Web Development Group 1/13/10
Present: Boyd, Candido, Brown, Ganson, Juhl, Morgan, Spiegel, Walker

Action items in yellow.

1. Minutes from 12/09/09 meeting

2. New features
   Juhl and Morgan reported on the use of Google maps on the ARKLink and LibInfo sites (http://libinfo.uark.edu/info/maps.asp) . We are looking for suggestions as to where else this technique can be used.
   Juhl signed up the libraries for a LibraryThing venue (http://www.librarything.com/venue/52186) . She is still working on getting the events RSS to work correctly.
   Juhl reported that the Mobile page has been created (http://libinfo.uark.edu/eresources/mobile.asp) and that she is still at work on a widgets page. Response to the mobile page has been good; the group also discussed the purchase of AirPac for iPhone for InfoLinks.
   Juhl reported that she has contacted Chris Bray about a test WordPress blog for web sitenews functions; Morgan has created a news function that will output RSS from our pages, as well.

3. Social Networking
   The group spent most of the meeting reviewing the Directors' response to our report. Some of the discussion points were:
   a. Flickr and library events / images
      The group was not sure about return on investment for loading event galleries into a Flickr account. It was decided to begin with images we own, rather than art exhibit images. Juhl will speak with Special Collections about the Happy Hollow collection.
   b. Assessment
      The group discussed how to measure success or impact of these new ventures. Beyond reporting followers or fans, it was suggested that we track AddThis click throughs. Currently, the AddThis tool is only on InfoLinks; we decided to add the AddThis function to the events / art exhibit pages to determine if and how those are shared. (Morgan has added this function to those pages and we are receiving weekly reports on use.)
   c. Ratings and Reviews
      The group concurred that these functions are seen more often in public library settings, but that students might enjoy ratings for specific material types. The group discussed LibraryThing and related technologies.
   d. Training and Current Awareness
      Candido suggested that staff updates on new social technologies might be useful. Brown suggested that new sites, such as FourSquare, were all around and that no one person could investigate all of them. It was decided that Candido, Cantrell, Speigel, and Brown would meet to discuss how to develop a regular staff program on social networking technologies.

Next meeting: Wednesday, January 27th at 9am in room 472B.

Respectfully submitted,
B. Juhl 6oz