Updated Strategic Plan: Year Two
Web Teams Overview

Year One

After the first year, we accomplished many of our goals including (for full first report, please see the update as noted on the library wiki . For full first year strategic plan objectives and activities, please visit the library wiki http://bit.ly/19UJ4lZ):

- Completion of Objective 1: evaluate web team structure to enhance effectiveness
- Objective 2.1: piloted the CMS and created a possible template for the redesign, which has been shared and discussed by the Web Advisory Team
- Objective 3.1 - created a mobile friendly website at m.library.mun.ca
- Objective 4: enhance and expand library branding across our web presence. As we redesign, we are creating a unified brand, incorporating MUN branding as appropriate
- Objective 5: adopt best practices for our library web presence to ensure scholarly resources are discoverable and accessible. As part of the redesign, we are considering accessibility best practices and possible accessibility issues.

Year Two

The following is an updated version of the strategic plan. Year 2 of the strategic plan continues many of the previous objectives and adds a few new ones.

At a glance:

Objective 1: Library website redesign in TerminalFour
Objective 2: Explore and provide useful mobile options for the delivery of scholarly resources
Objective 3: Adopt best practices for all library web presences to ensure scholarly resources are easy to use, discoverable and accessible
Objective 4: Promote experimentation and innovation in new web technologies
Objective 5: Enhance user support options - chat, guides, etc- across our web presences

WAT Goals

The primary objective for WAT will be to oversee the redesign, ensuring that templates and designs are appropriate for all users

Goals

1. approve templates for library website redesign
2. examine google analytics regularly
3. communicate library website changes to user groups
4. communicate online resource training opportunities to user groups

5. identify pain points on the library website and communicate them to the group for WIT and/or WUT involvement as appropriate

Associated with the following Strat Plan goals:
• Objective 1.1, 1.2
• Objective 4.2
• Objective 5.1

Year 2 Objectives and Activities

1.1	Specific Activity	Create and apply new user friendly web page templates from library redesign
	Lead/Team	Krista Godfrey; WIT, WAT
	Timeline	October 2013
	Description	Design, test and develop appropriate web page templates using new library web site design
	Partnership Opportunities	Possibly MarComm
	Cross-Divisional impact	Branches/divisions. All relevant branches and division pages will be moved into the new templates
	Assessment Process	Usability testing to ensure user friendly and intuitive design. Successful transition of all relevant library webpages templates in T4
	Anticipated Results	Improved user experience for content creators and content users
	Other Comments	
1.2	Specific Activity	create consistent branding for all library web presences as part of the library website redesign
	Lead/Team	Krista Godfrey; WIT, WAT
	Timeline	November 2013

	Description	Using best practices and usability testing, create a consistent user experience via website branding (navigation, icons, headers, footers, etc)
	Partnership Opportunities	
	Cross-Divisional impact	Branches/divisions
	Assessment Process	Usability testing to ensure user friendly, intuitive design.
	Anticipated Results	Cohesive online presence for the libraries.
	Other Comments	

4.2	Specific Activity	Provide training and support documentation (public and staff as required) as new web technologies are implemented
	Lead/Team	Krista Godfrey, WIT, WAT
	Timeline	ongoing
	Description	Create appropriate documentation and training resources, provide in-person, hands-on workshops
	Partnership Opportunities	
	Cross-Divisional impact	Systems
	Assessment Process	varies on resource (usability testing, etc)
	Anticipated Results	Increased comfort with a wide range of web technologies
	Other Comments	

5.1	Specific Activity	Review and revise guides currently available on library website with the aim of incorporating new learning objects such as video into the website for point of need assistance
	Lead/Team	Krista Godfrey, WIT, WAT, Wendy Rodgers, Janet Goosney
	Timeline	2014
	Description	Take inventory of current guides, determine topics that should be covered and 'point of need" areas of the website, develop and publish new guidelines and learning objects as appropriate
	Partnership Opportunities	
	Cross-Divisional impact	Info Services
	Assessment Process	Usage statistics, webpage statistics, survey, usability testing
	Anticipated Results	Improved self-directed instruction opportunities on the website
	Other Comments	