



Global Headquarters  
331 S Patrick St  
Alexandria, VA 22314 USA  
1-703-647-4900  
Fax: 1-703-647-4901  
www.sla.org

**TO:** Board of Directors  
**FROM:** SLA Staff  
**DATE:** 4 October 2008  
**RE:** Response to First 5 Years Task Force Recommendations

**Recommendation:** That SLA HQ begin working on the First Five Years Task Force recommendations, though not necessarily as specifically detailed in their action plan and the proposed Project Charter.

**Background Information:** The First Five Years Task Force made several recommendations to the Board to implement their project and web site. The task force has updated the Board throughout on their process and submitted a Project Charter: SLA First Five Web site, and other board recommendations. The Board referred three questions, noted below, to staff.

Staff applaud and support the ideas and work of the task force and recommend to the board that we begin working on the recommendations, though not necessarily as specifically detailed in their action plan and the proposed Project Charter.

Many of the ideas presented by the First Five Years Task Force are already in existence as services, benefits, or products for members whether on the web site or presented at conference, through Click U Live, in the magazine, in the blogs, connections or wikis. The task force recommends all information to be consolidated in one place. Staff will incorporate these various SLA member benefits already available on the SLA web site into the First Five Years web pages. They include: the Career Center, professional development on Click U, The Innovation Lab and 23 Things, partnerships and discounts to non-SLA conference, publications, Blogs and Wikis, membership benefits, mentoring, etc.

Here are the staff recommendations for action based on the task force recommendations presented to the board:

- 1. Choice of implementation based on long-term maintenance. The site as it is currently proposed in Joomla will require staff and ongoing resources. If resources cannot be committed, the site development will change to a web site with a blog in Typepad.**

Immediately staff will create a landing page for the First Five Years and link to the current project web site.

In Q1-2009, when the SLA web site will be going through design upgrades and modifications, including the units and all sites related to SLA, staff will build out the First Five Years landing page and additional web pages.

Staff recommends that no new individual logos are created until the recommendations of the alignment project are received and considered.

Staff requires additional information from the task force as to specific details about their needs, i.e. number and type of photos, amount of human and financial resources for special requests, etc., and response to staff's recommendation that the web pages be brought into the main SLA web site and maintained by staff.

- 2. Member vs. non-member content access. We propose allowing access to one presentation while containing the remaining presentations behind existing member-only password protection.**

Staff recommends the web pages be member-only as are the rest of the SLA services to show the value of the SLA membership. The landing page may contain some teasers, but the full program will only be available to members.

- 3. Inclusion on language other than English. We propose to launch in English but would have to account for additional languages in the current design.**

Staff recommends English-only. Our entire site is English-only. Through our partnership with World Lingo, the site is already read in numerous languages and this would include the First Five Years.