

Staff Talking Points: ALA Connect Redesign 2020

What is the redesign and when is it happening?

We're very excited to launch a new design on ALA Connect and microsites in February 2020. This redesign doesn't alter the core functionality of the platform, but gives it a new layout that's more intuitive, streamlined, and consistent across all our microsites.

What will the redesign accomplish?

We've designed the new Connect to:

- Surface member-created content and facilitate increased engagement
- Simplify onboarding for members and administrators
- Help standardize the user experience on all Division and Round Table microsites
- Make it easier for site/community admins to keep their pages updated

How can members learn more about the redesign?

Members who are interested in previewing the redesign can visit the ALA Lounge at Midwinter for an informal preview with Community Engagement Manager David Sheffieck. Scheduled times are:

- Saturday 11:00-12:00
- Sunday 2:00-3:00
- Monday 12:00-1:00

Members can also get 10-minute one-on-one demos at Midwinter by emailing dsheffieck@ala.org to arrange a different time, schedules permitting.

Finally, the redesign launch will be supported by a 2-week campaign of informational communications spotlighting specific functionality on the platform.

Where can members get answers to other questions about the redesign – or Connect in general?

If a member has questions, they can reach out at any time either through the "Contact Us" form linked at the top of every Connect page, or via email: connect@ala.org.