

February 10, 2017

“Store windows are like landing pages on the website”

Angela Ahrendts

Hi Everyone,

Our Departmental Acknowledgement this week goes to one of our Departmental unsung heroes, **Sally Crawford**.

A member of the McGill Administrative staff supporting both the Department and the Office of the Chair, Sally's particular contribution that I would like to single out is as our Department's webmaster (?webmistress).

In 2017, a website is an essential component of any organization's communication strategy. It is often the first door through which future potential trainees or recruits pass to get an idea of our Department. It is very much our public face. It also should be a regular reference for the members of the Department seeking information, both particular and general to keep informed about the Department's activities and progress. Every week, new information is being added and existing information modified as need be. The Grand Rounds schedule, our Faculty list, researcher profiles, Divisional structures, Rules & Regulations, our Mission/Vision/Values statement, past Departmental Newsletters, Annual reports and Departmental Acknowledgements are all posted and easily accessible to all. There is even now a newsfeed. When I look at other Departmental websites within the Faculty and at other Pediatric Departments across Canada, I am proud of our content, presentation and timely relevance.

Much of the credit for our website goes to Sally. She is fluid in website design and frequently takes the initiative in adding content. She responds quickly to requests for additions and modifications, whether they arise from myself or others within the Department. She can be justifiably proud of what she has accomplished. We are a large organization and it is important that all members have a good sense of what is going on. Often emails get overlooked in the context of a busy day, and thus the website provides a forum to be informed on one's own terms. I strongly encourage each of you to take the time to visit the website today (mcgill.ca/peds) and bookmark it as a regular stop on your webtours. Sally and I also remain open to your suggestions about new content, links or toggles.

Of course, Sally is much more than a webmaster. She is a friendly calm presence in our office who gets her work done quickly and quietly without fuss. She is also the one who handles much of our financial transactions and reimbursements. At a personal level she enjoys travelling, cooking and reading (she always has a book nearby for breaks). She is also quite knowledgeable about hockey and the NHL, which probably comes with having had the Stanley Cup twice in her family home.

Please join me in thanking Sally for her work on behalf of our Department.

Have a great weekend everyone!

Michael

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