2015, September 2

Website Advisory Committee - Agenda and Minutes

Wednesday, September 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 Business arising from the minutes/approval of the minutes	Lisa	5 minutes
Updates from ITS (including Shelf Browse beta, Earth, Math, CDD, classic catalogue, request an item, Media archives)	Marc	20 minutes
UTL Instagram account - project profile and future plans	Jesse	10 minutes
Content management update	Lisa/Judith	20 minutes
Ideas for improved online presence, service, communications. Examples of recent work to share with the group.	All	20 minutes
Questions and other items	Lisa	10 minutes

Minutes

Present: Jen Robertson, Joanna Szurmak, Graeme Slaght, Rita Vine, Lisa Gayhart, Marc Lalonde, Jenaya Webb, Jesse Carliner, Kate MacDonald, Judith Logan, Gordon Belray, Chul Yee Hoon

- Rita Vine volunteered to take minutes for today's meeting.
- Today's agenda approved.
- Last month's meeting minutes approved.

Updates from ITS (Marc)

- New responsive websites: Earth Sciences Library and Math Sciences Library will go up soon with new responsive design. Next up is Dent, UTSC, Fisher to aim for winter 2016 term.
- Classic catalogue header and footer have been updated.
- "Request an Item" page also updated slightly with the new look and feel.
- Also work on a page for CDD. Their pages are currently in the central library site and will remain there so that they remain searchable through the web site interface. There was some discussion about ensuring that departmental pages are kept separate from public facing services.
- Questions of content also came up in the discussion. The content needs to be worked out and rationalized keeping in mind the overall plan of the web site. WAC will communicate some ideas to the CDD regarding development of the site and redesign of content to be consistent with the existing website.
- Media archives: because their collection descriptions are placed on their own site, these aren't searchable through all-search. To solve this problem, Marc used feeds to pull in their content into the library's website to make them discoverable.
- Shelf Browse: Marc, Gordon, and Chul demo'ed ongoing current development of shelf browse options. One will be able to filter the browse by library, and also choose a carousel view or list view. shelfbrowse.library.utoronto.ca for more information. The site is available for testing and feedback buttons will create a JIRA ticket. Marc noted that these are just basic shelf browse functions with more creative ideas in the pipeline for the next phase. The current iteration is time intensive for September. This could be live in the next week.

Instagram accounts for UTL (Jesse)

- Out of Student Outreach Group in the spring, this received approval from the Communications Coordinating Group. We have now established a library Instagram account instagram.com/uoftlibraries Instragram was seen as reaching a younger demographic than Twitter.
- Nellie Cancilla and Jesse are administrators of the account. The first post was in mid May with research - there has been a considerable amount of planning in Confluence with a calendar of post topics. Goal is 1-2 posts a day, which is considered the optimum for quality Instagram, along with a consistent visual identity. Account goals are both serious (collections, promotion) and fun. People like faces and architecture, but book covers, not so much.
- We are up to 438 followers, 120 posts. There will be a lot of social media promotion this fall, including TCard lineup, orientation.
- Also trying to organize workflow so there is less scrambling to post.
- There will be some staff profiles linked with In The Loop as well, events, tours, workshops. It has to be fun. There are some assessment tools to look at followers, likes, to help us gauge effort. we are also keeping track of time.
- How will we evaluate who our followers are? Jesse will be looking at influx of likes in September to see if we are making an impact on the demographic that we want. It's a little early to assess. Judith also noted that HootSuite has added analytics for Instagram as well, which will be helpful.

Update on content management (Judith and Lisa)

- To assist us in identifying and acting on orphaned content, Lisa and Judith have set up a Content Audit, stored in Google Drive. We pulled a database spreadsheet from Drupal, merged the old audit to the new one, which will help in keeping the content links up to date. Will update the audit on a quarterly basis. This will make it easier to keep content up to date and remove unneeded content.
- In Drupal, you can set a rule to trigger an action (IF/THEN). Judith is setting a rule to notify the page author if a page older than one year gets viewed. We will need to update author ownership soon.
- Content inventory helps us discover and deal with transitory information, eg news items, book covers for the homepage. After a few months, we can unpublish the transitory information with the aim to keeping content on the website current and correct.
- Also this summer, enabled a Drupal feature to allow you to auto-unpublish a page - this will allow pages with a known end date to automatically unpublish a page , rather than having to remember to unpublish it later on.

Other updates

- A new TALint intern has started work in the UX area, reporting to Lisa (Olivia).
- LibAnswers: Judith reported an upcoming meeting this Friday Sept. 4 of key participants to review LibAnswers 2 platform. The new functionality will require us to take on the ticketing system, chat module and more. Early thoughts are to transition our public FAQs into Drupal, and manage our private answers through library.info.

Next meeting

Wednesday, October 7th from 2:30 - 4 p.m. in the Alice Moulton Room (Gerstein)