

Public Relations Committee Report
March 9, 2005

Since the last board meeting, Theresa Norton, Kathy Thomas and myself have discussed via email the role of web editor and its relationship to the executive board of NDLA. The three of us recommend to the board that the web editor position be made an ex-officio member of the executive board. As the web site becomes more critical for the association's visibility and since The Good Stuff has moved to a web-based publication, we felt that the goals of the organization would be better served if the web editor could have a closer perspective of what the board's expectations and goals were for the web site.

As part of that discussion, the issue of the URL of NDLA's web site was raised. Currently, it is not easily remembered, and unless one happens to have it bookmarked, it is not necessarily easy to find. I would propose that the Board further investigate "purchasing" a more mnemonic URL such as www.ndlibs.org or www.ndla.net (www.ndla.org is already in use by the Nebraska Distance Learning Association). We are approaching the centennial year of the association and are looking to raise the visibility of the association; a web site address that is easier to remember and easier to find would further that goal.

Respectfully submitted,

Beth Postema, chair