

2015, December 3

Website Advisory Committee - Agenda and Minutes

Wednesday, Dec 2, 2015
2:30 - 4 pm
Alice Moulton Room, Gerstein Library

Agenda

Topic of Discussion	Presenter	Time Allocated
Welcome		
Selection of a minute taker		
Approval of the agenda	Lisa	5 minutes
Business arising from the minutes/approval of the minutes		
Updates from ITS	Marc	15 minutes
Content Management update:		
<ul style="list-style-type: none">• Subjects A-Z survey• Where should my content live?• LibAnswers to Drupal<ul style="list-style-type: none">◦ landing page◦ sample FAQ• Channel map• Release schedule of mid to large changes/updates	Judith/Lisa	30 minutes
UX Toolkit draft	Lisa/Heather	20 minutes
Policies and guidelines:		
<ul style="list-style-type: none">• Creative Commons license• Update to privacy policy page	Graeme	15 minutes
Review committee goals six months in	Lisa	10 minutes
Questions and other items	Lisa	10 minutes

Minutes

Present: In person: Richard Carter, Mona Elayyan, Lisa Gayhart (chair), Marc Lalonde, Judith Logan, Caeleigh Moffat, Graham Slaght, Michelle Spence, Joanna Szurmak, Rita Vine.

Regrets: Heather Buchansky, Heather Cunningham (Note: remote access wasn't possible due to a room change, so Kate Johnson & Jenaya Webb couldn't attend)

Selection of a minutes-taker: Joanna Szurmak (volunteered).

Approval of agenda: Agenda approved without changes.

Business arising from the minutes/approval of the minutes: Minutes approved without changes.

Updates from ITS (Marc Lalonde)

Dentistry Library and UTSC Library sites are migrating to the new theme on schedule. Work is starting on moving the Fisher Rare Book Library's site, as well as those of the Engineering and Computer Science, PJRC and Map and Data Library.

Digital Humanities Mellon-funded joint project with the Chicago Newberry Library kept most of the ITS team busy through November.

A new project for 2016 will be formalizing and standardizing Google stats so that they can be collected and managed at a granular level. A promising new feature is the Google Analytics Tag Manager API. The Tag Manager can track when users turn to external links, for example watching a video or opening a PDF file linked to the library website. This will help to track the user flow through the site, particularly when it comes to seeing where people are going and how they are using the resources. Google Analytics Tag Management will be rolled out to other libraries so that there will be a process for everyone to manage their own sites.

Content Management Update (Judith Logan)

Subjects A-Z Survey

The first priority in migrating the Subject A-Z content is determining what is important to the users, and who are the stakeholders. Judith Logan carried out two surveys to do get a sense of the answers to both questions.

One survey was embedded in the Subjects A-Z page and got 80 results. There was another survey just for library staff. Staff could do both surveys, in fact.

Half of the people who filled out the survey embedded in the page were undergraduates. Faculty users were at 7%. There were 13 heavy users. Of the people who used subjects A-Z every day, 20% were instructors, but many of the undergraduates use the Subjects A-Z page every day as well. 73% of the respondents thought the list was not too long. Library staff and 75% of the undergraduate users found the list to be of the right length. Judith concluded that as long as the resource lists on the Subjects A-Z pages are ordered properly, the users find it useful to have a long list.

The staff survey was designed with a grid of 4 scales. Most staff went to the Subject A-Z page to access article databases, then research guides, primary sources and reference resources.

How often did staff use Subjects A-Z? A quarter of staff use the resource every day, and the humanities and social science specialists tend to be the ones using it every day. Science and engineering specialists don't use the resource as frequently.

Judith will take her analysis to the Reference Services meeting next week with the recommendation to move the Subjects A-Z pages to the LibGuides platform. Key challenge: How to make sure everything in EIR gets there?

Where should my content live?

Drupal is going to be the content management option for most user-facing content. Judith is going to discuss Drupal vs. LibGuides on Friday at the Liaison update meeting. Is there a platform that is not comfortable for staff? Judith set up a Drupal web content management space for everyone at the library. There will be training for those who are not yet familiar with Drupal.

LibAnswers Migration to Drupal

SpringShare has come out with LibAnswers 2.0, a new version which costs more money and has a variety of options UTL does not necessarily need. Since the current LibAnswers version will go away, this is an opportunity to innovate and look for another solution. The LibAnswers group, headed by Judith, decided to back away from the SpringShare product and move the public knowledge base into Drupal, thus eliminating the need for a private back-end to the UTL FAQ. Marc Lalonde has already moved the content, both the text and the images, from the proprietary SpringShare server; the content is not yet styled although it is saved and will have options similar to SpringShare ratings (thumbs up/down) options. The repatriated FAQ will be searchable through the OneSearch box.

By the week of December 7-11, 2015, no new questions will come into the SpringShare UTL LibAnswers page. We will leave our LibAnswers up running until August, but without question intake. The full Drupal FAQ front end will be likely available by January 2016. In terms of authorship, few librarians and staff contribute to public FAQs. Also, few user e-mail questions become FAQs. Usually, FAQ moderators like Judith Logan add the majority of questions and write the answers.

Channel Map

Judith has prepared a map of how users find and access UTL content using both digital and physical channels. This is important as it helps us realize how people get in touch with us. The data for this is mostly from Google Analytics and shows the breadth of online space users navigate to come to us. This can be taken to Senior Staff to show how users navigate to the UTL website. It is a data visualization.

Release Schedule of Mid to Large Website Changes / Updates

Updating and creating websites is a process. Implications of doing changes on an as-needed basis may be that changes are too frequent. Agile methodology works on a very granular scale, but the academic setting and timelines are not inherently agile. We at UofT work on a semester basis. Thus, larger websites changes should be implemented according to the academic cycle, by semester. Small changes that are not going to impact people drastically, like updating a LibGuide, should be done on an ongoing basis. Transparency is very useful: Iowa State came up with a way to have a public and transparent website. Transparency can be implemented even inside of Confluence: There can be a changes page to watch so that you don't have to use e-mail for notifications. It would be good to develop a rubric and a checklist of small / medium / large changes, and the communications protocols they would entail.

Google Analytics will be more robust, and it may also drive the discussion on updates. Judith and Lisa have been thinking about updates in terms of usage. On a monthly basis Lisa and Judith will be looking at usage stats and may be able to decide on the small / medium / significant rubric based on usage statistics.

Some usage examples: Ask A Librarian button on the homepage gets clicked 16% of the time. Only the Search box statistics are higher. The study room page is the highest usage page several levels down. The link that's readily available for room booking is not the link that people use. Maybe for our users where to find the study room is not a home page thing. More information will be derived from Google Analytics over the coming months.

UX Toolkit Draft

The User Experience toolkit is a joint project by Lisa Gayhart, Judith Logan and Heather Buchansky addressing the question: What is user experience and how to you integrate it into a project? The UX toolkit has its own area on Confluence, with several sections. There are testing checklists, templates tagged by topic or project phase, tips, online tools, downloadable resources, and methods. All the sections are there to support work on user experience.

Policies and Guidelines (Creative Commons License and Privacy Policy page)

Graeme Slaght is working on minor tweaks to the CC Policy, for example making the exclusions list more specific. The Notifications page shows the Guides Domain and the Collections Domain are not covered by the Policy. LibGuides community: is it technically feasible to make CC the option for authors? Is there enough interest? LibGuides: would it be Attribution / non-commercial? This is an interesting question. Something that should be brought to Reference Services: Authorship and CC Licence.

Now that we know where people are clicking, we know, for example, that the Twitter Ask link is the most clicked. Social media directory gets clicked the most. How many people would think that changing Twitter format is a small, medium or large kind of web update? CC change will be one of the policy type changes.

Committee Goals Review

The Committee reviews its goals every six months. Members should suggest items to tackle next year, guest speakers to bring in, etc. Do we report annually to the Library Council? Library Council is in hiatus, but there will still be a discussion at Senior Staff meeting. Responsibility and goals of the Committee is a complicated issue.

Questions / Other Items

The UTM representative in 2016 will be Pam King as Joanna Szurmak is going on research leave.

Next meeting

- Wednesday, January 6, 2016
- 2:30-4 pm
- Alice Moulton Room, Gerstein Library