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ANTHROPOLOGICAL
ASSOCIATION

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AAA Launches Redesigned Web Site:

The American Anthropological Association (AAA) is proud to launch a redesigned association Web site on February 1, 2008. The impetus for the AAA Web site renovation began in January 2007 in response to comments and suggestions from members and visitors to the association's former website. Following a year-long redesign process, the new Web site offers a fresh look, improved organization and navigation, and enhanced functionality.

"The redesigned site not only expands the capacity for communication among and between anthropologists, but it provides a dynamic platform to communicate to the public a richer understanding of what anthropologists do, and how significant anthropological work is in today's world," said AAA Executive Director Bill Davis.

The new AAA Web site delivers high-quality content with a user-friendly design. Visitors can navigate site pages with a convenient drop-down menu, designed to systematically organize information about the AAA and anthropology. The menu guides viewers through eight topical categories including membership, meetings, issues and news, publications, sections and interest groups, professional development, and resources.

The new homepage features dynamic news and commentary updates to keep visitors informed and engaged in current issues and news in the anthropology community. Weekly homepage updates will include featured articles from *Anthropology News*, "Members in the News" spotlights, and the latest association press releases and policy action alerts.

Interactive elements of the site include a new blog, which can be accessed from the "New Features" section of the AAA homepage. The blog, "**In Focus: Reflections on Anthropology News**," will provide a place for readers to respond to issue-oriented articles from the "In Focus" thematic commentary series in *Anthropology News*, the association newspaper. The blog, "**AAA Public Affairs**" will host discussion on the association's policy and advocacy activities.

AAA members will continue to receive exclusive access to AnthroSource, as a member benefit. Other membership (and guest) favorites—including the job database, the online bulletin board, and the online directories—are now conveniently located on the homepage as sidebar links.

View the New AAA Web site: www.aaanet.org.

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Founded in 1902, the American Anthropological Association is the world's largest professional organization of anthropologists and others interested in anthropology, with an average annual membership of more than 10,000. The Arlington, Va.-based association represents all specialties within anthropology — cultural anthropology, biological (or physical) anthropology, archaeology, linguistics and applied anthropology.

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