



Swedish Information Systems Academy

SISA styrelse 2021

2021-10-04

### **Motion concerning SISA's website and SISA's communication strategy**

SISA's website is in need of attention. During the previous years the website has been handled by Vasili Mankevich. This solution is unsatisfactory and therefore the SISA Board has asked for Vasili's opinion and suggestions on how the website and SISA's communication strategy can be improved.

The suggestions we have received include three areas and I paste them below:

- Dealing with legacy hosting.  
The website was hosted with Ipeer company which is now becoming Cygate & Telia Company. I am not sure what it means, but this may require some adjustment in case the new company will require transition to a new technological platform. I cannot estimate how much work it will be, since I do not have the access anymore to the control panel (it is registered to Professor Jonny Holmström's email)
- Dealing with legacy WordPress.  
A large part of the maintenance work is dealing with WordPress publishing system. WordPress provides great flexibility (through templates and plugins) but also has many vulnerabilities. Frankly speaking, I am surprised it has not been hacked yet given the time the website has been running on outdated version of WordPress. Looking back, the flexibility offered by the platform was not leveraged. Given cost/benefit spread, a simpler approach would be to transition to a platform that handles hosting and maintenance, but offers slightly less flexibility (e.g. Squarespace, Wix, or even WordPress online). I am not sure about external services, but I estimate that such transition between the current and future system would take me 60 hours of work. Using this new system, I would estimate that yearly workload for maintenance and posting updates would be 20 hours. We can discuss separately how to organize this if you have no one in mind to contract for this project.
- Content questions.  
The [news module](#) requires an update. It is not collecting news from all relevant universities, and from others it posts them with technical symbols. The [Facebook page](#) is simply translating all these news. For example, the big update on discipline definition change disappeared in the sea of retweets and minor updates from the universities. Perhaps someone should be responsible for the posts. Currently these people have access to the Facebook page administration: Jan Ljungberg, Tero Päivärinta, Jonas Sjöström, and myself. There is also a [LinkedIn page](#) that is not updated and [LinkedIn group](#) that is not active. A coherent strategy on how to leverage these channels will strengthen SISA's ability to hit outreach targets. At the moment it is hard to estimate the workload for this coordination, since it should go in line with the communication goals.

### **Suggestion for Decision:**

Assign to the Board to make an agreement with Vasili (or some other person interested) to take charge of the needed changes as defined by this annual meeting and according to a reimbursement that corresponds to estimated hours.