

Library Communications & Web Management

2006/2007 Annual Report

Purpose

Provide leadership for the Dartmouth College Library's communications program, including the creation, development and maintenance of an effective web presence for the Library.

Executive Summary

- Planning and coordination of Library web redesign project.
- Daily maintenance of centralized Library web pages.
- Member of internal Library Marketing & Communications Committee.
- Member of institutional Campus Communications Committee.
- Liaison to institutional web search engine committee
- Maintenance for the Digital Library for Alumni.

Activities of Library Communications & Web Management

Over the past year, the primary activity of the department has been the planning and coordination of a major Library web redesign. Mary LaMarca has been the chair of a redesign committee and coordinator of a variety of working committees related to this project. We have decided on content for a new home page, content for sub-pages, worked with a designer and have begun moving information to a content management system. This redesign will achieve a consistent look throughout the library website and also redistribute some of the workload so that content providers will be able to directly update their content without having to go through an intermediary or know HTML. We have decided to use the Content Management System that the College is currently using (OmniUpdate); this enables us to have on-campus support and access to other experienced users.

In addition to the web redesign, Library Communications & Web Management performs ongoing responsibilities for the current library web site; these include: daily maintenance of the Library web presence; monitoring of the "checkbot"/link reports for the library website; communication and coordination of the internal library web managers; maintenance of Library-wide CSS style sheets; ongoing maintenance of the Library home

page, including the "Featured Sites" and News section; communication with the campus-wide webmaster concerning library web links on the college web site; and primary staff member responsible for the triage and answering of the feedback for both Library feedback and the Library webmaster email accounts.

Mary LaMarca is a member of the Marketing and Communications Committee and is working with the chair of that committee, Cindy Stewart, to write a marketing and communications plan for the library. When the design elements for the library web redesign are finalized, we plan to update our publications to reflect the new look of the web presence. Mary has been working on setting up an annual calendar of time frames for when college publications need to be reviewed and republished. A camera has been purchased for the department and Mary LaMarca has been trying to capture some of the ongoing staff functions within the library. She hopes to publish these pictures so that others in the library can access them.

The Marketing and Communications Committee has been involved in publicizing Library events and updating both Library and college-wide publications and communications. Examples include the: Libraries@Dartmouth brochures; Digital Library for Alumni brochures; Library information in various college publications, such as the "Sophomore Summer" and "The First Year" publication and the "Organizations, Regulations and Courses" publication. The Marketing and Communications Committee is also involved in publicizing various events for the library such as the eResources fair and the "Explore the Great Indoors" event for first year students.

The Marketing and Communications Committee also consults with other library departments and committees on marketing strategies. Some examples of marketing we have developed are: Search360 advertisements, advertisements to generate lists of students for user testing, sophomore summer advertising, the Library "Zone" campaign, the "Put a Lid on It" campaign, and the "Overwhelmed? Ask a Librarian" campaign.

Mary LaMarca is a member of the College Wide Communications Committee; this committee meets quarterly and shares information at an institutional level. She also is a member of a committee which meets quarterly and examines college-wide web search queries; this has resulted in adding an "Ask a Librarian" link from the search results page.

Mary LaMarca monitors the Digital Library for Alumni registration pages. In December 2003, an automatic registration system was created, but non-standard requests still require manual handling. The Digital Library for Alumni continues to be a popular service; thus far 6030 accounts have been created including 4667 from the college, 545 from the graduate school of Arts and Sciences, 197 from the Dartmouth Medical School, 131 from the Thayer Engineering School and 487 from the Tuck Business School.

Library Communications & Web Management maintains secure web pages for electronic resources that require a user-inputted id and password for access. These resources are listed in the library catalog; web pages are created for each resource with current access information. The department works with Acquisitions staff on this ongoing process.

Staff

1 FTE = Mary LaMarca, Library Communications & Web Manager

The Library Communications & Web Management department was formed in July 2006.

Staff Development

Mary LaMarca attended the following conferences:

- LITA National Forum , October 26-29, 2006, San Jose, CA
- ALA Midwinter Meeting, January, 2007, Seattle, WA
- ALA Annual Meeting, June 2007, Washington, DC

- NISO " Discovery to Delivery: Solutions to Put Your Content Where the Users Are" meeting, November 2-3, 2006 at the National Agricultural Library, Beltsville, MD. Spoke on WebFeat panel

Working Groups

Mary LaMarca was a member of the following library working groups for the 2006-2007 fiscal year.

Digital Library Management Group
Library Management Group
User Services Group
Library Marketing & Communications Committee
Web Redesign Group
Search360 Working Group

Mary LaMarca participated in the following campus-wide working groups:

Dartmouth Web Producers Group
Dartmouth Web Developers
Campus-wide Search Engine Maintenance Group
College Communications Committee