WEB PAGE + CATALOG = BETTER USE

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Assistant Librarian, Systems and Catalog Services
Mount Saint Mary College

For ALA Midwinter, Philadelphia
January 25, 2014
Main Points

- Background
- Redesign reasons
- Requirements
- Issues
- Questions?
BACKGROUND
Mount Saint Mary College

- Located on the Hudson River in Newburgh, NY
- 3200 FTE
- Library has 100K items
- 2012-2013 academic year
  - 217K webpage views
  - 108K OPAC searches
Why?
# Citing Your Sources

**EasyBib:** the bibliography maker

Consult these websites to learn how to create bibliographies according to various style guides.

<table>
<thead>
<tr>
<th>General Resources</th>
<th>ACS-based Format</th>
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Webpage stuck in the ‘90s

- Structure convoluted, look dated
- Project started in 2011
- Then stalled
  - Discovery a possibility
  - But $ situation = Discovery service not an option
- Restarted in 2013
- Library move impacted rollout timeline
One critical element must remain
Search: 

Keyword 

Limit to items not checked out

Type the search term you want to find. Examples:
- bible
- italian cooking
- raisin sun
REQUIREMENTS
Considerations for new webpage

- **Required**
  - Catalog access on home page
- **Requested**
  - Access to other resources from home page
  - Easy navigation
  - Site search
- **Desired**
  - Nice look
  - Look like the library is a part of the campus web presence, but distinct
CONSIDERATIONS
Design

- Clear
- Consistent
- Communication easy
- “direct access to salient features and information is essential in an effective design strategy”

Navigation

• Clear paths to the content that interests
• Labels are clear & concise
• Prominent site search--usability guidelines tend to prefer the upper-right corner of the page
Needs to be consistent, organized, and easy to skim through since,

- “On the average Web page, users have time to read at most 28% of the words during an average visit; 20% is more likely.”

Critical content above the “fold”

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Why the catalog on the library’s web page?

- To support access to our resources
  - Emphasize what your site does that's valuable from the user's point of view
- To increase user satisfaction and remove confusion
- To encourage use

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ABOUT US
Mission and Vision

Headline goes in here

## Library Hours

Mount Saint Mary College Library and Curriculum Materials Center at the Dominican Center

### SPRING SCHEDULE 2014 (January 21 - May 18, 2014)

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
<td>1 pm</td>
<td>7:30 am</td>
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<td>7:30 am</td>
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<td>12 am</td>
<td>12 am</td>
<td>12 am</td>
<td>7 pm</td>
<td>6 pm</td>
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### Exceptions to Regular Hours

- **January 26**
  - Sunday
  - Open House - Library open 11:30am - 12:00am

- **February 24 - 27**
  - Monday - Thursday
  - Midterms ` Library open 7:30am - 2:00am

- **March 2**
  - Sunday - Thursday
  - Open House and midterms- Library open 11:30am - 2:00am
## Library Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| DEC 05 | Wagging Tails Stress Relief  
2 pm - 4 pm | Visit the stress relief therapy dogs before finals week. |
| DEC 10 | iROC seminar presentations  
2 pm - 4 pm | goes in here and here and in this spot right here as well. |
| DEC 16 | Meet and Greet: Author K.L. Going  
2 pm - 4 pm | Author, K. L. Going in the Villa Library. |
| DEC 16 | iROC seminar presentations  
2 pm - 4 pm | goes in here and here and in this spot right here as well. |
| DEC 16 | SHEL-ebration! A reading marathon  
2 pm - 4 pm | Shel Silverstein was a poet, illustrator, and author, best known for his extraordinary books including *Where the Sidewalk Ends*. |

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<th>Day</th>
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<tr>
<td>Dec. 1</td>
<td>Sunday</td>
<td>1 pm - Midnight</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>Monday</td>
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<tr>
<td>Dec. 7</td>
<td>Saturday</td>
<td>7:30 am - Midnight</td>
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<tr>
<td>Dec. 8</td>
<td>Monday</td>
<td>10 am - 6 pm</td>
</tr>
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Library Events

Wagging Tails Stress Relief
2 pm - 4 pm | Visit the stress relief therapy dogs before finals week.

Interacting with animals reduces anxiety and boosts well-being. Take a break before finals week with the friendly, trained therapy dogs from the Hudson Valley Visiting Pet Program.

Stress management information also available from the MSMC Counseling Center. Stress management information also available from the MSMC Counseling Center.

Co-sponsored by the Associate Dean for Academic Affairs, MSMC Counseling Center, and Curtin Memorial Library.

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see all events
Current libguides opac search widget

New webpage opac search widget
WHAT WAS INVOLVED?
THE WEB SITE NEEDS TO BE MORE WEBBISH.

BUT NOT TOO WEBBISH.

HOW LONG WILL THAT TAKE?

From http://dilbert.com/strips/comic/1999-12-03/
Usability….

“…means that a system has visible working functionality familiar to its users, maximum reliability, and useful content that is supported by its environment and aligned with context of use. In addition, a usable system accommodates the cognitive capacity and various needs of its users, so that they can easily understand, effortlessly learn, and dynamically interact with the system as well as its content, resulting in a satisfactory experience with a high level of productivity.”

Why?

• To provide “more emphasis on user attitude and satisfaction”\(^5\)
• Wanted to make sure users would be able to use the new library webpage

we cannot control the wind, but we can direct the sail
Result
FUTURE PLANS
Resources

Resources, cont.

Thank you!

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