

## Web Communication Committee July 19, 2017 Minutes

Attended: Jamie Malcom-Brown, Fred Steinberg, Michael DeChiara, Susie Mosher, (minutes taker)

Meeting began at 6:35. Minutes from 6/26/17 meeting approved.

We discussed possible new members. We will send Julian Lustig the minutes and notices of the meetings so he will be more informed and perhaps inspired to participate. Susie will send out an email invitation to some of the people connected to the field of tech information and systems. Fred will write a notice to go out in the school's September RoadTown News and Susie will be responsible for a notice in the fall edition of Our Town.

The CTY sign up information is available on the Fire Department page.

We made edits to consolidate the menu bar. The goal is to make the headings more inclusive, less divided up. Jamie will improve the spacing. We agreed on Services as a heading to include more items.

Currently anyone using the search bar gets sites through a Google search. To improve the search results, we decided to use the Drupal search function on the website. It doesn't search for words in the pdf or documents, but with good labeling, it will help people search our web site with better results than a Google search which includes out of date documents.

The Select Board will be reorganized to one entry.

We re-worked the right column box. We need to let committee members know that, if they encounter errors, let us know; only web administrators have access to adjust the contents of the box. Items below the box and in the body of the page can be edited by committee members.

Michael is working on the instructional information that will be available. An instructional video is a down the road project. For now, information on discrete tasks such as posting minutes is the task at hand. Michael has also been working on the download of all archived minutes. He is gaining on it and will have it completed soon. Jamie simplified the minutes page, streamlining the visual information. The minutes are much easier to post than on the old Drupal 6.

In the season of reappointments and from long time users, Susie is still finding committee members who don't understand the Gmail /contact page interface. She is concerned that the town may experience re-occurring problems with citizens feeling that their emails have been ignored by town committee officials, when in fact the committee does not know how to access or is unaware of their gmail accounts.

Gmail accounts are preferable to personal account to help segregate public records. The forwarding of the gmail to the user's regular mail account may not be working in all cases. One step toward improvement is to test the contact gmail addresses to see if there are any committees that don't respond. Committees should carefully consider if they want a phone number or a frequently checked email on the contact page.

A future project is to work on the home page bulletin board feature with news items that have an expiration date component.

The next meeting is scheduled for Wednesday, Sept. 6 at 6:30. Meeting adjourned 8:20 pm