

Web Advisory Committee Annual Report to Library Council 2019-2020

The Web Advisory Committee held two meetings between 1 July 2019 and 30 June 2020. After having served as Chair & Web Publisher for more than a year, Shelley McKibbon resigned but continued to serve as Kellogg representative on the committee. In February 2020, Associate Dean Resources/Discovery Michelle Paon agreed to serve as Interim Chair of the committee. Although it has proven difficult to recruit a Web Publisher, two committee members have offered to assume several of the responsibilities of this role on an interim basis. Alex Wojcik agreed to serve as the committee's contact with the Dalhousie Campus Web Team (for example, attending meetings and consulting with Team members on technical issues). Marlo MacKay agreed to make corrections and updates to the Dal Libraries website, as needed.

Membership:

<u>Name</u>	<u>Role</u>
Michelle Paon	Interim Chair (05 Feb 2020 -); Associate Dean Resources/Discovery (ex-officio) (Aug 2018 -)
Shelley McKibbon	Chair (07 Sep 2018 to 05 Feb 2020); Web Publisher (to 05 Feb 2020) & Kellogg
Alex Wojcik	Liaison to Campus Web Team (05 Feb 2020 -) ATS (07 Sept 2018 -)
Jessica Irving	ATS System Developer (June 2019 to August 2019)
Marlo MacKay	Communications
Daryl Atkinson	MacRae (after 17 Oct 2018)
Joan Chiasson	Archives
Deborah Hemming	Killam & Information Literacy (Jan 2020 -); replacing L. McNiff on leave
Jason Lee	Sexton (Oct 2018 to Aug 2020)
Lachlan MacLeod	Copyright (on leave from 24 Apr 2020)
Gwendolyn MacNairn	GIS
Lindsay McNiff	Killam & Information Literacy (on leave from Fall 2019)
Marc Comeau	ATS Director (ex-officio)

Usage statistics: libraries.dal.ca

	July 1, 2018 – June 30, 2019	July 1, 2019 - June 30, 2020	Difference	Percentage change
Visits (Sessions)	1,213,790	1,126,385	-87,405	-7%
Unique Visitors (Users)	416,877	371,694	-45,183	-11%
Page Views	1,790,952	1,594,765	-196,187	-11%
Average Visit Duration	1:31	1:15	-16 sec	-18%

Busiest Day: Sunday, September 15, 2019 with 14,301 page views.

Busiest Week: September 15-21, 2019 with 56,165 page views.

Busiest Month: October 2019 with 202,445 page views.

Top 25 Webpages for July 1st 2019 to June 30th 2020 (and compared to two years before)

Rank 2019-20	Page	Page views 2017-18	Page views 2019-20	Percentage change over 2 years
1	libraries.dal.ca/	992,992	825,767	-17%
2	/hours-locations/kellogg/health-science-resources.html	110,653	77,867	-30%
3	/hours-locations/workspaces/study-rooms.html	58,680	53,664	-8.5%
4	/research.html	46,152	36,736	-20%
5	/find.html	29,555	25,421	-14%
6	/help/software-downloads.html	9,291	23,734	+155%
7	/hours-locations/killam.html	28,307	22,425	-21%
8	/hours-locations/dunn.html	40,882	21,250	-48%
9	/hours-locations/sexton/architecture-planning-engineering-resources.html	----*	20,790	----
10	/search.html	17,983	17,918	-0.3%
11	/hours-locations/kllc-cheb.html	18,114	16,646	-8%
12	/services/photocopying-printing.html	14,288	15,148	+6%
13	/hours-locations/dunn/legal-resources.html	9,759	14,119	+45%
14	/my-library-account.html	14,362	13,112	-9%
15	/borrow/document-delivery/novanet-express.html	12,579	11,778	-6%
16	/help/style-guides.html	9,409	10,263	+9%
17	/find/Novanet.html	----*	9,431	----
18	/hours-locations/kellogg.html	16,630	9,029	-46%
19	/borrow/document-delivery.html	9,399	7,876	-16%
20	/services.html	9,382	7,409	-21%
21	/borrow.html	8,164	6,642	-19%
22	/hours-locations/wmlc.html	11,276	6,591	-42%
23	/help/it-help-desk.html	6,609	6,506	-2%
24	/hours-locations/kellogg/health-science-resources/drug-information-sources.html	7,073	6,476	-8%
25	/help/brightspace.html	----*	5,693	----

*Not on Top 25 list

On-going Projects

- Develop a plan for ongoing accuracy audits of Libraries website.
Aligns with Interim Strategic Plan priority 1.1(b)
 - The committee's goal had been to prepare a plan for ongoing accuracy audits of the Libraries website, but with the onset of COVID-19, these plans have been put on hold. As it turns out, COVID-related modifications to Libraries services and resources (eg. to Document Delivery, Course eReserves, laptop loans, streaming video licensing, etc) have triggered updates to related Libraries webpages, resulting in unanticipated but useful revisions to the website.
- Enact website accessibility assessment
 - The committee will cooperate with the Campus Web Team in implementing changes to improve accessibility of the Library's website. *Aligns with Interim Strategic Plan priority 1.1 (a)*
- Maintain awareness of recently-initiated development work on: the Dal Libraries' Academic Technology Services (ATS) webpage and an Instructional Technologies sub-page (committee was alerted to discussions in May 2020); and the Dal Libraries' Research Commons (research cycle) webpages.

Completed / Launched Projects (to June 30, 2020)

- Selected and activated a new background image for the Libraries homepage.
- Retired the home page background image of the Killam Library atrium at night. The Committee gratefully acknowledges the creative work of Dal Libraries ATS staff member Mike Duggan, photographer of the atrium image.
- During the COVID-19 campus closures, Marlo MacKay and Alex Wojcik worked on a number of website initiatives to alert Dal Libraries users to service and resource offerings:
 - Prepared and posted a COVID banner to the Libraries home page.
 - Created Libraries COVID-19 updates webpage.
 - Added "COVID-19" link to the upper menu on Libraries home page.
 - Began work to revise Quick Links menu wording. ie. to change "Study Room Bookings" to "Book a Study Room or Computer (New!)".
 - Drafted an underlying webpage to describe the study space booking service, in preparation for anticipated July opening of bookable spaces in two of the Libraries' Learning Commons.
- Identified an updated list of page authors of the Libraries webpages.

Future Plans

- The committee will discuss the InSync results as they relate to the Libraries website.
- There is some indication that Dalhousie may embark on a new design for its university website. The Web Advisory Committee will monitor any upcoming Campus Web Team discussions in this regard. In consideration of this prospect, a tentative plan to do website assessment and user testing of the Dal Libraries website in 2020 (four years after launch of the current website) is currently on hold. The COVID-related workload experienced by Libraries staff would also make such a major initiative very challenging for committee members at present. In the short term, a more realistic goal may be to focus on revisions to or retirement of specific targeted webpages.

Respectfully submitted,

Michelle Paon
Interim Chair, Web Advisory Committee