Innovation Report:

The advent of the internet has helped to contribute to the ease of access to information for the average person. Websites are an important facet of a modern organization, including libraries, as they are often the first point of interaction between a patron and the library. Having a good website is important because lots of people these days will search for libraries and other organizations via the internet, and if the website they find does not work well or pull them in, there is a greater chance they will give up and go on to the next potential library.