WEBSITE COMMITTEE CHARTER

SBOT BUSINESS LAW SECTION

1. Content Curation and Editing. A major thrust of the website committee will be to find and curate the content that appears on the website. This will involve several tasks, including:
   * Recruiting “firm size”-diverse and geographically diverse members of the section to be authors or “acquirers” of authors and content. I’ve received a spreadsheet of Section membership for 2018 – 2019.
   * Brainstorming with the council on ideas for webinars, practice tools, and other content
   * Maintaining an editorial calendar for the year, coordinating with the Journal and Vice Chair of the Section in charge of CLE
   * Planning / coordinating content around particular relevant themes, using and placing (and replacing or archiving) “Collections” of our content in key places on the website
   * Organizing known experts on a subject to edit content for the site to enable the site to maintain or improve quality; Organizing cite checkers (perhaps student editors, see IV below)
   * Managing tags on items of content through the content management system’s Keyword Manager and TxBizLaw Custom Vocabularies
   * Managing Home Page Slider messages with AMC, the Newsletter and Membership Committees
   * Managing “What’s New” with the Newsletter Committee
   * Managing and monitoring the case law and other content for ideas for new articles and relevant themes
2. Engagement of the Membership. We need to put together an affirmative marketing and awareness campaign and execute on that campaign, including:
   * Strategies for increasing engagement with the website, coordinating with Membership Committee
   * Getting members to sign up for or “subscribe to” committees. Any News Item or Event created by a committee will generate a push email to members of that committee.
   * Putting out other alerts concerning content available and seeking comment
   * Managing comments to items of content on the site, making sure they are constructive.
   * Fielding ideas for new content relevant to the members of the Section through an “Ideas / Contact” form in the footer of the website and by other means
   * Strategies for making members aware of the My Profile feature and getting them to use it; Making members aware of the ability to find colleagues with different kinds of expertise;
   * Strategies for spotlighting members and their expertise on a rotating basis.
   * Events, web features such as forums (i.e. “Ask Daryl about the TBOC”), contests and touches/impressions with the goal of creating community among Section members.
3. Infrastructure Development. There will be an ongoing, albeit smaller, effort to improve upon the website, including:
   * Planning improvements, getting approval from Council of Chairs for the project, getting approval for contract or SOW from state bar,
   * Working with web developer to implement the development and maintenance SOWs,
   * Changing or maintaining permissions/roles for the committee chairs, student editors, Journal authors, bloggers and others with special access.
   * Helping construct new ways of presenting and managing content on the web, such as Ron Chichester’s mind map project, decision trees, guided decision-making tools for members, etc.
4. Student Editorial Board. The concept is a texasbusinesslaw.org Student Editorial Board drawn from all law schools in the state with the purpose of introducing law students to the practice of business law and to get help with editorial tasks. That would include:
   * We would create a website subfolder within “About” for the student editorial board
     + Publicly viewable, application available
   * Talk to all law school contacts about this

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| --- | --- |
| * + - SMU | * + - UNT Dallas |
| * TAMU – Ft. Worth | * STCL |
| * TSU-Thurgood Marshall | * St. Mary’s |
| * U Texas | * U of Houston |
| * Texas Tech | * Baylor |

* + The start of the student ed board year could be the same as the state bar year, i.e. June 1, 2018 – May 31, 2019. The students could serve for a one-year term or two-year term.
  + Two from each law school would yield 20 total per two-year “class”. So, we could have as many as 40 at any one time.
  + Specific Purposes/Tasks: Have students write abstracts for content and re-format that content (if necessary); write analytical case notes; serve the committee work and other projects.
  + Benefit for Students: Access to all areas of the website for the term of their time on the board; Accolade of being on the editorial board masthead; Experience in Web Content Publishing including some overall training; Networking Events among themselves and with experienced attorneys
  + Committee Liaisons: Website, Newsletter, Membership
  + We could perhaps assign student editors to the substantive committees.
  + In order to create the benefit for the students, the Section would need to hold Events for the Student Editorial Board managed and put on by the Membership Committee and/or invite them to attend our CLE or quarterly meetings.

1. Training. The web committee needs to use Screen Flow or Screencastify to record videos, including:
   * Short videos showing committee chairs how to use the site, including creating folders of committee information accessible by committee members; how to make blog posts; and getting members to “subscribe” to the committee
   * Short videos showing newsletter committee members how to post news items and events on the website.
   * Short videos educating the membership committee on the features of the website.
   * Short videos showing regular members how to get the most out of the site.
2. Progress Conference Calls/Google Meets with Web Leadership for 30 – 60 minutes once a month or perhaps biweekly.