

**GOAL #1: To create an effective website for our target audiences.**

Audiences

- i. Outside World
- ii. Faculty
- iii. Staff
- iv. Students
- v. Parents

Create a web site which truly captures and displays the dynamic nature of the facilities, resources and services of Milne Library.

**Objectives**

- 1) Create a site navigation menu for every page.
- 2) Create a logo/brand for library web site.
- 3) Users highly rate new web site for its appearance and applications
- 4) Users highly rate new website for finding what they want.

Develop technology plan.

- Investigate Content Management System

**GOAL #2: Make money to help support the other library projects and goals.**

Milne Library's web site will become an important component of a campaign convincing foundations, corporations and other grant agencies that they should help fund our services and building the new library.

**Objectives**

1. Donations made through library web site total at least Y dollars.
2. Develop/create online donation capability.
3. Create library wish list.
4. Assess existing library Friends of Milne Library page.
  - Develop solutions/strategies
  - Implementation
5. Showcase projects made possible by donations
  - i. news and events
  - ii. RSS feeds
  - iii. Add content to a page
6. Create Library School Reunion page

### **GOAL #3: National recognition amongst our peer college library groups.**

Web site will serve as a major component of the library's application for recognition as ACRL's "Library of the Year".

Web site referenced in meetings, literature, etc., praising site by our peers

#### **Objectives**

- 1) Enter web site in national competition
  - Set up committee
  - Investigate
  - Develop proposals
    - standards
  
- 2) Create a list of best practices or standards from peers and competitors
  - Investigate
  - Create list
  - Create standards
    - professional graphics
    - create a style template indicating standard fonts, sizes, colors, links, forms & other web elements
  
- 3) Publicity/marketing ourselves to others
  - Publish articles
  - Give presentations

**GOAL #4:** To connect our users to research resources germane to their needs.

**Objectives:**

- 1.) Provide multiple paths to resources.
  - Hierarchical searching
  - Help menus on every page
  - Navigation menus on every page
  
- 2.) Assess our existing methods of database presentation and access
  - Determine best solutions
    - federated searching
    - ???
  - Determine procedures
  - Implementation
  
- 3.) Assess our existing use of research guides
  - Create sub-committee
  - Evaluate current guides
  - Update and/or create
  - Redesign
    - Create consistent look & layout
    - Include links to online & electronic resources, databases & journals
    - Add interactivity (chat, reference tools, etc.)

## **GOAL #5: Increase site traffic.**

### **Objectives:**

- 1.) Obtain #1 ranking.
  - Determine HOW
  - Pages measured
  - Visits/pages viewed
  - Create meta tags to increase relevancy in search engines
  
- 2.) Traffic on web site increases by X%
  - Determine HOW
    - Which pages/links link to us and how do we increase
    - Analyze existing web logs to determine popular or unpopular pages
  - What do we need?
  
- 3.) Rank audiences
  - Find out what needs they have
  
- 4.) Increase usability of site
  - Analysis
  - testing
  
- 5.) Advertise
  - Create a marketing plan
  - Buy ads
    - Google
    - Lamron
  - Create promotional materials
  - Promotion for first month of web site launch
    - Sweepstakes or lottery

**GOAL #6: Enhance the user's experience.**

**Objectives:**

- 4.) Use design principles which are user-centered.
- 5.) Make contact information accessible.
- 6.) Interactivity
  - Create a virtual tour.
  - Provide a mechanism for soliciting feedback.
  - Create a mailing list for interested patrons to get updates to site.
  - Provide a chat service?
  - Create a photo tour.
  - Create a discussion board.
- 7.) Currency/freshness
  - Investigate content management systems