Background
Over time, units and taskforces are expressing the need for a more user-friendly and flexible website. The Board discussed this at our summer retreat, along with ACRL's move to Wordpress and CSD's move to Weebly. Since then, the conversation seems to be continuing and intensifying in a manner that suggests more discussion. There are several areas to address in our conversations:

1. Consistent OLA branding
2. Fractured web presence
3. Possible move to new platform to facilitate use and unify web presence
4. OLA website best practices/guidelines

Consistent OLA branding
Unique identity is important – ACRL and CSD have logos that they've developed and there is no reason why those shouldn't be used. The concern, however: The units are a part of the overall association. To consistently reach our audience in a meaningful manner, we should associate the OLA logo with whatever unit pages that are created (in a prominent place on the webpage). An OLA Graphic Usage Guide was created several years ago for guidance in use of the OLA logo. It can be found on the OLA website under Board Resources or at http://tinyurl.com/mx4oxpr.

Fractured web presence
If each unit chooses to move to different platform with a different domain, then OLA begins to have a fractured and watered-down web presence. So far, we have two units that have moved away from Memberclicks, most likely for good reasons. However, if this becomes a trend, then OLA's overall web presence may be minimized.

Possible move to new platform to facilitate use and unify web presence
As a board we should discuss the pros/cons of moving to another platform, like Wordpress. There has been consistent conversation in multiple areas in which the desire for a new website has been expressed. Common concerns often revolve around ease of use.
Administration: If we do decide to move to Wordpress, for example, we will need to find a volunteer in the association to administer the site. This is quite possible as Wordpress is one of the most common websites around – there's no shortage of librarians with Wordpress skills. The administration aspect for Memberclicks has been handled by that company as part of our fee.
Registrations and membership management: Memberclicks handles these well which has been beneficial for OLA.

Question: If we do change platforms, what will happen to the units that have already decided to move to a separate platform?

OLA website best practices/guidelines
This can be addressed down the road but it's definitely something to start thinking about, especially if we move to another web platform. Things like branding, audience, organization all need to be addressed in a systematic way so that our creation of web content is meaningful and unified.

Possible next steps:
1. Identify website concerns and needs from units
2. Identify a group of people interested in looking into WordPress hosting options. Even if we decide not to pursue this, the information for hosting costs will be useful. Sara Thompson has volunteered to lead this effort should the board decide it is a good direction.