

MEMORANDUM

DATE: July 9, 2008

TO: Donna Reed

FROM: April Younglove

SUBJECT: Special Library Association (SLA) Museum Arts and Humanities Division (MAHD)  
Website Overhaul Progress -- Executive Summary

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The purpose of the MAHD website is to:

- inform the public about the organization
- court prospective members who are visually savvy, highly educated, information professionals
- inform current members about division news and events

Initial Web site diagnosis:

- unclear organization of information/navigation
- outdated low res graphics, clip art of questionable relevance
- unattractive color scheme
- not audience appropriate

Design team:

- current webmaster – Linda Andrews
- president of division – Cameron Trowbridge
- newsletter editor – Von Totanes
- website design coordinator – April Younglove

Plan:

- Improve ease of navigation
- Increase visual appeal
- Add a blog
- Develop mission statement
- Design for long term sustainability

Timeline:

Present proposed MAHD website and blog at upcoming August board meeting.

Website references:

- Current Homepage <http://units.sla.org/division/dmah/>
- First Mock-up <http://www.april.secac.com/mahd/MAHD.html>
- Second Mock-up <http://www.april.secac.com/mahd/MAHD2.html>
- Possible Blog design: <http://mahdsla.wordpress.com/>