**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.