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Web Presence Update

Vacek, Rachel

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Web Presence Update

Rachel Vacek, Head of Design & Discovery, Library Information Technology
Let me tell you a story.
What’s the difference?

<table>
<thead>
<tr>
<th>Web Presence</th>
<th>Website</th>
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<tbody>
<tr>
<td>All products created and/or supported by the University Library that have a public-facing user interface</td>
<td>The University Library’s primary website at lib.umich.edu</td>
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Taking a deeper look at the web presence means taking a holistic approach to the user experience across all the applications that are integrated into or connected to the website.
It’s a good time to look more closely at the web presence

- Almost a decade since last website redesign
- We have never looked holistically across web presence before
- We have hundreds of interfaces across our web presence
- Many areas within the library have been reorganized
  - New departments, new services
  - New staff, new positions, new roles and responsibilities
- Next Century Library Initiative encouraging us to re-imagine the role of the library
- Service Design Task Force encouraging us to re-imagine how we provide current and create new services to deliver as one library
What’s been happening?
The request describes a **holistic approach to redesigning the library web presence**, including the library’s website as the core, but extending more broadly to the library’s whole suite of web-based applications and products that have a public-facing user interface.

Two new positions were funded:

- Senior Front-End Developer
- Senior User Experience Specialist
This new group is being charged:

- to create, steward, and champion a focused, clear, and **unified vision** for the library’s public-facing web presence
- to set **direction and standards** broadly for user interfaces
- to make recommendations driven from the perspective of **user needs**
- to provide guidance to ensure a **cohesive and connected** overall web presence
WPSC Reporting Lines

- The Technology Alignment & Stewardship Committee (TASC) is the parent committee for the WPSC.
- Currently, 3 teams will report to WPSC:
  - Web Content Coordinators Group
  - Intranet Team
  - Website Redesign Team (to be charged)
Communications & Marketing is hiring a new Web Content Creator to collaborate on writing content across the web presence.
Design & Discovery has created a collection of helpful best practices that outline an approach to delivering services that increases our ability to be flexible, iterative and, most importantly, to focus on the needs of the people that use our services.
Design & Discovery is in the process of creating a design system that introduces **processes for making user interface changes** at the system level rather than application level to ensure improvements are shared across our web presence.
To see the current beta interface, go to: search.lib.umich.edu
Timeline Recap

- D&D creates Website Technical Assessment & Situation Report
- WebCom creates Status Report
- Provost funds 2 new positions
- Service Design Task Force forms
- July 2016
- Head of D&D creates Web Governance Proposal
- June 2017
- Search Beta goes live
- July 2017
- Web Presence Steering Committee established
- Nov 2017
- Search set to go live
- Nov 2017
- Provost positions filled
- May 2018
- Summer 2018
What comes next?
Next steps

February 2018

- TASC approves Web Presence Steering Committee charge and membership

March 2018

- Web Presence Steering Committee meets for the first time
Next steps

April 2018

- Web Presence Steering Committee charges Website Redesign Project Team

May 2018

- Search launches
- Website Redesign Project Team starts work in earnest
Questions?