Web Advisory Committee
Annual Report to Library Council 2018-2019

Contents

Overview

The committee held 6 meetings between 1 July 2018 and 30 June 2019.

Membership:

Name	Role
Margaret Vail	Chair & ATS System Developer (until 07 Sept 2018)
Shelley McKibbon	Web Publisher & Kellogg (Chair after 07 Sep 2018)
Amanda Sparks	Sexton & Access Services (until 17 Oct 2018)
Alex Wojcik	ATS (after 07 Sept 2018)
Jessica Irving	ATS System Developer (June 2019)
Jason Lee	Sexton (after 17 Oct 2018)
Joan Chiasson	Archives
Jolene Reid	MacRae (until 17 Oct 2018)
Daryl Atkinson	MacRae (after 17 Oct 2018)
Gwendolyn MacNairn	GIS
Lachlan MacLeod	Copyright
Lindsay McNiff	Killam & Information Literacy
Marlo MacKay	Communications
Marc Comeau	ATS Director (ex-officio)
Allison Fulford	AUL Discovery (ex-officio) (until 17 Oct 2018)
Michelle Paon	AUL Discovery (ex-officio) (after 17 Oct 2018)
Miles Redgate	ATS Junior Systems Developer (Co-op) Summer 2018
Lisa Nardecchia	MLIS Practicum Student Spring-Fall 2018

Usage statistics

	July 1, 2017 – June 30, 2018* (numbers are updated from last report)	July 1, 2018 – June 30, 2019*	Difference	Percentage changed
Visits (Sessions)	1,127,420	1,213,790	+86,370	+8%
Unique Visitors (Users)	374,096	416,877	+42,781	+11%
Page Views	1,666,059	1,790,952	+124,893	+7%
Average Visit Duration	3:31 min.	1:31	-120 sec	-57%

Busiest day: Monday October 1, 2018 (w/ 10,381 page views)
Busiest week: Sep 30 – Oct 6, 2018 (w/ 55,254 page views)
Busiest month: Oct 2018 (w/ 219,459 page views)

On-going Projects

- Enact website accessibility assessment
  - Will cooperate with Campus Web Team in implementing changes to improve accessibility of the Library's Web site. [Aligns with Interim Strategic Plan priority 1.1 (a).]
- Creation of a set of images that can be used for the Libraries' website background.

- Support move of online tutorials from LibCasts to Youtube.
- Improve communication and coordination with Campus Web Team.
- Develop a plan for ongoing accuracy audits of Library Web Site. [Aligns with Interim Strategic Plan priority 1.1(b).]

Completed / Launched Projects

- Practicum student Lisa Nardecchia completed her accessibility assessment on the Library's Web site. She presented her findings to WAC and to invited members of the Campus Web Team. A copy of her report was shared with the Campus Web Team to inform their discussions on accessibility of the templates.
- Dalhousie Libraries' Web publisher was added to Campus Web Team's operations group to facilitate communication.

New Content:

- Census Dataverse page: https://libraries.dal.ca/find/data/Census.html
- Updating terms of reference
- Linked LibCal events page to main library page through Quick Links.

Future Plans

- Develop and enact a plan for ongoing accuracy audits of the Library's Web site.
- Plan for web assessment and user testing in 2020, 4 years after launch of current Web page.

Respectfully submitted,

Shelley McKibbon
Web Advisory Committee Chair