

Publications Sub-Committee Meeting  
July 11, 2006  
Camden County Library, Voorhees, NJ

Attendees: Leah, Debbie, Jane, Molly, Maureen, Sophie and Ranjna

### **Web advertising**

Leah handed out the advertising rates sheet for everyone to review. Everyone examined the content and made suggestions. It was agreed that a pdf version of the page will be made available on the site.

The order invoice will be made available as a Word document. Advertisers can fill out the form and return to the NJLA office. A suggestion was made to create a pdf file that can be filled out online (instead of printing the file, filling it out on paper and then sending to NJLA office).

To add:

Committee recommended to add a "confirmation date" field to the form. Sue will confirm everything, send the form back to the advertiser and then send to Ranjna to post.

A place to enter a heading for what the order is for.

A place to enter the ad "run" period requested by the advertiser.

A place to enter the file name that is being used.

A place to enter type of ad (with choices listed).

The form will be posted in an online form and as a Word document.

We also need to create an in-house confirmation/invoice form, which will not be posted.

A start date has not been set.

### **Members section of the site:**

Members only section of the site can use a username for login purposes. This username has to be unique. An example would be to use the member number.

A generic password will be used for all members

Discussion moved on to what would be included in this section.

Some ideas: member directory, wiki for collaboration and document storage.

Members in the directory would have an opt-out option. All members would be included. However, someone can contact NJLA to be removed.

Start date is November 1<sup>st</sup>. It will be advertised in the newsletter.

NJ libraries in the news:

Pat asked if there is a way to post information about NJ libraries that are covered in the press. RSS feeds are a way to post information from one source to another source. The advantage is that the information is posted automatically every time the original information is updated. It could not be determined if such a feed exists from the NJ Online website.

Featuring RSS feeds about NJ libraries on the home page would keep the page dynamic and interesting.

Maureen demonstrated a site (Rapidfeeds) that can be used to create RSS feeds. These feeds would be generated by NJLA for others to subscribe to. A suggestion was made to create an RSS feed for jobs. Ranjna will explore.

**Member Survey:**

A suggestion was made to have a website survey to see what new features members want on the site.

Another idea was to have a comments/suggestion form for a way to get feedback about the site.

**Web 2.0 applications**

A suggestion was made to use a wiki as a replacement for the current sections, roundtables and committee pages. Information could more easily be posted to the wiki and it could be made a members-only feature.

The reference section would like to host a blog. Sophie informed us that we can have more blog accounts under our Movable Type license.

Discussion followed about how to manage various blogs. Would it be possible to keep all blogs under one umbrella?

A meeting was suggested to inform all sections/committees about blogs, wikis & flickr accounts. This meeting will be on September 21 at the Old Bridge Library.

Next meeting is set for September 7 at 10 am.