Web Development Group 1/27/10
Present: Boyd, Candido, Cantrell, Brown, Juhl, Lennertz Jetton, Morgan, Nutt, Spiegel, Walker

Action items in yellow.
1. Minutes from 1/13/10 meeting

2. Social Networking
   a. SNARC
      Candido, Brown, Cantrell, and Spiegel reported on the planning of the SNARC (Social Networking Awareness Research Committee). The group has set a goal of delivering continuing education on and awareness of new social networking applications for library staff. They propose creating sessions for library staff that would be separate from the forum and that would offer an opportunity for staff to learn about new technologies and to discuss how staff might contribute to the Libraries' presence in the social sphere. They are considering two sessions: (a) an introductory report on apps currently in use in the Libraries and (b) a discussion of future directions. The group may send out a link to our video report, also [http://libinfo.uark.edu/webdocs/webdev/socialmedia/socialmedia.html](http://libinfo.uark.edu/webdocs/webdev/socialmedia/socialmedia.html). Lenertz Jetton indicated that she would be happy to contribute to the session planning.
   
   b. Social Bookmarking
      The group discussed our first report on the use of the AddThis bookmarks and were generally pleased with the amount of use in such a short time. It was decided that the AddThis links should be added to all library web pages as this function might be especially useful on database pages.

3. Google AdWords
   The group discussed Jimmy Jackson's suggestion of trying an AdWord campaign for Google searches on terms such as "scholarly article" within a certain geographical range of campus. This would test the idea of placing the library in the path of students who often do not begin their research at the Libraries' web site (gasp!). The group reviewed how campaign adwords can be generated and how the ad itself might be phrased. Most thought a range of about 20-30 miles around campus might be a good starting point.

   It was emphasized that the "landing page" for the ads should be very clean and clear – with a searchbox to look for articles instantly followed by links to more specialized resources by subject. Cantrell proposed that certain subject areas, such as English Comp and Speech be listed first. Another suggestion for the landing page was the Research Wizard widget and selected videos. In addition, a link to free resources needs to be prominent so that area residents will not be put off by the lack of access to subscription resources. (Juhl proposes using the same list of resources as on our alumni page at [http://libinfo.uark.edu/info/alumni.asp](http://libinfo.uark.edu/info/alumni.asp)).

   Some of the adwords and phrases suggested were: research article, scholarly journal, scholarly article, peer-reviewed article, works cited, and research paper. Juhl will ask the reference librarians for more suggestions. Since we only pay for click-throughs, it does no harm to list as many synonyms as possible.

   After some discussion of the actual ad wording, the group arrived at this draft:

   "Looking for [search terms]? [link to landing page]
   Find it at the University of Arkansas Libraries
   Real people. Real research help.
   [http://libinfo.uark.edu](http://libinfo.uark.edu)"

   **Juhl will write a proposal for the library administration and request a starting budget of $100.** All agreed that this would provide a very good opportunity for a research article or presentation.

4. Facebook and Twitter
   The group briefly discussed the problems of incorporating Twitter feeds into our Facebook account, and the overall connectivity between the Libraries' FB, Twitter, and YouTube presences. **Juhl will**
convene those account managers to look at options.

5. Commonwealth College OCR
   Boyd reported on the lack of quality control in the text layer of these PDFs. The group reviewed the issues and discussed how the text layer might be improved. Since the work was outsourced, the quality control step was not built into the web procedures. Juhl can add basic metadata to the files, so that search engines will display consistent titles. Beyond that, she will consult with Special Collections about the priority of a project to improve the OCR layer, which would be quite time consuming.

Next meeting: Wednesday, February 10th at 9am in room 472B.

Respectfully submitted,
B. Juhl 3oz