The American Iris Society

AIS Website Part 2 - Spring 2021

As I said, there are two questions I think the Board needs to consider for any function. And I've been struggling with the second one.

1. How is the function doing now?
2. How does this function fit in the Big Picture? Which might be: How might this function fit in the Big Picture?

In this case, how might the AIS website fit in the Big Picture?

I think these are questions we need to answer both individually and as a group. Probably Board meetings are not the best forum; however, I'm not seeing where they are being tackled.

Some questions I use to consider this and some thoughts about answers for the website:

What's missing?

One topic AIS encourages is Conservation. How is this represented on the website? The 10 Vision Statements are on the website with "3. The AIS supports the conservation and protection of all irises, including existing wild and cultivated species." as part of it. This suggests two possible additions to the website:
1. More Conservation detail. Links to conservation projects and discussion of them.
2. Expansion of each of the Vision Statements talking about what AIS is doing.

What is the next level?

For the website, my conception of the next level is AIS's web (or maybe electronic) presence. My list would be:

1. AIS website
2. Iris Encyclopedia
3. Iris Wiki
4. World of Irises
5. AIS Facebook pages
6. News & Notes
7. Bulletin
8. Social Media
9. YouTube
10. Webinars
11. Email lists

How might they work together (better)? There are several examples where two or more have worked together. Probably the most notable is the Awards announcements where the website, Iris Encyclopedia, Facebook, World of Irises, and News & Notes are involved. What else might we be doing? Like the Publications Committee we used to have, do we need a Web Presence Committee to encourage this?

How might this fit together with other parts?

Another area to consider is the other organizations within AIS. Sections, Cooperating Societies, Regions, and Affiliates frequently have websites or other web presences; however, many don't. Our current list of Regional websites shows seven Regions reporting no website. Are there ways we might help?

Idea Collection and Discussion

Summarizing some of the above possible actions so they are easily available.

1. Include Conservation in website
2. Use the Vision Statements to add website topics. Work with Strategic Planning?
3. Form Electronic Presence working group
4. Identify ways of helping other groups with web presence
5. Identify ways of encouraging discussion in AIS

How might we continue this and similar discussions?

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