Imagining Web Content as an Investment

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Overview

- Historical Perspective

- What Happened in 2006?

- Current State of Affairs

- Future Plans

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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)

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Historical Perspective

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

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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.

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Historical Perspective

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

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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

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WCT: Current State of Affairs

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

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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
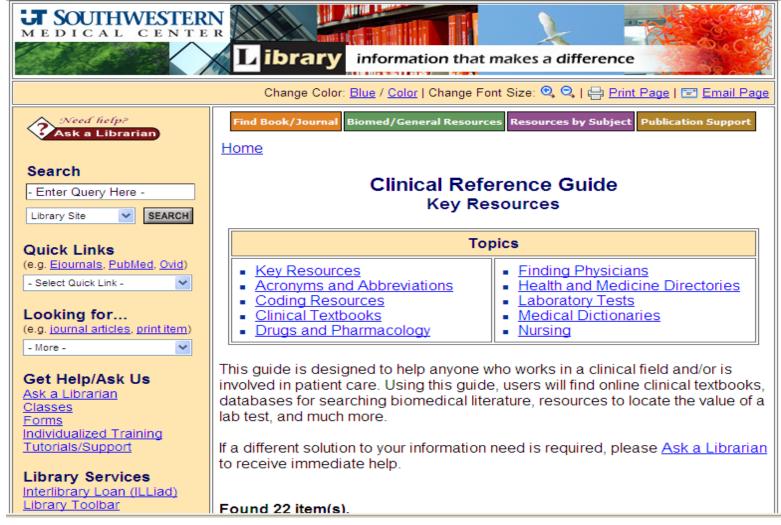 - Credibility
  - Layout
  - Content

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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

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WCT: Current State of Affairs

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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

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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

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Questions?

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