

SAIF E-communication Working Group

Draft Minutes of meeting held on Monday 7th April 2008 at 2pm in the Council Room at the Scottish Consumer Council

Present

Sandra Wilson, David Armstrong, Nicola Noon, Jim Byrne and Joanne Martin

1. Apologies

Jean Alcock, Mary Evans and Eva Bolander

2. Minutes of previous meeting 4th February 2008

The minutes of the previous meeting were agreed.

3. Matters Arising not on the agenda

In order to keep the Members Page on the SAIF website up to date it was agreed that all Forum members would be offered the opportunity to a) add a photograph if they wished, b) update their biography and c) add a link to their organisation from the SAIF website.

Actions

- Jo to email members of the Forum. Sandra will raise at the SAIF Forum meeting on Wednesday 9th April.

4. Website news and spotlight pages

- Equality and Human Rights Commission – Single Equality Scheme
- Communities Scotland report about social landlords sharing information about performance and guidance
- SAIF E-communication: accessibility in practice courses this Summer
- Mike McCarron has been removed from the membership page.

Eva is still trying to get the Standards checklist toolkit on the website.

There has been less news and spotlight items added to the home page due to workload and other changes to the website. These include:

- The SAIF logo which was in a circle has been removed. A logo with a white background now sits on top of the links panel on the left.
- The home page now says a bit more about services on offer from SAIF.
- The link to order an information pack (publications pack) has been moved to the top of the home page.

- Three new pages have been added, these include the good practice page, newsletter page and training page.
- A contents list for each of the working groups and the Forum has been added to the top of the Minutes page. Archive links have also been added.
- A link to archive newsletters has been added to the newsletter page.
- A contents list has been added to the top of the Publications page.
- On the About SAIF page opportunities to use next buttons were not consistent – this has been corrected.
- The minutes archive now has a contents list.
- Procedures for the website will include instructions to include the dates in both the news and spotlight archives.
- The feedback form has been changed to a contact us form.

Actions

- David will have a quick look at the website for the next meeting. Jo to send David through a proforma.

5. Website statistics report

The working group looked at a website stats report for 2007. The number of visits to the SAIF website and downloads for our publications are very positive and it seems that SAIF will not have a problem reaching targets.

Whilst everyone was positive about the layout and information contained in the report there was some concern that the figures were not accurate. This is because of the very high numbers for visits to our website and downloads of the SAIF minutes.

Actions

- Jo to investigate with Eva simpler and more effective ways to obtain stats for the SAIF website.

6. E-communication: accessibility in practice

The four courses will take place on:

- Internet security and accessibility on Wednesday 28th May
- Creating accessible documents on Wednesday 4th June 2008
- Sending accessible emails on Wednesday 11th June 2008
- Testing the accessibility of websites on Wednesday 18th June 2008

Course information is on the SAIF website and has been sent out in the recent e-bulletin. Information has also been forwarded to Inclusion Scotland and the Equalities Network to be included in their e-bulletins.

7. Items from the annual review and the E-communication work plan

- a) Fund a consultant to support website development, maintain it as an example of good practice, keep it up-to-date, add new publications and incorporate new technology – target 6 hours per week.

This target could not be met on the budget offered. It is hoped that SAIF can continue to contract out a reduced amount of hours and Jo has been in discussion with Eva about this. Jo and Eva will work on producing a comprehensive set of website procedures.

- b) Redesign, expand and update the website, add functions – target March 2009.

Grant funding is not available to meet this objective. Investigate funding either through SAIF resources or as a separately funded project.

- c) Begin development of the website as a social networking tool – progress assessment March 2009.

There is no funding for this objective.

- d) Increase visits and links to the website and maintain detailed website statistics – target 14,000 visits per month and 50% increase in links - and quarterly statistical reports.

This has no direct cost implications.

- e) Promote and meet demand for SAIF publication Making E-communication Accessible – target 200 copies.

Promotion continues through our website, SAIF information and training programmes. No reprints required at present.

- f) Complete development of pack of A4 posters to accompany publication Making E-communication Accessible – target 1500 each of 6 posters. Initial mailing 800 copies.

This objective can be met.

- g) Produce regular e-newsletters – target quarterly.

No direct cost implications.

- h) Provide training in e-communication accessibility – see organisational objective 2

This is on-going. To date all SAIF training covers costs only. A strategy for SAIF training is planned by the Local Accessible Information Strategy Working Group.

8. Any other business

The working group had a wider discussion about other options for the use of the website, this included:

- developing on-line training courses
- RSS – really simple syndication
- A web based model content management system (Jim declared an interest)

The working group will revisit these items at a future meeting.

9. Date of the next meeting

The next meeting will take place on **Monday 9th June 2008 at 2pm** in the Meeting Room at the Scottish Consumer Council.

ALL ACTIONS

- Jo to email members of the Forum regarding the website members' page. Sandra will raise at the SAIF Forum meeting on Wednesday 9th April.
- David will have a quick look at the website for the next meeting. Jo to send David through a proforma.
- Jo to investigate with Eva simpler and more effective ways to obtain stats for the SAIF website.