University of Arkansas Libraries  
Web Development Group 08/31/12

Present: Boyd, Dougherty, Ganson, Gilbertson, Hartman, Juhl, Lennertz Jetton, Morgan, Youngblood  
Guests: Martha Parker, Jeff Banks

**Action items in Yellow.**

**Diversity Pages**

Juhl welcomed the guests and discussed the Web Group's understanding of what is needed for the library's diversity page. This project has been on hold while projects for the Provost and Special Collections moved forward. The original plan, back in February, was to make the diversity page one of the first ones to use the University's mandated 3-column design. Additionally, our understanding was that the pages needed more up to date content, with more colorful graphics, and a more inviting tone. Morgan worked with Jeff Banks and Mary Gilbertson to update and expand the online display of books purchased with the diversity fund and Jeff Banks has been very active in adding news items to the page.

A subcommittee of the Diversity Committee (Martha Parker, Kate Dougherty, and Luti Salisbury) has been working on a LibGuide to showcase diversity efforts. Parker demonstrated the draft LibGuide for those who had not seen it previously.

Web Group members were impressed by the obvious effort and thought that has gone into the LibGuide and also impressed by the scope of information offered (love that map!)

The group discussed what content should be on which site, and what content should be on both, as well as the purposes served by each platform, and the intended audiences for each. A click analysis of the current web page would seem to indicate that a lot of visitors are looking for organizational and programmatic information about our diversity efforts as well as information about the Librarian in Residence program. In contrast, LibGuides have been developed primarily as an outreach and instructional tool for students and classes.

Parker indicated that the Diversity LibGuide will have multiple audiences, including students, campus, library staff, and other organizations outside of campus. In her view, using a marketing analogy from the business world, there should be overlap between the two as that increases exposure. Ganson concurred. Juhl agreed, provided that it is clear who will maintain each site and keep the information up to date an in sync. Parker reported that she has received feedback from other departments on campus indicating that they want one place to serve as a clearinghouse or portal for diversity information and the LibGuide could be that place.

They discussed the various content elements that might now be pulled from the library web page. Some of the suggestions included:

- identify source of RSS feeds in each box and perhaps retitle that tab to reflect the external content displayed there ("in the news," or something like that)  
- include some audio-visual resources (like Playaways) in the Language materials  
- Banks inquired about whether or not we could grab a feed from the HR training calendar (not that I have found / bj)

There was some back and forth about library staff resources and whether or not that information should be placed on the StaffWeb instead of on the LibGuide. Many of those links can also be found on the web site under the Library Science Links.
However, those links have not been maintained as well as they might be as no one person edits that section. Parker made the point that the links are there partly to inform students who might be interested in a career in library science, not just for our own staff.

The group then reviewed the diversity web page and made some decisions as to how to it might be edited once the LibGuide is live:

- Primary audience for the web page (as opposed to the LibGuide) is to inform visitors to the page about our programs and to provide contact information.
- Ganson suggested something other than "Diversity Books" as the header on the book rotator if it is retained. She suggests that we make it clear this is just a selection of materials purchased with that fund.
- Older events (mandala round 1, etc) should be archived. Represent some of our high points with pictures (Dalai Lama 2nd time around, for instance)
  We already archive past library events here: http://libinfo.uark.edu/info/events/default.asp. Perhaps a flag can be added to these records to pull a list of past diversity events, or to make upcoming events appear on the diversity page.
- Similarly, Hartman suggested that we feature selected art exhibits here.
- Librarian in residence program should be listed here but also in the A-Z site index as its own program (already is).
- Consolidate types of links into broad categories to reduce clutter

[Here’s a draft representing what I think I heard / bj ]

Diversity and the Libraries

left column
- the organization
  - diversity committee
  - mission and goals [MOVE PLANING DOCUMENTS HERE]
  - librarian in residence program
  - library demographics
- diversity resources [to LibGuide]
  - [subsection links to LibGuide if needed]
  - campus organizations
  - books
  - etc
- events and programs
  - human library
  - diversity materials fund
  - exhibits
  - past events

middle column
- welcome and graphics / slideshow
- include "ads" for featured resources (Mango, African Newspapers, etc).
- Update at least once a semester. [content providers---??]
	right column
- book rotator (if kept)... Selected books from the Collections
It was reiterated that more exposure is needed for Diversity efforts on the main library web page

**Project Updates and News**

**Inquiry**

Morgan reported that this is close to being completed; working in new issue for Fall 2012. Juhl will request that the domain name be changed from the current site (done and live).

**Arkansas Photo Inventory**

Morgan, Youngblood, and Juhl reported on this project begun in 2007. Patsy Watkins (Journalism) has collected information about photo repositories around the state, resulting in a database/union list found at [http://libinfo.uark.edu/specialcollections/arphotoinventory/](http://libinfo.uark.edu/specialcollections/arphotoinventory/). Morgan has been working on this to apply the new Spec Coll styles and to improve the data structure and standardization. He has been receiving updates from Watkins on new collections and Special Collections staff are gathering additional collections to represent our archive. Morgan will develop new admin pages and grant admin access to Megan Massanelli so that she can test the interface.

The goal is to "premier" the resource at the Archives Month festivities in October. A few enhancements, including representative thumbnails of images and a distinctive masthead, will be added after that event.

**Arkansas Library Association Conference**

Boyd, Youngblood, and Hartman stayed after the meeting to discuss our presentation at Arkansas Libraries. The group divided up the draft outline. Beth will share this with Sarah. Hartman is awfully busy and so may not be able to participate but we want her to. The group agreed to have a draft of our section ready to share with one another by September 21st.

Respectfully submitted,

B. Juhl