

**Whose website is it, anyway?**  
NABE 2009 Mid-year conference

Imelda(Mel) Reveles – Denver Co, Director, Internet & Technology Department,  
Colorado Bar Association

1. How do you determine which areas of the site are most deserving of development/improvement?
2. How do you get buy-in from management/leadership(for development dollars), members(to use the site), and the staff(to help keep the content fresh)?
3. How do you determine when to keep projects internal and when to outsource them?
4. How do you translate techie speak into non-techie speak so your management/leadership understand why you want more money/understand the importance(or the program) of a specific project?

Dana Collier Smith – Denver, CO, Asst Executive Director, Colorado Bar Association

1. How did/do you get leadership to buy into the development, maintenance, improvement of a website?
2. From management's point of view, what are the pros and cons of using consultants?
3. What are some of the frustrations management has concerning IT and how are those frustrations dealt with?
4. How do you determine the value of the IT staff's work?
5. What is management's role in regards to the website?

Barbara Beauchamp – Albany, NY, Web Site Editor, New York State Bar Association

1. How do you balance the priorities and demands of your member oversight committee with the needs and priorities of your internal departments and other content producers?
2. What is your best idea for bringing new content to your site?
3. What role should web metrics play in content positioning or delivery?
4. Where does e-commerce fit in a discussion of web content?
5. What about advertising, adwords, banners and other displays?

Dan Kittay – Clifton Park, NY, Owner, Kittay New Media

1. What is the purpose of your bar's website – do you want members to check in more than once a week to be updated on the latest, or use it more as an occasional reference for Association events?
2. How much staff/outsource time can you provide to keep the web site up-to-date?

3. How many people(including volunteers) do you want to have access to update site content?

Anna Zanolli – Tigard, OR, Information Design & Technology Supervisor, Oregon State Bar

1. Who's minding the store?
  - Does the content update responsibility reside with IT staff, another department, or a combination?
  - What administrative controls do you put in place for staff, members, volunteer site editors?
  - Have you purchased an off-the-shelf CMS or have you developed your own? In either case, why?
  - How often do you revisit the mission statement of your website? Did you ever develop one?
2. Static v. dynamic content?
  - How much do you rely on database integration for the creation of dynamic pages v. the use of static content?
  - What type of pages are the most viewed on your site?
  - How much real time integration does your site employ and in what areas?
  - What challenges have you run into/lessons have you learned with integrating your membership database?
3. What happens when someone breaks in?
  - Has your site ever been hacked or have you suffered a successful SQL injection attack?
  - What damage was done?
  - What changes have you made in policy, practice and programming as a result of this experience?
  - Do you have any roll-back features in place?