

<http://www.sla.org/chapter/cor/about/teams.html#communications>

1. Manage and encourage use of the chapter's web site and discussion list.

- The web site was updated at least monthly with meeting notices and reports, reports and minutes of board meetings, and calendar items. Less frequently, updates were made to the reference shelf and articles lists. Recommend that questions about how members use the web site be included in the survey that's being developed.
 - Althea Pribyl does the membership directory and new members page.
 - Mark McGrath searches for new articles and does the html for that page.
 - Linda Absher, Linda Maddux, and Bette Stewart helped with html coding occasionally.
 - **Recommendation:** secretary do the html coding of minutes; treasurer do the html coding of the financial reports; team leaders do the html coding of their own meeting announcements, reports, etc.
- Details will be forthcoming by year-end, but in general the team **recommends:**
 - A single web master who posts all files to the site, even though others might compose pages and make changes to pages.
 - Style guidelines to cover issues such as HTML tagging.
 - Process guidelines to cover the flow of files here and there, and who does what, and when do they do it.
- The chapter's discussion list is generally inactive. It has been used primarily for posting announcements from the board. Occasionally a member will pose a question for the group, but typically there isn't much response, at least to the list itself.
- SLA HQ allows each chapter two discussion lists: one for general and one for board business. So far we're just using a general list.
- Perhaps next year more focus can be placed on the "encourage use of" part of our charter.

2. Gather and disseminate news of the chapter and its members.

- I guess the gathering of chapter news has always been a challenge. Perhaps made a bit easier by use of the discussion list. It still comes down to people remembering and being willing to tell someone what's going on in their work, etc.
- The web site was the chapter's bulletin this year. The e-bulletin was published quarterly and delivered electronically via the web site. Members with email received a summary of the bulletin each time it was published. Members without email received a printed copy of the actual web pages.

3. Publicize and promote chapter events, classes, and programs.