

MEMORANDUM

TO: HSLI Board

FROM: Newsletter Committee (Joyce Pallinger and Beth Robb)

SUBJECT: Report

DATE: July 25, 2011

I. Conversion to Blog Format for the HSLI Newsletter

Following approval at the HSLI Board meeting in July 2010, the HSLI Newsletter was converted to a blog format. Categories for indexing the "entries" were created to match the regular sections in the "print" (paper and .pdf) format. The blog was used to advertise the 2010 annual meeting. Editors have been following the agreed procedure for promoting awareness and usage of the blog by posting an announcement on the HSLI discussion list about a newsletter entry. Comments on entries have been almost exclusively spam, and the moderation function has worked well to decline these entries. The necessary change from Network Solutions' to Word Press' software for the blog has been successful.

The content guidelines for the HSLI Newsletter blog vs. the HSLI discussion list have been followed with decreasing consistency. For this reason the Newsletter Committee recommends re-education of members about use of the newsletter blog vs. the discussion list, following board confirmation of content guidelines for these two communication formats. Specifically, the goal is to establish consistent practice by board and other members according to the guideline for the newsletter blog vs. the discussion list. (See Board Request below)

The Newsletter Committee thanks Stacey Knight-Davis for building the blog site and ongoing technical support.

Board Request:

The Newsletter Committee requests board confirmation of content guideline for the HSLI Newsletter blog vs. the HSLI discussion list. The guideline for inclusion is:

The HSLI Newsletter blog is for organization-relevant news that is appropriate for open sharing with members and non-members. For example, conference news, continuing education opportunities, president message, member accomplishments, etc. (i.e., the regular "columns" in the print format) are acceptable. The HSLI discussion list is for topics fit for membership-only action and/or discussion.

II. Proposal

Request for revision of the bylaws was submitted as agreed at the July 2010 board meeting. Revision is requested for:

Article V. Committees, Section 1.F Newsletter Committee

Current

The Newsletter Committee shall prepare and distribute the HSLI Newsletter a minimum of three times per year.

Proposed Revision

The Newsletter Committee shall ensure that frequency and timeliness of entries made at the newsletter blog site <http://www.hsl.org/newsletter/> are consistent with the expected currency of a blog site and the occurrence of HSLI organizational news.