

Imagining Web Content as an Investment



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Overview

- Historical Perspective
- What Happened in 2006?
- Current State of Affairs
- Future Plans



Historical Perspective

- Prior to 2003
- Virtual Library Team (VLT)
 - Oversight of Library Web site
- Content Team
 - Add new, free Web sites
 - Review existing sites
 - Create “toolboxes” (subject guides)



Historical Perspective

- Links Database
 - Microsoft SQL Server
 - Data entry through Microsoft Access
 - Usage tracking (click-throughs)
 - Site flexibility



Historical Perspective

- 2003
- Library-Wide Reorganization
 - Virtual Library Team disbanded
 - Content Sub-team not considered separately
 - Team responsibilities shifted to Library units

Higa ML, Bunnett B, Maina B, Perkins J, Ramos T, Thompson LL, Wayne R. [Redesigning a Library's Organizational Structure.](#) *Coll Res Lib* 2005 Jan;66(1):41-58.



Historical Perspective

- 2003 – 2006
- Focus on Web Site Redesign
- Dispersed Management of Links Database
- “Blurred” Responsibilities
- Organizational Confusion



What Happened in 2006?

- Problem
 - Value of original content group overlooked
 - Review of sites & guides rarely done
 - Addition of new sites haphazard
 - Lack of oversight of links management
 - Duplication of effort
- Solution
 - Web Content Coordinator
 - Identify Web resources to link from Web site
 - Manage workflow for adding new links
 - Web Content Team (WCT)
 - Advisory team



WCT: Current State of Affairs

- Diverse Membership
 - Campus Outreach, Reference & Education
 - Catalog Management
 - Collection Development
 - Digital Access
 - Digital Infrastructure Research & Development
 - Information Desk



WCT: Current State of Affairs

- Meet Twice Per Month
- Review New Resources for Web Site
 - Client suggestions (form on Web site)
 - Staff suggestions (by email)
- Evaluate Suggested Sites
 - Relevancy
 - Credibility
 - Layout
 - Content

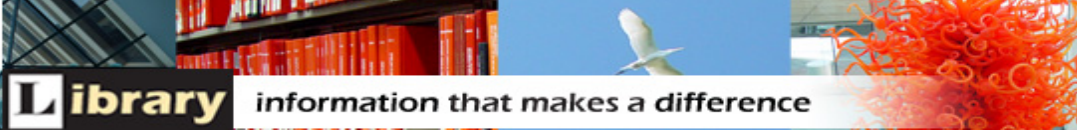



WCT: Current State of Affairs

- Subject Guides
 - Review annually
 - Assign to primary stakeholder
 - Organize into topics
 - Receive proposals for new guides
 - Blogs Guide – Health & Medicine
 - Podcasts Guide
 - Wikis Guide – Health & Medicine
 - Writing Guide



WCT: Current State of Affairs



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Clinical Reference Guide Key Resources

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This guide is designed to help anyone who works in a clinical field and/or is involved in patient care. Using this guide, users will find online clinical textbooks, databases for searching biomedical literature, resources to locate the value of a lab test, and much more.

If a different solution to your information need is required, please [Ask a Librarian](#) to receive immediate help.

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WCT: Current State of Affairs

- Not Just Free Resources
 - Ensure budgeted resources get standard treatment
- Entry Points on Web Site
 - Assess how and where links are provided on overall Web site



WCT: Future Plans

- Disperse Tasks to Appropriate Team Members
 - Ensure consistency
 - E.g., data entry to Catalog Management
- Review Links Database
 - More sustainable & scalable system
- Document Policies & Procedures



Questions?

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