

Fall 2016 Library Committee Report | NO ACTION: INFO ONLY

Quick Recap:

Fall 2016 Accomplishments

- Established "Library week" for each semester to promote library services and awareness
 - Held Library week October 24-28, 2016 (we aim for before mid/finals)
- Completed a Strategic Marketing Plan
- Designed a website usability testing plan
 - Recruited students to participate in testing (so far 5)
 - Created script and relevant questions for the test

Future: Spring 2017

- Perform/watch/observe website usability testing as group
 - Review/discuss results of the usability
 - Recommend changes/improvements to be made to the library website
 - Market library during "Library Week" with activities and information
 - Possible to start a new project: Database subscriptions, use, & support of each program evaluation, survey analysis from 2015 survey, new assessment/surveys – centers and on campus faculty (of needs, perceptions, etc...)
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Detail:

The library committee reviewed the library's goals and also the work of the committee last year. The library's main goal is user awareness and experience on the website - the portal to much of the library's collection (ebooks, subject guides, and journal articles within the databases). The need for awareness of the library cannot be underestimated; during a recent survey completed by GBC students, many not located in Elko replied to many survey questions, "...I do not live in Elko, I do not have access to the library, etc..." These comments are the reason for the marketing effort.

The committee decided to establish a "Library Week" to occur every semester, drafted a Marketing Plan, and will perform Usability testing on the library website and improve the website as needed.

****LIBRARY WEEK****

During fall 2016, we did have a "trial run" of library week. During October 24-28th, 2016, Lisa Frazier sent a pop-up to all students via WebCampus promoting the library and reminding all students to use the library for assistance in learning research methods and any other information needs. Christina Park partnered with Kayla McCarson and posted a banner on the home page, and the library sponsored the ACE Committee's Black and White Movie Night by providing funds for copyright clearance. An announcement went out at the B&W Movie Night event that the library funded the event and the library staff are ready to assist the students, staff, or public find any information they need on poisons (the movie was about poisons, "Arsenic and Old Lace"). This was considered a "trial

run” and the next semester, spring 2017, we have more ideas to make “Library Week” more robust, such as:

- Get faculty on board to announce in their classes any activities planned; or just a reminder the staff want to help students
- All online: Egg hunt around spring time – crack open an egg for a clue, and scavenger hunt type game. All that complete will be entered in a drawing to win an amazon card.
- Post a picture of your favorite book – we can post on the library webpage and also have people use social media using hashtags
- Continue with pop-ups in WebCampus

We must keep cognizant to include on and off campus students.

Right before Spring Break for timing is what the committee is leaning towards.

****STRATEGIC MARKETING PLAN****

The committee drafted a strategic marketing plan for the library. This includes objectives, goals, and [possible] action items. This is currently posted on the committee website. The document is still a draft and is being vetted by library staff. Once the library staff have vetted the document, it will be posted to the library website.

****USABILITY TESTING****

The library committee researched and reviewed website assessments. We decided to do usability testing on the newly designed website. The website was redesigned in late 2015, early 2016. After review of other institutions' library website usability questions and procedures, we created our own and decided upon a total of 9 questions to extract the data we feel is important. The committee has recruited a total of 5 students to take the usability test in the near future. We are willing to test up to ten. We have returning users and new users identified (students – not faculty at this time). Once we get the results of the usability testing – the committee can review and make recommendations for improvement.

FUTURE PLANS:

January 2017: Perform Usability Testing

February 2017: Review Results & Plan for Library Week (March 6-10th OR 13-17th)

March 2017: Finish Website Review and Make Recommendations & Execute Library Week

April & May 2017: Tie up loose ends and if time permitted, possibly begin new project–

Examples: Database subscriptions, use, cost per use, & support of each program evaluation, survey analysis from 2015 survey, new assessment/surveys – centers and on campus faculty (of needs, perceptions, etc...)