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Georgia Library Association - New Georgia Library Association Website

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*People, Libraries
and Agencies* **IN THE NEWS**

Georgia Library Association

New Georgia Library Association Website



After a year of hard work, the new Georgia Library Association (GLA) website was finally revealed in October 2017. The new website features a modern, clean, and attractive look; improved and more intuitive navigation; and a robust site search. In addition to the new modern design, the new website is also fully mobile and ADA-compliant. The project was truly a result of team effort led by the GLA President Elizabeth McKinney. The website redesign task force (Ashley Dupuy, Christina Yau, Geri Mullis, Jeffrey Mortimore, Kara Mullen, Robin Fay, Dyana Costello Banks, and Sofia Slutskaya) spent many hours collecting and analyzing usage statistics and GLA member feedback, reviewing redesign proposals, making decisions about the site organization, and evaluating draft pages.

The task force was also responsible for selecting an amazing team—Rich Benevento and Walker Oxley—to conceive the new site look and feel and to carry out the redesign process and content migration.

Many GLA groups took the website redesign as an opportunity to introduce new features and



services. Kara Mullen of GLA Administrative Services lent her expertise to help streamline and redesign the membership renewal form (<http://gla.georgialibraries.org/membership/membership-form/>). Kara was also instrumental in implementing online GLA MidWinter Planning Meeting registration. The Governmental Relations Committee—Wendy Cornelisen and Justin Noble—took the redesign project as an opportunity to migrate GLA to the new American Library Association library advocacy service (<http://cqrengage.com/alaga>). The GLA calendar now has a “Submit an Event” button to encourage sharing of library related events. The site also features an “About GLA” page with a beautifully designed timeline: <http://gla.georgialibraries.org/about/>

The website task force would like to express their gratitude to:

- the GLA vice president of marketing and branding (Ashley Dupuy) and the marketing and branding committee for pulling their weight to help with the review, proof reading, and writing of new content.
- the GLA Executive Board for supporting the project, including the redesign in the GLA budget, and providing useful feedback along the way.

- Georgia Public Library Service (GPLS) for hosting the GLA site and providing technical support during the migration.
- the committee, interest group, division chairs, and GLA leadership for reviewing website content multiple times to ensure it is correct and up-to-date.

Any website is a “work in progress.” The GLA Executive Board is always looking for new ideas

and suggestions from GLA members for improving the site functionality. The Executive Board is already making plans about introducing member forums, online member directory, and other interactive features.

Visit the GLA website at gla.georgialibraries.org, and feel free to share your ideas about making it better.