

CALL Communications Committee report, 2006

Leanne Chahley, one of the your dedicated Newsletter Committee members has suggested moving the Newsletter to the web site and to assist in that recently volunteered to serve on the Communications Committee and therefore is on it.

We hope you agree that the web site is becoming of increasing value to CALL members. We propose some significant changes in an effort to make it more useful.

The site visit statistics show the site initially received about 2500 hits per month, with an average of less than two pages viewed per visit. This is increased to about 4500 visits per month, averaging over three pages viewed per visit. Some of this increase is likely due to visits necessary for membership renewal and conference registration.

In last year we have "pushed" some information to the members by e-mail, such as the information about the ALRB's attack on Blair Chahley. No member complained about this. As you have heard, there has also been a decision to move the Newsletter to the web site. We therefore expect to be pushing more information to members by e-mail. We propose to send e-mails to members when significant new information is added to the web site. We do not anticipate this happening more than once a month. Such e-mails will have an "unsubscribe" feature which members who do not wish to receive further web site information e-mails from CALL may use to get off the mailing list.

To add value to CALL membership, we propose to take three major steps:

- (a) to restrict access to the Conference and Library pages to CALL paid-up members;
- (b) to place all CALL's Annual Conference material on to the site within the next few months; and
- (c) to add a content management system.

Adding password control will cost about \$500. The content management system will cost about \$1800. There are two purposes for it. First we will be able to add information to the site without relying totally on Lynn Group to do it for us. Second, we will be able to permit members to add information to some areas of the site (the library and conference materials) such as comments, update information or links to other Web resources relevant to the topic.

Suggestions for additions or changes to the site content and structure are welcome.

Canadian Association of Labour Lawyers
Communications Committee

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