WEB PAGE + CATALOG = BETTER USE

Denise A. Garofalo
Assistant Librarian, Systems and Catalog Services
Mount Saint Mary College

For ALCTS Catalog Form and Function Interest Group
ALA Midwinter, Philadelphia
January 25, 2014
Main Points

- Background
- Redesign reasons
- Requirements
- Issues
- Questions?
Mount Saint Mary College

- Located on the Hudson River in Newburgh, NY
- 3200 FTE
- Library has 100K items
- 2012-2013 academic year
  - 217K webpage views
  - 108K OPAC searches
REDESIGN REASONS
Why?
# Citing Your Sources

**EasyBib:** the bibliography maker

Consult these websites to learn how to create bibliographies according to various style guides.

<table>
<thead>
<tr>
<th>General Resources</th>
<th>ACS-based Format</th>
<th>APA Format</th>
<th>Chicago Style</th>
<th>MLA Style</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assembling a List of Works Cited</strong>&lt;br&gt;(Duke University)</td>
<td><strong>MSMC Division of Natural Sciences Referencing Format</strong>&lt;br&gt;Citation guidelines used by the Division of Natural Sciences at Mount Saint Mary College, based on the ACS (American Chemical Society) Style Guide.</td>
<td><strong>APA Style</strong>&lt;br&gt;(American Psychological Association)&lt;br&gt;This is a link to the new APA style guidelines along with tutorials on how to implement it.</td>
<td><strong>Chicago Citation Style</strong>&lt;br&gt;(Long Island University, CW Post campus)</td>
<td><strong>MLA 7th Edition Citation Examples</strong>&lt;br&gt;(Honolulu Community College)</td>
</tr>
<tr>
<td><strong>Citing Your Sources</strong>&lt;br&gt;(Berkeley)</td>
<td></td>
<td><strong>APA 6th edition</strong></td>
<td><strong>Chicago Manual of Style Online</strong>&lt;br&gt;(Purdue University)</td>
<td><strong>MLA 2009 Formatting &amp; Style Guide</strong>&lt;br&gt;(Purdue University)</td>
</tr>
<tr>
<td><strong>Citation Style for Research Papers</strong>&lt;br&gt;(Long Island University)</td>
<td></td>
<td></td>
<td><strong>Chicago/Turabian Style</strong>&lt;br&gt;(University of North Carolina at Chapel Hill)</td>
<td><strong>MLA Documentation</strong>&lt;br&gt;(University of Wisconsin-Madison)</td>
</tr>
<tr>
<td><strong>How to Write a Bibliography</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Webpage stuck in the ‘90s

• Structure convoluted, look dated
• Project started in 2011
• Then stalled
  • Discovery a possibility
  • But $ situation = Discovery service not an option
• Restarted in 2013
• Library move impacted rollout timeline
One critical element must remain
Search: [Keyword] [Submit]

Limit to items not checked out

Type the search term you want to find. Examples:
- bible
- italian cooking
- raisin sun
REQUIREMENTS
Considerations for new webpage

- **Required**
  - Catalog access on home page

- **Requested**
  - Access to other resources from home page
  - Easy navigation
  - Site search

- **Desired**
  - Nice look
  - Look like the library is a part of the campus web presence, but distinct
CONSIDERATIONS
Design

- Clear
- Consistent
- Communication easy

“direct access to salient features and information is essential in an effective design strategy”

---

Navigation

• Clear paths to the content that interests
• Labels are clear & concise
• Prominent site search--usability guidelines tend to prefer the upper-right corner of the page
• Needs to be consistent, organized, and easy to skim through since,
  • “On the average Web page, users have time to read at most 28% of the words during an average visit; 20% is more likely.”¹

• Critical content above the “fold”

Why the catalog on the library’s web page?

- To support access to our resources
  - Emphasize what your site does that's valuable from the user's point of view\(^2\)
- To increase user satisfaction and remove confusion
- To encourage use

# Citing Your Sources

**EasyBib**: the bibliography maker

Consult these websites to learn how to create bibliographies according to various style guides.

<table>
<thead>
<tr>
<th>General Resources</th>
<th>ACS-based Format</th>
<th>APA Format</th>
<th>Chicago Style</th>
<th>MLA Style</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assembling a List of Works Cited</strong> (Duke University)</td>
<td>MSMC Division of Natural Sciences Referencing Format</td>
<td>APA Style (American Psychological Association)</td>
<td>Chicago Citation Style (Long Island University, CW Post campus)</td>
<td>MLA 7th Edition Citation Examples (Honolulu Community College)</td>
</tr>
<tr>
<td><strong>Citing Your Sources</strong> (Berkeley)</td>
<td>Citations guidelines used by the Division of Natural Sciences at Mount Saint Mary College, based on the ACS (American Chemical Society) Style Guide.</td>
<td><em>What’s New in the Sixth Edition</em></td>
<td>Chicago Manual of Style Online (Purdue University)</td>
<td>MLA 2009 Formatting &amp; Style Guide (Purdue University)</td>
</tr>
<tr>
<td><strong>Citation Style for Research Papers</strong> (Long Island University)</td>
<td><em>Corrections to the 6th ed.</em></td>
<td>Chicago/Turabian Style (University of North Carolina at Chapel Hill)</td>
<td>MLA Documentation (University of Wisconsin-Madison)</td>
<td></td>
</tr>
</tbody>
</table>
ABOUT US

Mission and Vision


Headline goes in here

Library Hours

Mount Saint Mary College Library
and
Curriculum Materials Center
at the
Dominican Center

SPRING SCHEDULE 2014 (January 21- May 18, 2014)

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pm</td>
<td>7:30 am</td>
<td>7:30 am</td>
<td>7:30 am</td>
<td>7:30 am</td>
<td>7:30 am</td>
<td>10 am</td>
</tr>
<tr>
<td>12 am</td>
<td>12 am</td>
<td>12 am</td>
<td>12 am</td>
<td>12 am</td>
<td>7 pm</td>
<td>6 pm</td>
</tr>
</tbody>
</table>

Exceptions to Regular Hours

January 26: Sunday, Open House - Library open 11:30am - 12:00am

February 24 - 27: Monday - Thursday, Midterms ´ Library open 7:30am - 2:00am

March 2: Sunday - Thursday, Open House and midterms- Library open 11:30am - 2:00am
Hours & Events

Library Events

**DEC 05**
Wagging Tails Stress Relief
2 pm - 4 pm | Visit the stress relief therapy dogs before finals week.

**DEC 10**
iROC seminar presentations
2 pm - 4 pm | goes in here and here and in this spot right here as well.

**DEC 16**
Meet and Greet: Author K.L. Going
2 pm - 4 pm | Author, K. L. Going in the Villa Library.

**DEC 16**
iROC seminar presentations
2 pm - 4 pm | goes in here and here and in this spot right here as well.

**DEC 16**
SHEL-eration! A reading marathon
2 pm - 4 pm | Shel Silverstein was a poet, illustrator, and author, best known for his extraordinary books including *Where The Sidewalk Ends*.

**DEC 18**
iROC seminar presentations
3 pm - 4 pm | goes in here and here and in this spot right here as well.

Library Hours

Please note: Note could go here if needed.

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Library Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 1</td>
<td>Sunday</td>
<td>1 pm - Midnight</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>Monday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 3</td>
<td>Tuesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 4</td>
<td>Wednesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 5</td>
<td>Thursday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 6</td>
<td>Friday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 7</td>
<td>Saturday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 8</td>
<td>Monday</td>
<td>10 am - 6 pm</td>
</tr>
<tr>
<td>Dec. 9</td>
<td>Sunday</td>
<td>1 pm - Midnight</td>
</tr>
<tr>
<td>Dec. 10</td>
<td>Monday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 11</td>
<td>Tuesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 12</td>
<td>Wednesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 13</td>
<td>Thursday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 14</td>
<td>Friday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 15</td>
<td>Saturday</td>
<td>7:30 am - Midnight</td>
</tr>
</tbody>
</table>
**Hours & Events**

**Library Events**

**Wagging Tails Stress Relief**

DEC 05

2 pm - 4 pm | Visit the stress relief therapy dogs before finals week.

- Interacting with animals reduces anxiety and boosts well-being. Take a break before finals week with the friendly, trained therapy dogs from the Hudson Valley Visiting Pet Program.
- Stress management information also available from the MSMC Counseling Center. Stress management information also available from the MSMC Counseling Center.
- Co-sponsored by the Associate Dean for Academic Affairs, MSMC Counseling Center, and Curtin Memorial Library.
- Interacting with animals reduces anxiety and boosts well-being. Take a break before finals week with the friendly, trained therapy dogs from the Hudson Valley Visiting Pet Program.
- Stress management information also available from the MSMC Counseling Center. Stress management information also available from the MSMC Counseling Center.
- Co-sponsored by the Associate Dean for Academic Affairs, MSMC Counseling Center, and Curtin Memorial Library.
- Interacting with animals reduces anxiety and boosts well-being. Take a break before finals week with the friendly, trained therapy dogs from the Hudson Valley Visiting Pet Program.
- Stress management information also available from the MSMC Counseling Center. Stress management information also available from the MSMC Counseling Center.

**Library Hours**

Please note: Note could go here if needed.

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Library Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 1</td>
<td>Sunday</td>
<td>1 pm - Midnight</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>Monday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 3</td>
<td>Tuesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 4</td>
<td>Wednesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 5</td>
<td>Thursday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 6</td>
<td>Friday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 7</td>
<td>Saturday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 8</td>
<td>Monday</td>
<td>10 am - 6 pm</td>
</tr>
<tr>
<td>Dec. 9</td>
<td>Sunday</td>
<td>1 pm - Midnight</td>
</tr>
<tr>
<td>Dec. 10</td>
<td>Monday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 11</td>
<td>Tuesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 12</td>
<td>Wednesday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 13</td>
<td>Thursday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 14</td>
<td>Friday</td>
<td>7:30 am - Midnight</td>
</tr>
<tr>
<td>Dec. 15</td>
<td>Saturday</td>
<td>10 am - 6 pm</td>
</tr>
</tbody>
</table>

See all events
Current libguides opac search widget

Search for library books, DVDs, etc.

Keyword

Search

New webpage opac search widget

Search for library books, DVDs, etc.

Keyword

Search
WHAT WAS INVOLVED?
From http://dilbert.com/strips/comic/1999-12-03/
Usability

From http://www.bugbash.net/strips/bug-bash20050704.gif
Usability....

- “...means that a system has visible working functionality familiar to its users, maximum reliability, and useful content that is supported by its environment and aligned with context of use. In addition, a usable system accommodates the cognitive capacity and various needs of its users, so that they can easily understand, effortlessly learn, and dynamically interact with the system as well as its content, resulting in a satisfactory experience with a high level of productivity.”

Usability testing
Why?

- To provide “more emphasis on user attitude and satisfaction”\(^5\)
- Wanted to make sure users would be able to use the new library webpage

---

we cannot control the wind, but we can direct the sail
Assessment method

- Cross between Paper Prototype Testing and Walkthrough
Person performs a list of tasks (search catalog, find a database, when is the library open, find help, locate reserves) that someone using the site for the first time is likely to perform, and someone else observes, listens, and takes notes.
Result
FUTURE PLANS
Resources


Resources, cont.


Thank you!

Denise A. Garofalo
denise.garofalo@msmc.edu
Mount Saint Mary College
Newburgh, NY