

MCCPTA Committee Work Plan 2010-11

Committee: Website

Chair(s): Paul Morrison

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Website Coordinators

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Vision

How does the work of your committee support the objects and mission of PTA and the focus of MCCPTA?

The work of the website committee enhances MCCPTA's ability to communicate quickly and effectively with local PTAs. Postings to the website

- enable locals to advocate more effectively
- keep locals informed of MCCPTA activities
- serve as a source of organizational reference
- serves unofficially as a repository of our organization's history

Goals

Give a summary statement of your committee's goals for this year. Consider how you will identify attainment.

Catch up :

The website committee has undergone a rapid transition from its previous leadership. Current chair and coordinators are catching up to the task of maintaining the website with its nearly daily updates. We will begin to relax when the queue of things that should be done dwindles to nothing.

Clean up:

The website has artifacts dating back more than 10 years. We want to devise a plan for identifying obsolete artifacts, archiving them, and removing them from the website links.

Tweak and Enhance:

Within the existing platform and framework of MS Dreamweaver there are some enhancements that can be incorporated with modest effort; among suggested changes are:

- to add a Google calendar for MCCPTA activities enabling download and overlay for users of Google calendar
- to add a Vcard download for contact information of BOD members, looking forward to the possibility of incorporating the entire Blue Book

Plan for the future:

The existing platform being used for our website is based on a proprietary software product, MS Dreamweaver. This presents the burden for any volunteers

to have access to this expensive software product. There are currently practical open source platforms available for no cost. Transitioning to a new platform will be a large effort; some research will be conducted to identify candidate platforms and plan out a transition.

There are many ideas abroad in our organization about reorganizing our website and the information inside. Under the direction and approval of MCCPTA, these propositions deserve due consideration.

Action Steps

What does your committee plan to do to achieve these goals? Include plans for meetings, mailings, etc., interaction with other MCCPTA committees, MCPS staff you may work with and in what capacity, other county, state or federal agencies, organizations you may contact as part of your action plan.

Daily communications with website coordinators will facilitate reaching the goal of catching up Timely updates to the site at the direction of MCCPTA must be achieved; we will be able to measure this in days to post. MCCPTA committees need timely updates to facilitate their work.

Communications with website coordinators and the MCCPTA Executive Board members will facilitate the goal of cleaning up. These communications are yet to be determined, and may easily be conducted via email, phone conferences or in person. Archived material will be documented and reported to the Board of Directors in monthly committee reports.

Under the direction and approval of MCCPTA small to modest enhancements to the website will be implemented. The Board of Directors will receive prior notifications of these improvements and will also receive notification of their implementation and operational status in monthly committee reports.

Meetings at a time to be determined will begin the discussion of transitioning the platform of our website away from a proprietary platform. The Board of Directors will receive minutes of any meeting in the monthly committee reports.

Expenses:

Regrettably, we are not familiar with our business relation with our website service provider and our financial arrangements with them. We will make this a priority and report back to the Board of Directors.