

**Web Advisory Committee:  
Annual Report to Library Council 2013-2014**

The committee had 5 meetings between 1 July 2013 and 30 June 2014.

Membership:

- Margaret Vail (Chair & LITS Systems Developer)
- Sarah Stevenson (Web Publisher)
- Marc Comeau (LITS Director)
- Creighton Barrett (DUASC)
- Shelley McKibbin (Kellogg)
- Erin MacPherson (MacRae & Information Literacy)
- Mark Lewis (Law)
- Amanda Sparks (Sexton & Access Services)
- Allison Fulford (AUL Discovery)

Chair:

In the fall of 2013 Creighton agreed to take on the role of Web Advisory Committee Chair on an interim basis. In January 2014, Margaret Vail agreed to take on the role of Web Advisory Committee Chair.

Key Activities Completed:

- Dalhousie campus web team made our CQ5 website mobile friendly in July 2014. We no longer have a separate mobile website, due to the responsiveness of the new site. The site will also receive any new updates that are deployed to CQ5.
- Migration of the last Joomla Webpages to CQ5.
  - Special thanks to Sarah Stevenson, David Mifflen, Creighton Barrett and the individuals from each library who participated.
- Analysis of the top ten and bottom ten pages in terms of usage.
- Updated CQ5 authors who are assigned to edit each CQ5 page.
- Creighton created a Draft University Archives webpage.

Usage statistics:

m.library.dal.ca site (mobile) stats:

	July 1, 2012 – June 30, 2013	July 1, 2013 – June 30, 2014	Difference
Visits	7,343	21,238	+13,895
Unique Visitors	1,756	5,148	+3,392
Page Views	8,485	24,885	+16,400
Average Visit Duration	33 sec.	29 sec.	-4 sec.

Note: The mobile site was implemented on November 4, 2012.

libraries.dal.ca site stats:

	July 1, 2012 – June 30, 2013	July 1, 2013 – June 30, 2014	Difference
Visits	1,947,245	1,618,084	-329,161
Unique Visitors	699,716	630,148	-69,568
Page Views	4,315,979	3,658,473	-657,506
Average Visit Duration	3:32 min.	2:39 min.	-53 sec.

Future Plans / In Progress:

- Update Terms of Reference
- Web Assessment / Usability testing
- Storm Closure Presence on the website (DalAlerts)
- Streamlined Library Hours
- Move committee documents to SharePoint
- Re-training of current CQ5 authors

Respectfully submitted,

Margaret Vail  
Web Advisory Committee Chair