This nomination is for the following award: Library Web Presence Award

First Name Devin Last Name Galetta Library Affiliation (if applicable) Florida State University Libraries Title (if applicable) Assistant Marketing Director Street Address 116 Honors Way City, State, ZIP Tallahassee, Florida, 32306 Telephone Number 8505453043 E-mail Address dgaletta@fsu.edu Are you nominating an individual or a group/organization for this award? Group/Organization Library (Other Organization or Research Team) Being Nominated Florida State University Libraries First and Last Name of Head of Organization Julia Zimmerman Title of Head of Organization Dean of Libraries Street Address 116 Honors Way City, State, ZIP Tallahassee, Florida, 32306 Telephone Number 850-644-5211 E-mail Address of Head of Organization jazimmerman@fsu.edu

Will you be submitting any supporting documentation? Yes

If you would like us to review web pages in consideration of this application (including videos or other supporting materials that are stored online), please enter the Uniform Resource Locators (URLs) below. https://www.lib.fsu.edu/

Essay Over the past five years the Florida State University Libraries have made a strong commitment to establish an innovative, effective and accessible web presence for our patrons. In order to achieve this goal, our staff performed a complete rebuild of the site, starting with the physical infrastructure in 2012 and ending with a visual redesign last year. During this time, we not only updated our underlying technology, we also trained over 20 different website content editors to ensure that the information on our site is up-to-date and easy to read. In addition, our implementation of a custom search algorithm integrates the results from our website, research guides and discovery tools, ensuring that our patrons can find the information they need without visiting multiple interfaces. Our statistics show that these changes have made a noticeable impact on our patrons and it is with great pride that we submit our web presence for your review. Please see our full narrative attached for complete award submission information.

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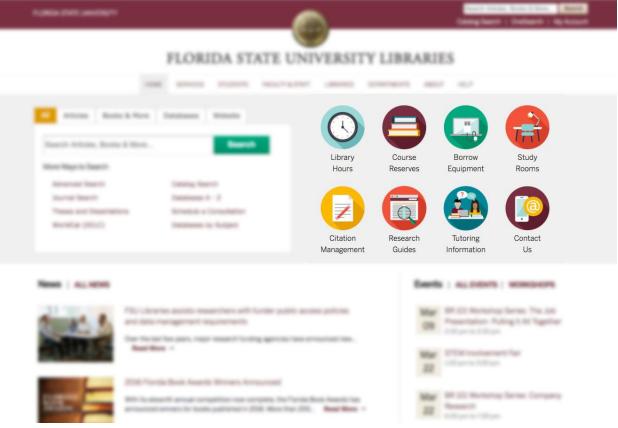
2017 FLA Awards: Florida State University Web Presence Award Submission

Summary

Over the past five years the Florida State University Libraries have made a strong commitment to establish an innovative, effective and accessible web presence for our patrons. In order to achieve this goal, our staff performed a complete rebuild of the site, starting with the physical infrastructure in 2012 and ending with a visual redesign last year. During this time, we not only updated our underlying technology, we also trained over 20 different website content editors to ensure that the information on our site is upto-date and easy to read. In addition, our implementation of a custom search algorithm integrates the results from our website, research guides and discovery tools, ensuring that our patrons can find the information they need without visiting multiple interfaces. Our statistics show that these changes have made a noticeable impact on our patrons and it is with great pride that we submit our web presence for your review.

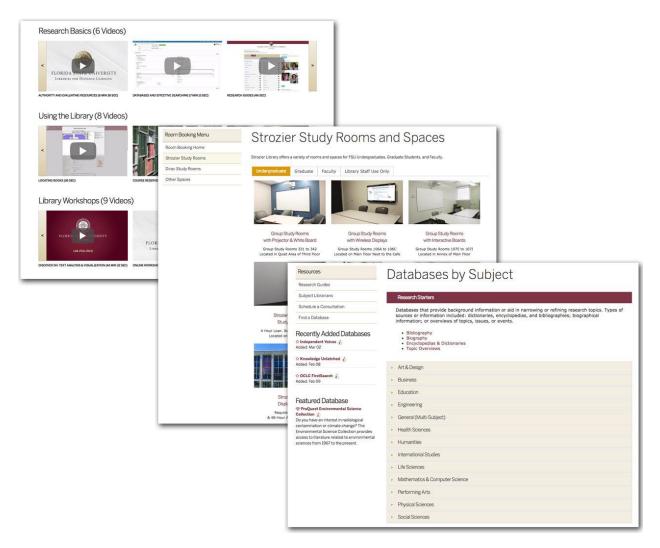
Creativity and Innovation in Overall Design and Appearance

Our latest visual enhancements focused on simplicity, beauty, and usability. The most prominent feature are the quick link icons, drawing the user's eyes to the eight most used services on our website.



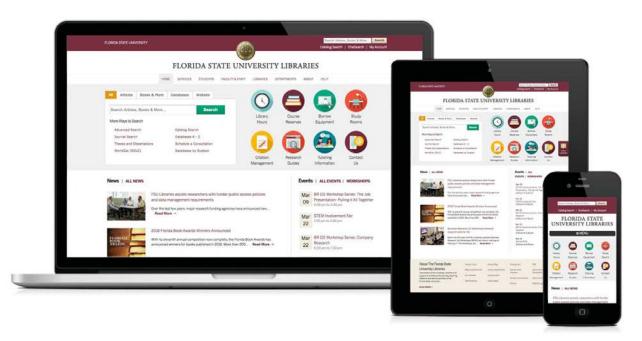
Arrangement of Information and Ease of Use

All of our content is organized to flow from most relevant at the top, to least relevant at the bottom. We also use several visual techniques like carousels, accordions and tabs to ensure our patrons can easily locate the information they need (please visit our <u>Videos & Tutorials</u>, <u>Strozier Study Rooms</u>, and <u>Databases by Subject</u> pages to see these in action).



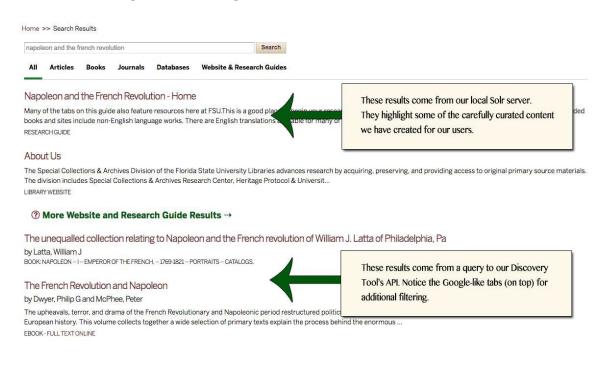
Accessibility for All Users

Our website was created with all of our patrons in mind, especially those with disabilities. It was built using a mobile first approach, so it renders properly on any display. It also uses high contrast colors and fonts. We periodically ensure it is ADA compliant by using the tool located at: <u>http://wave.webaim.org/</u>



Quality of Content

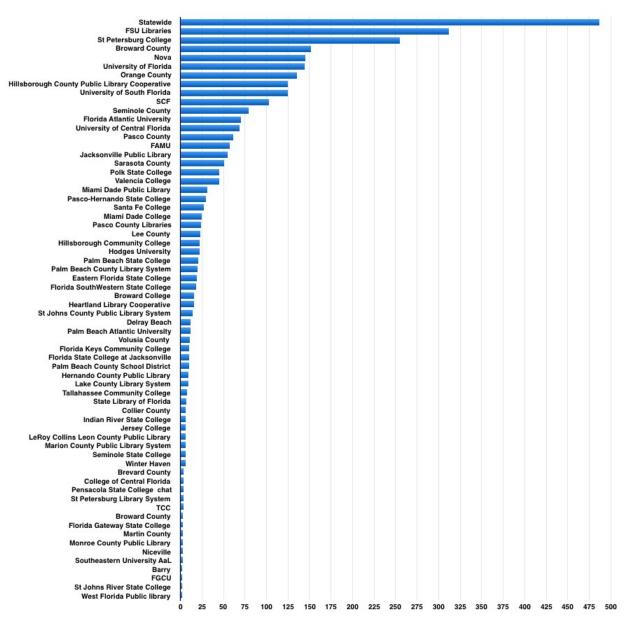
We work continuously to improve the content on our website. One of our latest and most innovative features is our custom blended search. When a patron performs a search, our website runs a query against a local <u>Apache Solr</u> server that indexes our website and research guides (<u>LibGuides</u>). It simultaneously runs a query against our discovery tool's API (<u>OneSearch/Summon</u>). Based on a comparison of the relevancy scores returned from each system, it blends them to present the user a single unified interface. In addition, we maintain over 200 research guides on many different topics. Our content editors are fully trained on web etiquette and best practices.



Access to Virtual Library Services

Our custom 'Ask a Librarian' widget is featured on the right hand side of every page on our website and many of our databases. FSU Libraries is always one of the highest ranked 'Ask a Librarian' providers in the state of Florida. Whenever the libraries are open, we have a member of our staff available to answer questions. In fact, our 'Ask a Librarian' service is so successful, many of our reference interactions involve staff from other libraries.

Chats Answered



January 2017 Ask a Librarian Statistics

Services and databases available to the campus

We have done extensive work on our website to ensure our patrons can access the services and databases we provide. Two years ago we completed our Single Sign-On initiative, enabling our patrons to login to the website. After being authenticated, users have access to pre-filled forms, reports, database proxy, and other university services without multiple logins.

We also host on our website a permalink script for all our databases. This script ensures that all database links are up to date on our website and research guides by allowing us to use the same url, even if the database link changes (see https://www.lib.fsu.edu/get/jstor, for example).

Social Media

FSU Libraries maintains an active, informative, and engaging social media presence through Twitter, Facebook, Instagram, and Youtube. These social media accounts are maintained by the Libraries' Marketing Team and fresh content is updated several times a week to engage a large range of audiences including undergraduate students, graduate students, and faculty. Links to all of our social media accounts can always be found in the footer of the libraries' website and throughout various event pages and news posts.

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