

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/19UJ4IZ>):

- 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

WIT Goals

The primary objective will be to complete the library website redesign and implement the website in Terminal Four.

Goals:

1. create templates for all library pages including:
 - a.homepage and subsequent pages (one column, two column, three columns)
 - b.spotlight
 - c.profile pages
 - d.responsive templates

2. move all library pages over to T4
3. Create training documentation including:
 - a. writing for the web best: practices
 - b. writing for the web: standards
 - c. how to use T4
4. Implement Usability testing changes as appropriate
5. Overarching Redesign Goals:
 - a. Create a common look and feel across all branches and divisions
 - i. implement common headers, footers, navigation, breadcrumbs on all webpages
 - ii. create a common look and feel, echoing MUN branding as appropriate
 - iii. follow writing for the web standards (see documents)
 - b. Reduce decision making points by reducing navigation choices and the number of links on a page and by incorporating breadcrumb navigation
 - c. Reduce redundancy
 - i. reduce the number of
 - d. Minimize text
 - i. reduce text on long pages by 50-75%; remove unnecessary words
 - ii. make pages easier to scan by using bullets, lists, etc
 - iii. reduce the number of links on a page
 - iv. implement best practices for writing on the web (see document)
 - v. reduce the number of pages on the library website by 25%
 - e. Minimize library jargon
 - i. use common language when possible
 - ii. use active voice to engage the users
 - f. Design with mobile in mind
 - i. follow best practices for designing for mobile resources
 - ii. design for responsive web design
 - iii. reduce text (see above)
 - g. Support multiple literacies
 - i. increase use of images as appropriate
 - ii. incorporate video as appropriate
 - h. Create an enjoyable user experience
 - i. conduct appropriate usability testing to ensure website is usable

Associated with the following Strat Plan goals:

- Objective 1.0, 1.1, 1.2, 1.3
- Objective 2.0, 2.2
- Objective 3.0
- Objective 4.0, 4.2
- Objective 5.0, 5.1

Year 2 Objectives and Activities

Objective 1	Library website redesign in TerminalFour	Details
1.0	Specific Activity	Move all library webpages into T4
	Lead/Team	Krista Godfrey; WIT
	Timeline	Dec 2013
	Description	Move the library website into T4
	Partnership Opportunities	
	Cross-Divisional impact	All branches and division pages will be moved.
	Assessment Process	Successful transition of all relevant library webpages in T4
	Anticipated Results	Improved management of web content and development
	Other Comments	
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

Objective 1	Library website redesign in TerminalFour	Details
	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	

Objective 1	Library website redesign in TerminalFour	Details
1.3	Specific Activity	Provide training and support documentation for new CMS to librarians and staff
	Lead/Team	Krista Godfrey; WIT
	Timeline	January - February 2014
	Description	Create user friendly documentation for future reference when performing web editing duties. Offer numerous training sessions for editors and all others interested in using the new CMS.
	Partnership Opportunities	
	Cross-Divisional impact	Branches/divisions
	Assessment Process	Feedback forms after in-person training sessions
	Anticipated Results	Skilled editors capable of using the new CMS with little difficulty.
	Other Comments	

Objective 2	Explore and provide useful mobile options for the delivery of scholarly resources	Details
2.0	Specific Activity	create a mobile friendly website, ideally using responsive web design
	Lead/Team	Krista Godfrey, WIT
	Timeline	December 2013
	Description	Create a responsive website for easy use on all mobile devices.
	Partnership Opportunities	Possibly MarComm, C&C

Objective 2	Explore and provide useful mobile options for the delivery of scholarly resources	Details
	Cross-Divisional impact	All branches
	Assessment Process	Usability testing on relevant mobile devices.
	Anticipated Results	An enhanced mobile user experience.
	Other Comments	
2.2	Specific Activity	Create library webpage/libguide of mobile friendly resources for quick and easy use by patrons
	Lead/Team	Krista Godfrey, WIT
	Timeline	December 2013
	Description	Create an easy to use resource to identify the numerous mobile products the library offers
	Partnership Opportunities	
	Cross-Divisional impact	Info Services, Systems
	Assessment Process	Usability testing and usage statistics
	Anticipated Results	Improved access to mobile library resources
	Other Comments	

Objective 3	Adopt best practices for all library web presences to ensure scholarly resources are easy to use, discoverable and accessible	Details
3.0	Specific Activity	Implement accessibility standards in the new CMS
	Lead/Team	Krista Godfrey, WIT, WUT
	Timeline	February 2013
	Description	Ensure all webpages follow best practices in accessible web design
	Partnership Opportunities	Learning Commons, Assistive Technology Coordinator, Blundon Centre, accessibility groups on campus
	Cross-Divisional impact	
	Assessment Process	Usability testing with users with disabilities
	Anticipated Results	Improved access to the library website for users with disabilities
	Other Comments	

Objective 4	Promote experimentation and innovation in new web technologies	Details
4.0	Specific Activity	establish a program to promote awareness and experimentation with new web technologies by staff and librarians
	Lead/Team	Krista Godfrey, WIT
	Timeline	2014

Objective 4	Promote experimentation and innovation in new web technologies	Details
	Description	Perform a skills assessment survey to find areas of interest and gaps in knowledge, research existing programs to help inform the development and delivery
	Partnership Opportunities	
	Cross-Divisional impact	Branches/divisions
	Assessment Process	surveys, focus groups
	Anticipated Results	Increased web skills/knowledge in the library
	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	

Objective 5	Enhance user support options - chat, guides, etc- across our web presence	Details
5.0	Specific Activity	Incorporate chat widgets in useful places in web resources
	Lead/Team	Krista Godfrey, WIT, Crystal Rose
	Timeline	2014
	Description	Identify key areas where point of need assistance is required
	Partnership Opportunities	
	Cross-Divisional impact	Info Services
	Assessment Process	Usage statistics, webpage statistics, survey, usability testing
	Anticipated Results	Increased use of chat reference at point of need
	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

Objective 5	Enhance user support options - chat, guides, etc- across our web presence	Details
	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	