

Carleton College Library

Policies & Procedures

Page 1 of 3

Subject: Library Website Management Process

Effective: 01/23/20
Last Reviewed/Revised:

Purpose:

This document outlines the process for managing the Gould Library website, which includes the Special Collections, Archives, and Exhibitions sub-sites.

Responsibilities:

The management of the library website is carried out by two roles:

1. Website Administrator
 - Responsible for overall website structure
 - Coordinates annual website review and additional projects
2. Content Managers
 - Responsible for managing content of delegated pages

Procedures:

1. Delegation of Content Management

- Responsibility for managing the content of specific pages or sections of the website is delegated to individual staff in the library. These staff are the Content Managers. In some cases the Content Managers are the representatives of a library department or group, and the department or group is ultimately responsible for the delegated content; however, only the Content Managers have editing privileges to edit the website on behalf of the department or group.
- Content Managers are responsible for adding and revising language and media (e.g. images, videos) on their pages.
- Creating new pages, deleting existing pages, and restructuring the relationship of multiple pages must be discussed with Website Administrator (see Section 2 below).
- See “Delegation of Content Management” section for an outline of the pages of the website and the Content Managers delegated to be responsible for them.

2. Creation/Deletion of Pages & Structural Changes

- The creation of new pages, deletion of existing pages, and any structural changes to current pages (e.g. the splitting of a single page into multiple pages or the consolidation of multiple pages into a single page) must be discussed with the Website Administrator.
- If a solution cannot be agreed upon between the Website Administrator and those requesting changes, LLC will make a final decision.

3. Annual Review of Website

- The Website Administrator will work with the Content Managers to conduct an annual review of website content during the summer.
- The annual review addresses the following questions, among others:

Carleton College Library

Policies & Procedures

Page 2 of 3

Subject: Library Website Management Process

Effective: 01/23/20
Last Reviewed/Revised:

1. Is the website structure still coherent and usable for patrons? Are there ways to improve the structure by consolidating, splitting, and/or moving pages?
 2. Is all of the content up-to-date?
 3. Are there pages or content that can be deleted? Are there pages or content that should be added?
 4. Are communication channels (e.g. News, Presentations & Publications, Events) being updated on a consistent basis? Can any old events or posts be archived?
 5. Is the language across the website consistent in style and at the recommended reading level?
 6. Does an accessibility audit reveal areas for improvement?
 7. Are there usability tests that should be conducted to identify problems and find better solutions for the website?
 8. Do analytics give us new insight into how the site is used and suggest ways to improve the site?
- The Website Administrator will work with the Content Managers to find solutions to problems identified in the review.
 - The Website Administrator will send an annual report to LLC about the results of the review and changes made.

4. Additional Projects as Needed

- When an additional project is suggested by the Website Administrator or other individuals or groups, a proposal will be made to LLC. LLC will determine whether the project should move forward and what group would be best suited to carry it out.
- Usability testing may be conducted as needed.

Delegation of Content Management:

Below is an outline of the current pages of the library website and the Content Managers delegated to be responsible for them. In some cases the Content Managers are the representatives of a library department or group, and the department or group is ultimately responsible for the delegated content; however, only the Content Managers have editing privileges to edit the website on behalf of the department or group. This outline will be updated as the website and staff roles evolve.

- Home page - *Website Administrator*
- Collections main page - *Collection Development*
 - Special Collections - *Special Collections*
 - Archives - *Archives*
 - Other Collections on Campus - *Loan Services*
 - Suggest an Addition to Our Collections - *Collection Development*
- Research Help & Services main page - *Reference & Instruction*
 - Research Help pages - *Reference & Instruction*

Carleton College Library

Policies & Procedures

Page 3 of 3

Subject: Library Website Management Process

Effective: 01/23/20
Last Reviewed/Revised:

- Services
 - Borrowing, ILL, Reserves, Screenings - *Loan Services*
 - Research Data Services - *Reference & Instruction*
 - Computers & Technology - *Technology Coordinator*
 - Comps & Student Work Archive - *Student Works Archive Team*
- Databases & Other Online Resources - *Reference & Instruction*
- For Faculty, Alumni & Visitors
 - For Faculty
 - Instruction Sessions, Adding Resources to Moodle, Syllabus Statement - *Reference & Instruction*
 - Placing Material on Reserve, Proxy Form - *Loan Services*
 - For Alumni & Visitors - *Reference & Instruction*
- News, Events, Exhibitions
 - News - *pending assessment of communication channel*
 - Events – *Website Administrator and Content Managers*
 - Exhibitions - *Art Curator*
- About the Library - *Administration*
 - Building & Hours - *Administration*
 - Library Staff - *Administration*
 - Job Openings - *pending assessment of communication channel*
 - Presentations & Publications - *pending assessment of communication channel*
 - Library Mission - *Administration*
 - Policies - *Administration*
- Contact Us - *Reference & Instruction*