A Searchable Library News Archive

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UT Southwestern Library's Marketing Team is in the process of revising its Web page on Library news. The page features articles from the current issue of *Info-Library*, a biweekly email alert service established in October 1998. The new version will address the concern of integrating the information from *Info-Library* with *Information Times*, our other news publication. (*Information Times* is a joint effort with other University departments and is published bimonthly in both print and Web versions.)
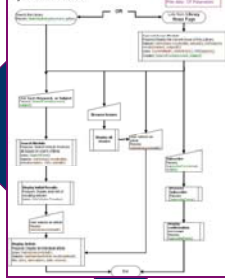
The searchable archive will enable both clients and librarians to retrieve information about Library resources and services that may not otherwise be documented on the Library's Web site or in handouts. It will also be a repository for search tips, essays and other reference advice.

The renamed "Library News" page will have these additional features:

♦ Search forms will allow the user to search both the archive of *Info-Library* articles and the Library-related items in *Information Times* by keyword or controlled vocabulary.
♦ The search results will appear in a new page as a simple list of story titles with the publication source and date. The user then clicks on the story title, which appears in a pop-up window or a new page.
♦ A "View All Articles" option, which will generate a list of articles in reverse chronological order, encourages the browsing of recent news items not appearing on the page.
♦ A more prominent subscription utility for *Info-Library* will promote the email service.
♦ The new simplified design will be in line with future home page improvements.

The articles themselves are stored in a Microsoft SQL Server database, with a Web interface developed using ColdFusion. The archive may eventually be searchable through the site search capability on the Library's home page.

Library News Statistics

♦ 1,900 subscribers to the *Info-Library* email alert service
♦ 896 average hits per month on the *Info-Library* pages (to be called the Library News page)
♦ 4,000 copies of *Information Times* print edition distributed every other month
♦ 8,300 average hits per month on the *Information Times* Web pages (all articles from five University departments — not just Library-related)

Library News System Flowchart

"Library News" Prototype

Animated banner advertises and provides links to new products.

Left toolbar provides subscription and search features:
♦ Subscribe or unsubscribe to the *Info-Library* newsletter
♦ List titles in reverse chronological order
♦ Search by keyword
♦ Select resource or service from drop-down menu

Titles are listed for the most recent issues of *Info-Library*, *Information Times*, and *New Materials*. The titles are linked, and, when clicked upon, the article will appear in a pop-up window or a new page.

Links are also provided to other news-related pages.

Search by Keyword

User types keyword in the search box and clicks on the Search button. Keywords are derived from words in the title, article, or indexing terms.

Search results appear on the page and display title, publication source, and date.

Clicking on the title link brings up the article in a pop-up window or a new page.

Search by Resource or Service

User selects term in the drop-down menu and clicks on the Search button. Indexing terms are assigned by the indexer.

Search results appear on the page and display title, publication source, and date.

Clicking on the title link brings up the article in a pop-up window or a new page.