

TEXTILE SOCIETY *of* AMERICA

Released March 6, 2020

Dear Textile Society of America Members

It is with excitement that we announce that the TSA Board has voted and agreed that the Textile Society of America *Newsletter* will shift from the twice yearly PDF format to *TSA News*, a new digital content format on the TSA website starting in spring 2020. This means the Fall 2019 *Newsletter* was the last in the PDF twice yearly format.

As we make this move, we want Members to know that you will not be losing any content or the high quality of writing that has been a hallmark of TSA publications from the beginning. Instead, we see this move as a way to reach more members and to make the educational mission of TSA more accessible to more people. The new web format will have enhanced content and images and will have the possibility for the organization to publish more quickly, staying current and responsive. Individual articles will be easy to share online, and no longer locked away in a PDF. Content, both past and present will become more searchable – so you can find that great article you remember reading and pass the link onto a friend or research colleague! All past issues of the TSA Newsletter will remain available on the TSA Website and we will continue to use an ISSN# to make sure TSA news is archived. The web content, and all of TSA's new website, is ADA compliant to Level A. It is accessible on computers, mobile devices, and tablets for easier reading.

TSA's ongoing goal is to engage members and the broader textile community to visit and revisit the website regularly. We think that this engagement helps to fulfill the organization's mission to provide "an international forum for the exchange and dissemination of information about textiles worldwide, from artistic, cultural, economic, historic, political, social, and technical perspectives."

Most importantly, we want to thank all those volunteers who have made this wonderful publication possible since TSA moved from a printed newsletter to the digital PDF in 2009. We have had so many amazing volunteers over the years who came together each season to make this important publication happen. This was an extraordinary amount of work. The Board feels that it is time to move the newsletter content to our new website for the advantages listed above. Please be assured that the new *TSA News* is not a total departure from what you are familiar with. While you may find you need some time to get used to this new format, we hope that you will discover that this new platform keeps all that you loved about the PDF with a fresh look and better accessibility.

With this new format comes a new volunteer opportunity with TSA. In the next few months we will be looking for a Digital Content Editor. This role will oversee the *TSA News* publication process on the website. This role includes researching, gathering article submissions from members, writing, proof reading, and publishing content. Please see below for the full volunteer job position and how to apply for this opportunity.

As a member organization we want everyone to feel included. We encourage all of you to visit the website where new content will begin appearing. We would love to hear your thoughts on what works for you and where you would like to see improvements. Most of all, we would love for you to propose and contribute content.

Please check out the new *TSA News* on our new website at:
<https://textilesocietyofamerica.org/category/blog>

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Thank you all for your membership to TSA and we hope to see as many of you as possible in Boston in October 14-18, 2020.

Respectfully,

Textile Society of America Board
2018-2020

Textile Society of America Digital Content Editor (Volunteer Position)

TSA is seeking a Digital Content Editor to work closely with the Communications Director, Social Media Coordinator, Digital Content Coordinator, TSA Website Calendar and Opportunities Coordinator, General Manager, Senior Editor, and Board of Directors.

Position Summary

The Textile Society of America is looking for a Digital Content Editor to develop and work with a team of volunteer copy-editors to research, write, proofread, and publish content.

Responsibilities include producing monthly blog articles, fact-checking writers' articles and optimizing written pieces to increase user engagement. If you have excellent writing and editing skills in English and experience managing editorial calendars, please share samples of your work by including links to your published articles.

The Digital Content Editor will understand and articulate the Textile Society of America's Mission Statement and Our Focus on Diversity when writing, editing and posting content.

Our Mission: The Textile Society of America, Inc. provides an international forum for the exchange and dissemination of information about textiles worldwide, from artistic, cultural, economic, historic, political, social, and technical perspectives.

Our Focus on Diversity: The Textile Society of America, an international organization, recognizes the profound global reach of textiles. We are committed to developing leadership initiatives, membership, and programming rooted in the plurality of textile histories, producers, and purposes. With an eye toward expanding our voices and audience, we will focus on inclusion of underrepresented groups, and advocacy for robust diversity of our personal and professional viewpoints.

Responsibilities

- Reach out to the textile community to mine articles / content contributions
- Assign articles for blog posts and outreach to authors to promote the TSA
- Proofread, re-structure and edit articles submitted by content writers
- Update TSA website with new content
- Interview professionals and use online sources to research topics
- Write posts on occasion as needed
- Maintain Google worksheet / log to track an ongoing list of blog article contributions, what has been submitted and contact information

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- Optimize published pieces using Search Engine Optimization guidelines. TSA Communications Director will provide guidelines and training
- Manage the editorial calendar and ensure timely publication working with TSA General Manager to ensure Board of Directors members report in a timely manner on the work of their committees. This includes awards and scholarship committees, the TSA Fellows, and Textiles Close-up.
- Generate new ideas around industry-related topics

Skill Set:

- Proven work experience as a Content Editor, Web Editor or similar role
- Examples of published work
- Excellent writing and editing skills in English
- Attention to detail
- Hands-on experience with WordPress
- Preferred familiarity with SEO and keyword research. TSA Communications Director will provide guidelines and training
- TSA membership is required, and a one year commitment requested

Average work Hours/week:

Estimated average of 5 hours weekly.

Some weeks may require more time than others.

This is an unpaid volunteer position.

Please contact Wendy Roberts, Director of Communications at wendymillerroberts@gmail.com