Website 2.0 2024 Project Report

Summary

User Experience Librarian Lauren Johnson and Outreach & Engagement Librarian Alena Manjuck made site-wide changes to the library's website. This process included administering a comprehensive website audit to assess needed changes, creating new pages, updating images, and conducting usability testing with students and faculty. Website content is now up-to-date, showcases University Library services, and can be located in a timely manner without confusion.

Overview

Image: Improvements to the library's home page included a new banner image and callouts.

The Website 2.0 project aimed to enhance the user experience and content quality of the library's website through a structured, collaborative approach.

Library team members were assigned to review website pages and LibGuides in their area of expertise. This audit identified approximately 40 issues that were addressed, such as updating outdated information, refining language for clarity and cohesion, fixing broken links, and other improvements. Additionally, library team members suggested creating new pages to highlight project work and faculty scholarship.

The project team created the following new pages based on this feedback:

- [University Library Project Highlights](#) page featuring 18 projects from 2020-2023
- [Board Game Collection](#) page to increase visibility of this collection
- [Library Faculty Scholarship](#) page to share scholarly efforts from the library team

Initial usability testing of the former library website demonstrated that students were able to effectively navigate the library to find information about library resources, services, and spaces. Since this testing indicated only minor changes, the second round of usability testing was done with faculty participants to gather input from another important user group. This round of testing provided valuable input which will inform future improvements to library website content for instructors in 2025.

Overall, the initiative resulted an updated, user-friendly platform that better meets user needs and showcases the library's contributions.

Stakeholders

- Lauren Johnson — accountable, responsible
- Alena Manjuck — accountable, responsible
- Library Team – responsible, consulted, informed

Highlights

- Provost Sarah Frey: **"Thank you for sharing the website of the library faculty scholarship in the newsletter today. You all are an impressive group. I really appreciate you creating this site to highlight the academic scholarly engagement of your team."**
- Dean Nathaniel King: **"Thanks again for all of your hard work on the Library's home page. It looks excellent!"**
- Prospective candidates mentioned the innovative nature of the University Library Project Highlights page and referenced projects by name when discussing their interest in the position, indicating that this page is beneficial for recruitment.
- Reviewed all website and LibGuide pages as part of the comprehensive web audit

Sample Web Page

University Library Project Highlights page

University Library Project Highlights

Library faculty and staff lead impactful projects throughout the year. Our Project Highlights page showcases work that has made a difference for our campus community and can serve as a resource for other libraries.

2023 Project Summaries

Showcasing Diverse Collections

Increased awareness of the Library's diverse collections via promotion across library and campus communication channels and book displays in the new Multicultural Collective space, resulting in the creation of 7 curated OverDrive collections and 379 Bitly engagements.

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Liaison Librarian Visibility 2023

Liaison librarians increased face-to-face time with students via class visits and community events, conducting extensive faculty outreach that resulted in 20 class visits to promote research consultation services and 23 Meet with a Librarian appointments.

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Enhancing Library Space

Library faculty and staff made subtle yet impactful changes to the library space, carefully measuring the resulting data. The insights gained, such as identifying underutilized spaces, will play a crucial role in shaping upcoming modifications.

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No-Cost Textbooks 2023

The Library partnered with 3 instructors to convert 9 course sections being taught in the Fall 23 - Spring 24 academic year to no-cost textbooks, saving students an estimated $34,687 per academic year.

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Evidence-Based Email

Project team members conducted a campus-wide student survey and two rounds of interviews to create an evidence-based Email Content Guide for Library communications.

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Library Service Excellence

The Library Service Excellence project developed and administered a series of customer service, reference, and marketing trainings for library service desk staff.

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