I was tasked by the ALI Board to identify 1) alternative URLs for ALI that are shorter and more intuitive than the current http://ali.bsu.edu and 2) alternative Web hosting that is affordable and easy to maintain by ALI members no matter their home institutions. At the November 2013 Board meeting, I submitted alternatives for both domain names and web hosting vendors. Based on feedback I received (including Dan Bowell’s support and suggestion to investigate LibGuides as a platform option), I would like to make the following recommendations:

**Recommendation 1:** License the following domains names for two or more years. The current rates for licensing these names for two years through GoDaddy are:

- acadlibsin.org $30.98
- acadlibsin.net $23.98
- acadlibsin.info $14.98
- ICANN fees $1.08
  
  **TOTAL** $71.02

**Rationale:**
- The root of these URLs is the shortest version available to us that retains essential elements of the ALI name.
- They are available and relatively inexpensive. Please note that annual rates increase as you increase the length of the license. Therefore, the annual cost of licensing for five years is greater than the annual cost of licensing for two years.

**Recommendation 2:** Transfer existing ALI web pages to the LibGuides platform as the ALI web site.

**Rationale:**
- LibGuides is a commonly used web publishing platform among academic libraries in Indiana; approximately 66% of ALI libraries and 68% of PALNI libraries currently license LibGuides. Therefore, most of us will have institutional expertise in developing and maintaining content on LibGuides.
- The platform is easy to use, and editing privileges are easily shared, no matter the home institution of editors.
- Content within LibGuides can easily be integrated into other web sites via widgets and distributed to social media (e.g., Facebook, Twitter, blogs)
- The LibGuides platform allows for organizational branding and custom domain names.
• The LibGuides platform is ADA-compliant.
• Usage statistics and reporting capabilities are built in.

Option A: Annual license for ALI is $799, which represents a $400 discount for ALI and includes the Custom Domain and Images & Backups modules

PROS: This option insures sustainability and organizational control for the ALI webpages. Branding the site is simpler than under Option B.

CONS: This option represents an increased investment in the cost of maintaining the ALI web pages.

Option B: ALI member institution hosts ALI LibGuides free of charge or at a shared cost.

PROS: This option may be more cost effective, although actual cost share and cost for page design and implementation and migration of content remains to be determined.

CONS: Branding is more complex. ALI’s domain name will be directed to the Libguide URL, but the URL for ALI’s LibGuide pages will identify the licensing institution. If the host institution licenses LibGuides CMS (formerly CampusGuides), branding ALI’s pages will be simpler with regard to design elements (logos, etc.).