How a LibGuide Redesign Project Enhances Liaison Librarian Outreach Efforts

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Some Background

• Started position in August 2016, a week after finishing the MLIS
• Prior experience with a LibGuide Re-Design project
  • Washington and Jefferson College
LibGuide
Design and UX
Research

https://www.mendeley.com/community/springcamp-libguide-ux-resources/
Strategic Plan

• Objective 1: Provide more user-friendly online research support
• Objective 2: Ensure the guides teach how to research rather than just provide a list of resources
• Objective 3: Make the guides easier to maintain and update
• Objective 4: Increase awareness and usage of the guides
Strategic Plan

Objective 1: Provide more user-friendly online research support

• Strategy A: Update all business guides following UX best practices
  • Task i: Use a consistent side-tab layout
  • Task ii: Use a box at the top of each page to explain the contents of the page
  • Task iii: Add instructional images, videos, and other media when relevant
  • Task iv: Increase the font size
Planning

• Exported a list of all business guides, reviewed basic usage stats
• Contacted all instructors teaching courses with LibGuides
• Created a spreadsheet of all the guides, notes, and actions I wanted to take.
• Created a general best-practices/style guide for myself

<table>
<thead>
<tr>
<th>Created</th>
<th>Guide Name</th>
<th>Many referring links from</th>
<th>Guide Type</th>
<th>Public or Private?</th>
<th>Notes</th>
<th>Most popular page</th>
<th>(when home is)</th>
<th>Create for</th>
<th>Other Instructors (fall 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-05-24</td>
<td>Strategic Management - MBA - Oakland Campus</td>
<td>8837 Google</td>
<td>Course</td>
<td>Public</td>
<td>no response to initial query</td>
<td>Industry Characteristics</td>
<td>Camillus</td>
<td></td>
<td>Camillus, Patton, Fogarty, Chen</td>
</tr>
<tr>
<td>2013-01-23</td>
<td>Marketing, Planning and Strategy - Oakland Campus</td>
<td>2183 Google</td>
<td>Course</td>
<td>Public</td>
<td>spring capstone. I can’t find reference to Denney. I think this should be merged with the other Marketing guide to create one. First draft for these classes. I researched.</td>
<td>Thinking Hats</td>
<td>Donnely</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Implementation

• Focused on guides requested first
• Then on the main subject guides that really explain how to do foundational business research that can be used in many other guides
  • This is to help with making mappable content
  • Created a Business Master Index
As a result: More manageable guides

- Fewer guides (46 -> 28)
- More mapped content
As a result: Consistent and improved design/UX

- Side tab layout
- Intro box on each page
- Removed most home pages
- More media content
- More info on why to choose certain resources, how to use them, and how to conduct types of business research
Unexpected result: Developed faculty relationships

- Over 150 faculty and instructors
Unexpected result: Stakeholder profiles

Based on a presentation by Amanda Albert at the 17th Distance Library Services Conference in 2016 titled “Building Brand Love and Gaining the Advocacy You Crave by Communicating Your Library’s Value”
Unexpected result: Learned how to navigate and use subject-specific databases
Unexpected result: Incorporating other Springshare products - LTI (Learning Tool Interoperability)
Unexpected result: Incorporating other Springshare products - LibWizard
Wrap-Up

• Time and labor intensive

• But:
  • Provides a great introduction to new subject areas
  • Helps establish outreach/communication efforts
  • Ultimately should make the guides more helpful for the user and easier to maintain
Questions?

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