

Midlothian Public Library Technology Committee Meeting February 4, 2016

Meeting Attendees:

Mary Chiz

Roz Gray

Ruth Becker

Heather McCammond-Watts

The meeting was called to order at 10:05am in Heather's Office where we had a large computer monitor to look up and discuss web site functionality and design.

Ruth suggested that we discuss what we liked and didn't like on our current web site.

We all felt like we needed better organization of content, and a web design that was "Responsive"—meaning that it would rescale and adjust to the type of device you were looking at it on (i.e. computer screen, tablet, or phone). We need to make the new web site user-friendly for mobile users.

We all agreed that making the hours and address easy to find would be a top search item for visiting the website. We would like to keep the banner identification across the top of the home page with the library logo, name, address, phone number and hours clearly visible.

Searching for materials would also be a top usage item. Using one of the examples, we would like to make the search the catalog function more prominent. We would also like to make it more visible and easier for patrons to see where to log in, check their account, pay fines, reserve items, and check due dates of checked out items.

We all agreed that roll over drop down menus would be more useful than the type of tab navigation and long list we are using now. Several examples of roll over tab navigation from other library web sites were reviewed and can serve as examples of reorganization for the current content list on the left side of our home.

We also liked the idea of tabs that identified user groups [Kids, Teens, Adults] as a way of tailoring messages, programs, new collection items, and encouraging the use of digital resources. Each user group would go to a landing page where these items are focused on engaging these patrons to their interests.

The current new materials section focuses solely on adult books. What about DVDs, audio tapes/CDs, digital downloads, music/CDs, teen items, new kids books, etc?

We also discussed focusing on services on the home page. These items may include conference room rentals, free wi-fi, and a comfortable wireless working environment.

Heather mentioned that e-books and zinio are being underused and we are paying a high price per download due to the inactivity on these subscriptions. Roz mentioned that she has experienced trouble downloading e-books through the library web site, and that it has been easier for her to link to ebooks through the cloud first. We need to make sure that the download links we provide are working for patrons, and make the process easy. If it is frustrating, patrons get turned off and won't try to use it again.

Roz mentioned that she has also had problems being able to print screens/pages of our web site. This would be especially useful when looking at a list of new DVDs or items you're marking in your list of interests.

We discussed how the web page would be maintained by internal staff, and that this would also need to be a key consideration for how the new web page is designed.

Heather discussed that she had contacted the library director at the Elmwood Park Public Library and had the information on the designer they used for their current webpage. The rough estimate for pricing was around \$10,000, and that this was considerably lower than what she had heard from other Directors. We discussed having Heather contact other library's and investigate a total of 2-3 designers before presenting costs to the board. We also discussed questions and parameters that she should include in her inquiries to help define the scope of services for the estimated prices.

Heather said that she would continue to explore options using similar community size demographics as a starting point in identifying libraries and looking at their websites. She would inquire whether they were happy with web site design and functionality and if they would recommend their web designer.

The meeting was adjourned at 11:12am.