Web Advisory Committee Update

January 30, 2012

Framework

- [Campus Governance](#)
- Campus Web Guidelines:
  - unified look & feel across the entire university site
  - collaborative development across university
  - [Style Guide overview](#)
- Author-Publisher model
  - Intent to accomplish goals of unified look & feel, consistent style.

Existing mandate & governance

- [Mandate](#) – officially ended August 2011.

- Expectations:

1. Collaborate with the campus web team to maintain current web standards, styles	Yes
2. Continue to pursue the integration of the remaining parts of the library website into CQ5	Partial
3. Conduct usability testing and adjust the website accordingly	Yes
4. Address feedback from the community (particularly at launch), responding in an appropriate manner	Yes
5. Maintain sound technical structures to prevent problems with library.dal.ca links	Yes
6. Establish and communicate local web strategy	No
7. Generate and communicate ongoing task list	Partial
8. Establish/approve governance plan for beyond August 2011	Partial

Accomplishments

- Digital Assets Manager (org.)

- Comment responses
  - Batch 1: 83 comments: 788,015 site visits, 1,481,456 page views
  - Batch 2: 51 comments: 1,371,926 site visits, 2,286,014 page views
  - theme Novanet

- Authoring documentation

- Heather MacFadyen's environmental scans
  - Carousel use   - Policies
  - Live Help/Chat widgets   - Search box summary
  - Site governance   - Subject guides
  - 'Research tools'

Accomplishments: Usability Studies

- Usability study # [1](#)

- **Carousel** not used as navigation tool
- **Subject guides** recognition of subject organization, scrolling was not an issue
- **Databases** most used dropdown, Research Tools pages could be improved
- **Catalogue** preference for WCL over Novanet
- **Interface** preferred Switch to Novanet

- Usability study # [2](#)

- Current navigation

| ▸ Using the Library | ▸ Research Tools | ▸ Writing & Style Guides | ▸ Subject Guides | ▸ Collections | ▸ Locations & Services |

- Proposed

| ▸ Locations | ▸ Research Tools | ▸ Writing & Style Guides | ▸ Subject Guides | ▸ Collections | ▸ Services |

Challenges

- Hours automation (#headmeetsdesk)
  - eg. UNB
- Communication
  - Priority list, authorship, adding new pages
- Limitations of CQ5
- Limitations of Campus Web guidelines
- Digital Collections - ~1500 pages to move from Joomla… requires development work (objects, assets 7000 objects/photographs)

Next... a 'starter' shopping list

- Assessment
  - Programme of assessment
  - Are things working? Alternatives to things that aren't working.
  - Recruitment of subjects for assessment activities
- Mobile site (Informatics class)
- Programmer/development issues
- Digital Collections morass
- Joomla Jungle
- Review page authorship
  - Research, Writing & Style Guides
  - Tutorials: content, presentation, updates
- Clear process & documentation for creation of new pages

Composition & Governance

- Makeup of Web Advisory Committee
  - Lead Developer – Umar Qasim (vacant, failed competition, re-posted)
  - Publisher - Sarah Stevenson (term ended October 2011)
  - Student Representative(s) - Ben Wedge, Tasha (one meeting)
  - Ex-officio: Systems Manager – Marc Comeau

▸ Using the Library   ▸ Research Tools   ▸ Writing & Style Guides   ▸ Subject Guides   ▸ Collections   ▸ Locations & Services

  - Library Services (Circ/DocDel) – Gwyn Pace
  - Archives & Special Collections - Creighton Barrett
  - Public Service (Instructional/Tutorials) - Karen Neves (vacant)
  - Public Service (Research Tools, Writing & Style) - Michael Steeleworthy (vacant)
  - Public Service (Collections) - Ian Colford

Composition of next Web Committee

- Role: Advisory vs Steering Committee? Reporting responsibilities?

- Compare with similar institutions [MUN](#) & [UNB](#) Coming soon – NSAC!

- Assistant Publisher

Summary

- More success than 'not success'
- Best moments:
  - Committee that worked together – Thank You!
  - Good will triumphing over frustration – most of the time
  - Usability studies
  - Site is better today than it was at launch