

Web Advancement Project 2021

Western Association of Map Libraries

Summary

In December 2020, the specially-convened WAML Web Review Task Force completed the scope of its charge. Its mandate was to evaluate and suggest improvements to the WAML web presence. Toward that end, the Task Force delivered to the WAML Executive Board its [Web Review Summary Report](#). That report includes the following recommendations (pp. 7-9):

- **Migration to a Content Management System (CMS)**
 - specifically WordPress
- **Consolidation of Existing WAML Web Content**
 - including WAML Conference and WAML IB content pages
- **Expansion of Existing WAML Web Content**
 - within newly consolidated CMS
- **Transition to New Working Group**
 - with explicit focus on content

At its December 2020 meeting, the Executive Board formally accepted the report and resolved to dissolve the Task Force. The Board also agreed to take action on the recommendations contained in the report. This internal document proposes a rough plan to operationalize the work recommended by the Task Force.

WAML Web Advancement Project 2021: Call for Participation

The Western Association of Map Libraries (WAML) seeks the support and participation of its membership for the **WAML Web Advancement Project 2021**. WAML is currently recruiting for two types of voluntary positions:

- **WAML Web Project Manager**
 - One (1) position open
 - De facto head of the Web Content Working Group
- **WAML Web Content Working Group**
 - Three to four (3-4) positions open, in addition to the Web Project Manager

Web Project Manager — Position Summary (1 position available)

WAML seeks a **Web Project Manager** to oversee the efficient and timely execution of the WAML Web Advancement Project 2021. This is a voluntary, temporary position. However, due to the significant time requirement, expeditious project timeline, and overall level of accountability involved, the Web Project Manager will be awarded a **\$1500 honorarium** for their service to the organization. The Web Project Manager will remain active until the project completion date (**August 1, 2021**), at which time the Executive Board will dissolve the position.

The Web Project Manager exercises significant autonomy and technical authority over the project implementation process. This position will lead a new temporary working group, the Web Content Working Group.

To achieve project goals, the Web Project Manager must communicate with and gain counsel from

- (a) fellow Web Content Working Group members (frequently),
- (b) the WAML Executive Board (monthly or more frequently).

Web Content Working Group — Position Summary (3-4 positions available)

WAML seeks three or four volunteers to serve on the **Web Content Working Group** to assist the Project Manager in executing the project. The Web Content Working Group guides the Web Project Manager and is responsible for refining existing content and creating new content for the project. Each member of the Web Content Working Group will be awarded a **\$200 honorarium** for their service to the organization. The Web Content Working Group will remain active until the project completion date (**August 1, 2021**), at which time its continuation or dissolution will be assessed by the Executive Board.

Web Project Manager — Expectations/Commitment

The Web Project Manager must:

- Be a current standing member of WAML since no later than October 2020
- Demonstrate experience with web hosting providers (e.g., Laughing Squid, HostGater, GoDaddy, etc.)
- Demonstrate proficiency with CMS software, specifically WordPress
- Understand the WordPress ecosystem, including its dashboard, themes, plugins, widgets, and other functionality

- Demonstrate proficiency with html/css, php, js, and other web scripting languages as needed
- Be comfortable working both independently and collaboratively
- Be able to clearly define the specific tasks involved with the project and carry out those tasks with appropriate workflows and division of labor
- Be willing to commit the necessary number of hours on a daily, weekly, and monthly basis to manage the project to its full completion along the timeline set by the WAML Executive Board (project completion date: August 1, 2021)

Web Content Working Group – Expectations/Commitment

Members of the Web Content Working Group must

- Be a current standing member of WAML since no later than October 2020
- At least one member should be a relatively long-standing member of the organization
- Demonstrate understanding of existing WAML web content
- Have interest in refining existing, and developing new, web page content in the form of concise text and meaningful, compelling graphics
- At least one member should demonstrate proficiency with basic image editing tools (e.g., Photoshop, Gimp, etc.) for simple graphic creation and editing in conformance to optimal web standards and CMS specifications
- Be willing to commit the necessary number of hours on a daily, weekly, and monthly basis to manage the project to its full completion along the timeline set by the WAML Executive Board (project completion date: August 1, 2021)

The Web Project Manager and Web Content Working Group work closely to meet the following objectives.

Objectives

- Study, review, and become deeply familiar with the existing WAML web presences and how they function technically and conceptually. This includes consultations with the waml.org Webmaster and other stakeholders.
 - Start with the October 2020 [Web Review Summary Report](#)
- Coordinate and facilitate regular and impromptu meetings of the Web Content Working Group to gain necessary input and guidance on web content consolidation and expansion tasks
- Coordinate closely with the WAML Treasurer and Webmaster to select and purchase a web hosting package and SSL certificate from a hosting provider
 - Recommended: Laughing Squid Cloud Site package

- Install a WordPress site with the hosting provider
- Configure DNS settings and SSL certificate for waml.org domain
- Review potential WordPress themes with stakeholders, select one, and configure to meet needs of WAML web content
- Create new pages and populate pages with content updated by the Web Content Working Group
- Parse and edit html content to ensure proper formatting and content behavior in new CMS environment
- Analyze, streamline, and improve overall information architecture and corresponding navigation, including new top-level and/or footer navigation menus
- Create user profiles with varying content editing and update capabilities within the CMS
- Create formatted template pages for replication and scalability
- Work with official and unofficial Webmaster(s) of various WAML web presences to coordinate parallel timelines for deprecation of legacy web presences
- Coordinate and conduct informal user testing to optimize web performance
- Coordinate closely with the WAML Membership Manager to integrate a new web-based membership management systems (e.g., a WordPress membership plugin)
- Review and update all content provided by content contributors — text, graphic, dynamic, etc. — on the newly consolidated WAML web presence
- Create technical report documenting the migration procedures
- Create web content editor's guide clearly outlining workflows for editing page content

Timeline

- **January 8**
 - Executive Board solicits interest/applications for
 - Web Project Manager
 - Web Content Working Group
- **January 22**
 - Deadline to apply to Web Project Manager position (1 position)
 - Deadline for interested parties to apply for Web Content Working Group positions (3-4 positions)
- **January 28**
 - Executive Board meeting
 - Executive Board selects Web Project Manager and members of Web Content Working Group

- **February 1**
 - Web Project Manager formally starts position
- **June 25 — New Website Goes Live**
 - announcement and promotion of new, CMS-managed, content-consolidated WAML web presence
- **July 23 — Final Deliverables Received from Project Manager**
 - Web Project Manager delivers:
 - technical report on completed migration procedures, and
 - web content editor's guide
- **August 1 — Project Completion**
 - payment of honoraria
 - formal dissolution of the Web Project Manager position
 - reassessment of Web Content Working Group