Arkansas Library Association Conference
Juhl reported that our presentation on the usability study is scheduled for Monday, October 15th at 2:30. Boyd has indicated that she would like to assist and Hartman, Spiegel, and Youngblood are also interested. The group briefly discussed ways we could make this presentation "fresh" and not merely an update of the 2009 session. Juhl will develop an outline and ask volunteers to meet to divvy up the work before the next Web Group meeting.

Diversity Pages
Hartman reported that the Diversity Committee has been working on LibGuides to replace some of the content currently on the Libraries' web site. That group has been working to identify the criteria for inclusion on the web site vs. in a LibGuide.

The consensus of those present from the Web Development committee was that mission and other organizational or program information should remain on the web site while information and resources for researchers should be moved to LibGuides where more hands can maintain those resources. Juhl will invite Martha Parker to our next meeting so that the full web group can offer advice and suggestions.

Mobile Apps / Boopsie / Springshare
Spiegel reported on conversations and a webinar from Boopsie (http://www.boopsie.com/library/), a vendor of library mobile apps. She demoed sites from current library customers such as Vanderbilt (http://library.vanderbilt.edu/heard/app.shtml), Brown (http://library.brown.edu/m/) and Seattle Public (http://www.spl.org/using-the-library/get-started/spl-mobile-app). The advantages of a vendor such as Boopsie are that all script and mobile updating is done by them and the products are robust. The advantage of an app, as opposed to a mobile-aware web site, is that smartphone users have a more integrated experience. A disadvantage of Boopsie is the price, which for us would be slightly under $10,000 annually. Two features of Boopsie that Spiegel was impressed by were a barcode scanner that checks local library availability and a function to scan a barcode to an ILLiad request. Some libraries have also integrated Boopsie apps with their checkout system but that would also require III integration for us.

Spiegel then reported on Springshare’s Mobile Site Builder product (http://www.springshare.com/mobile/). Springshare is the same company that brought you LibGuides; the Mobile Site Builder, which provides a web interface to administer a mobile version of a library web site, is a mere $299 a year.

The group discussed the pros and cons of devoting time now to a mobile version of the site when the new campus CMS will have mobilization built in. They also discussed the benefits and drawbacks of stripped down mobile sites and how much utility a simple site with hours, ask a librarian, and database links would be. One concern was maintaining dynamic information on our web site (hours, links, subject librarians, news) in a hard-coded environment. Perhaps Boddie can help us test ODBC connections in PHP using a DSN.

It was decided that the Springshare product would be a low-cost way to have a mobile site out there now, even if the long-term goal is mobilization on the fly. Juhl will discuss with Ganson.

Project Updates and News
Special Collections Redesign
Morgan reported on his work to convert the pages. He is more than one-third of the way through, but less than half-way. The group suggested that, when convenient, the inner pages could be switched live but that the main home page should wait until all CSS changes have been made.

Inquiry
Dr. Shobe’s deadline for having the new issue loaded is the end of September. Morgan is building a new version of the site on our local server so that we can take advantage of database scripting.

Twitter / Facebook integration
Hartman reported that the link between the two had been broken for several weeks. Spiegel offered to resume "active" tweeting and the group agreed that returning the posts to be somewhat distinct might be a good practice. [update: Spiegel researched and updated the linking but will also add unique tweets to keep the Twitter account fresh.]

Digital Collections
Youngblood reminded those present that there are several digital collections in the pipeline.

Respectfully submitted,
B. Juhl