Library Web Presence Award

Purpose: To promote awareness of the importance of good design and usability in web page development and to recognize outstanding examples of effective library web pages and a library's overall web presence, which may include social media. This award will be presented to one Florida library that provides excellent service via the World Wide Web.

Eligibility: This award is open to all libraries in the State of Florida, including but not limited to academic, public, special and school libraries. Both nominator(s) and nominee must be current members of the Florida Library Association.

Criteria:
Excellence in the following:
- Creativity and/or innovation in overall design and appearance of the website
- Arrangement of information and ease of use
- Accessibility for all users, including users with disabilities (see Website Accessibility Under Title II of the ADA at https://www.ada.gov/pcatoolkit/chap5toolkit.htm)
- Quality of content
- Access to virtual library services
- Linked websites
- Services and databases available to the campus or community served
- Social media

Rubric: Library Web Presence

	4	3	2	1
Creativity and/or innovation in overall design and appearance	Exceptionally creative design consistent with and appropriate to library type and user group (public, academic, special); consistent and effective use of theme and color.	Good use of some creative elements; consistent with and appropriate to library type and user group (public, academic, special).	Limited use of some creative and/or innovative elements.	Little or no use of creativity or innovative elements were used inappropriately or seem to serve no purpose and do not contribute to the site.
Arrangement of information and ease of use	Extremely intuitive navigation; the most important information appears "above the fold"; information is arranged to maximize effective use; search tool/search feature is prominently displayed.	Content is generally very well-organized; user rarely becomes lost; search feature is easily found.	Content mostly organized; a user could become lost; search feature difficult to locate.	Content is not organized, or organized in a confusing manner; limited use of white space; a user typically feels lost; no search tool.
Accessibility for all/ADA	Excellent color contrast, readable font size; "mobile friendly" – i.e., site works well on mobile or assistive devices; other languages are clearly supported; elements of universal design are apparent; alternate content provided for purely visual images.	Very good color contrast/readable font size; mobile-friendly.	Good color contrast, font size mostly readable; mobile friendly; not completely ADA compliant (e.g., images).	Type font is small, color contrast is poor; not mobile friendly; no evidence of universal design or ADA compliance.
Quality of content	Content is up to date and relevant; very clearly grouped; content on pages is well organized and easy to comprehend.	Content is mostly up to date with few inaccuracies; content on pages is organized.	Content on pages may not be clear or is sometimes duplicated; content has some inaccuracies.	Content on pages may not be easily understood or content is not up to date.

Rubric continues on next page

	4	3	2	1
Access to virtual library services	Multiple links to virtual services including "Ask-a-Librarian" or locally supported live chat are very easily located; creative tutorials for self-learning and study are easy to locate and understand; can easily locate patron log-in for remote access on the home page.	Good use of virtual library services; e.g., chat or email service; limited use of tutorials; log-in for remote access is available but may not be on the home page	Very limited use of virtual library services; e.g., an "Ask-a-Librarian" link; remote access log-in is difficult to find.	No virtual support elements are given.
Linked websites	Excellent use of outside resources with clear explanations of links, (i.e., Purdue OWL, www.apastyle.org, etc., for academic, or local resources and subject links, etc., for public). All links are working and direct the users to credible and up-to-date sources; credit is given to outside authors/links.	Good use of outside resources with explanation of links; few, if any, broken links. Links direct users to mostly credible and up-to-date sources.	Limited use of links pointing to credible and good quality sites; some broken links.	Broken links; questionable or outdated websites, or no outside websites are referenced.
Services and databases available to the campus or community served	Access (and limitations on access for non-students; or community users) is easy and very clearly explained (i.e., any provisions for community users at an academic library); locations, hours, contact information, and event calendars are easy to find; policies on checkout limits, fines, fees, etc., are easy to find and are clearly explained; extensive variety of resources available (e.g., Florida Electronic Library and/or additional databases).	Services are noted; database access (either who is entitled or how to access for remote users) is explained; locations, hours, contact information, and event calendars are easy to find; some variety of resources available.	Services are noted; database access (either who is entitled or how to access for remote users) may not be clearly explained; locations, hours, contact information, and event calendars may be difficult to locate; limited resources available.	Very limited information on services; unclear information on user policies; locations, hours, contact information, and event calendars are very difficult to locate or may not exist; limited to no variety of resources available.
Social media	Library has multiple forms of engagement on social media (i.e., blogs, Facebook, Pinterest, etc.); links to social media accounts are easily found; social media accounts are updated multiple times a week.	Links to library social media accounts are present in a logical location but not necessarily easily found; social media accounts are updated a few times a month.	Library has social media accounts but it is not linked from the library website. Social media accounts are updated rarely or inconsistently.	No social media presence.

End of document