

LET'S TALK ABOUT THE WEB

October 23, 2014

Vermont Historical Society, 60 Washington Street, Barre, VT



Vermont
Library
Association

College and Special Libraries Section

Join librarians from around the state to talk about tools, tips and best practices for our websites. This will be a useful day for a variety of librarians involved in reference & instruction, access services, web design, systems, and those who provide content for library websites.

To register, please email Laura Crain at lcrain@smcvt.edu. There is no cost to register. See lunch details below if you wish to purchase a sandwich.

9:30 – 10 **Registration and Refreshments**

10:00 – 10:10 **Welcome**

10:10 – 10:40 **Content Strategies for Academic Library Websites**

Amber Billey, Cataloging/Metadata Librarian, University of Vermont

A content strategy is a useful tool for managing and evaluating the content on a website. This presentation will explain what is a content strategy, why it is important, as well as how to create and implement one for a library website.

10:40 – 11:10 **Using Web Analytics to Improve the User Experience**

John Payne, Director of Library and Information Services, Saint Michael's College

Site analytics can be a useful tool to help determine what students actually need, want, and do on your website. They can also guide the web design process to create a site that best meets their information needs. This session will give an introduction to Google Analytics and to how this kind of data can inform design.

11:10 – 11:20 **Break**

11:20 – 11:50 **Keep them on your website! Integrating third-party tools to provide a consistent user experience.**

Michael Braun Hamilton, Reference and Web Design Librarian, Hartness Library, Community College of Vermont

The modern academic library uses a range of third-party online tools – from LibGuides to link resolvers – and too often each of these tools will put the user in a separate environment with its own interface. Michael Braun Hamilton from the Community College of Vermont will discuss strategies to integrate these tools into your library website and tweak interfaces in order to provide a more uniform user experience across your library's web presence.

11:50 – 12:20 **A New Tool for the Instruction Toolbox: Guide on the Side**

Dan DeSanto, Information and Instruction Services Librarian, University of Vermont

Guide on the Side is a side-panel overlay for webpages that can lead users through the online learning experience you design. Instructional librarians at the University of Vermont have recently begun using Guide on The Side to create dynamic user experiences in which students read instruction, perform tasks, and take small quizzes to test comprehension all in one interface.

12:20 – 1:00 **Lunch.** Bring your own lunch or order a sandwich or salad when you arrive in Barre (payment by cash or check only). Lunch will be delivered from the Bag Ladies Express. Chips, cookies and beverages provided.

1:00 – 1:30 **Planning New Web Guides: From the Outside In**

Carrie Macfarlane, Director of Research & Instruction, and Stacy Reardon, Research and Instruction Librarian, Middlebury College

Librarians at Middlebury recently migrated all of our research guides to LibGuides, and our students and faculty are happy with the results. We'd like to share some of the steps of the planning process, from looking outside Middlebury for examples, to developing training and guidelines within our collaborative workgroup. We researched and tested different designs, and established our own CSS customizations, template, style guide, and list of best practices. Sometimes, the most daunting aspect of a project such as this is figuring out how to begin; we'd like to offer a head-start to anyone who is contemplating a research guide redesign, whether in LibGuides or another platform.

1:30 – 2:00 **Not Afraid of Beta: Going Live on LibGuides v2**

Heidi Steiner Burkhardt, Head of Digital Services, and Melissa Cornwell, Distance Learning Librarian, Norwich University

Presenters will discuss their transition to LibGuides v2 and why Norwich decided to jump right on migrating. The presentation will provide an overview of the new v2 and what is different from the original LibGuides, including responsive design, centralized asset management, custom templates, new navigation options and in-guide editing. To illustrate the advantages of LibGuides over Drupal, presenters will discuss how the move enhanced Norwich's ability to provide targeted resources and instructional content.

2:00 **Vermont Historical Society Library Tour**

Get an inside look at the VHS Library, including a peek at ChromeBox public access computers, with librarians Paul Carnahan and Marjorie Strong.