

**DC/SLA Board Meeting  
November 3, 2011  
Position Drafts**

**DC/SLA Director, Technology and Innovation**

The Director, Technology and Innovation, is responsible for providing strategic vision and guidance to the DC/SLA Board on the implementation and use of existing and new technologies for the benefit of our membership and to support the functions of the Board and Committees.

The Director:

- Ensures that the Chapter takes full advantage of existing technologies available through SLA;
- Explores and recommends new and emerging Web technologies, particularly free or low-cost web applications and oversees the integration of these technologies into our web platform;
- Explores and recommends implementation of collaborative, interactive technology that will enable dynamic communication with DC/SLA members and allow DC/SLA to extend its membership reach;
- **Coordinates** with the DC/SLA Webmaster, bringing the Webmaster's issues to the Chapter Executive Board for approval;
- Coordinates with the DC/SLA Discussion List Manager, bringing the issues related to the Discussion List to the Chapter Executive Board for approval;
- Collaborates with the Communications Secretary to recommend and implement technologies that promote DC/SLA on the Internet.

Desired Qualifications:

- Experience developing web and technology strategies;
- Knowledgeable about social media and emerging technologies;
- Experience with information architecture and web design
- Experience with project management.

The Director, Technology and Innovation serves a two-year term.

## **DC/SLA Webmaster**

The Webmaster serves as an Advisory Board member. The DC/SLA Chapter Webmaster maintains the DC/SLA Chapter Web Sites and ensures it provides current and accurate information. The Webmaster:

- Leads the DC/SLA web committee;
- Collaborates with the Communications Secretary, Board Members and Committee Chairs to develop content for the web site. The Website acts as the primary resource for Chapter information on the Internet;
- Works with the Director, Technology and Innovation, to resolve questions and issues regarding implementation and use of the WordPress application;
- Works with the Director, Technology and Innovation, to explore and recommend applications/plugin-ins to improve the website's function.

Desired Qualifications:

- Working knowledge of content management systems;
- Experience writing and editing for the web;
- Knowledge of WordPress desirable;
- Basic knowledge of Web markup languages (HTML, XML, CSS);
- Experience designing and building websites.

## DC/SLA Communications Secretary

The **Communications Secretary** is responsible for the promotion of the Chapter and its events using virtual and print communications channels, available to the Chapter.

The Communications Secretary:

- Ensures that DC/SLA takes full advantage of all communications channels (technology, social media, etc) available to it to promote its programs and events to the library and information communities in DC area;
- Responsible for creating a strategic communications plan for DC/SLA;
- Creates copy to be used in the promotion of DC/SLA and its activities; Promotes DC/SLA events on the discussion lists and social media sites of related professional organizations;
- Seeks ways to promote DC/SLA beyond the library and information community;
- Oversees the development of DC/SLA's blog and manages all posts to the blog;
- Ensures the overall direction and quality of Chapter Notes, DC/SLA's online newsletter;
- Oversees the Chapter Notes Editors and staff; holding regular meetings to address content, coverage, production, etc.

Desired Qualifications:

- Experience creating marketing and promotional pieces;
- Excellent writing and editing skills;
- Knowledge of social media, blogs and other e-communications.

The Communication Secretary serves a two-year term.