ECU Paraprofessional Conference 2024

Improving library services and web presence using Project Outcome

Presented by Nicole Vandiford
Instruction and Technology Librarian
Lenoir Community College

Overview

01 Introduction

02 Mocking up a library website (wireframing)

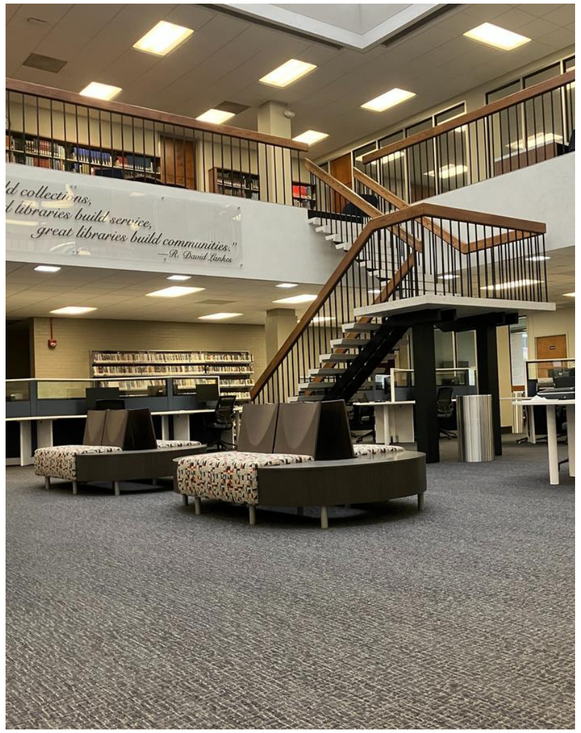
03 LibGuides: learning HTML and CSS basics

04 What is Project Outcome?

05 Interpreting data

06 Making it all work together

In many community college libraries, libraries host their website on their own using LibGuides, a product from Springshare.



The Problem

Outdated Site

The website for the library was a part of the college website and any changes had to go through the college's web developer.

The site was very basic, didn't provide a lot of information, and was not very user friendly as many students said it was hard to navigate.

A big obstacle we had was we couldn't run any statistics ourselves.

Objective

01

The First Objective

Design a layout and style for the library website.

02

The Second Objective

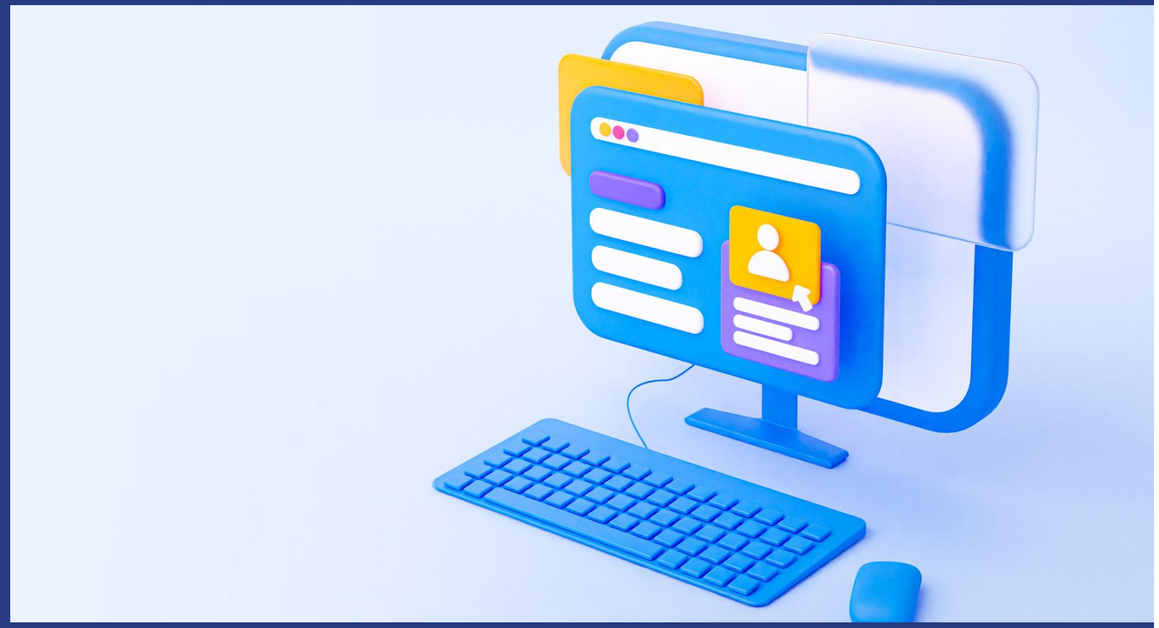
Gather data from IL sessions surveys for direction.

03

The Third Objective

Launch the new website along side the new ILS and OPAC launch.

Inspiration



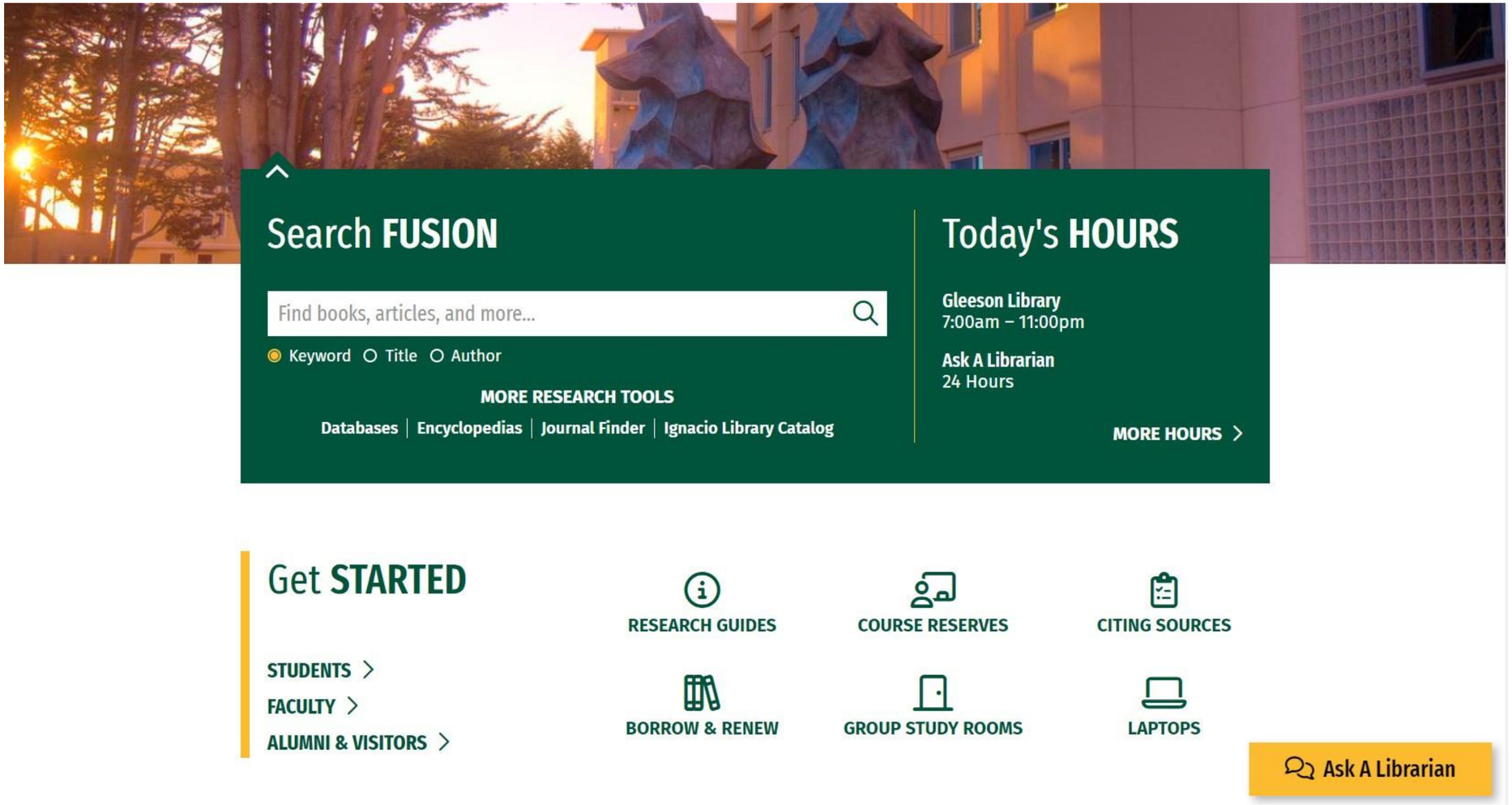
Learn from others

Getting inspiration is always a great place to start in the design process. Since we already knew we wanted to change the site, we started thinking about basic design choices many libraries use.

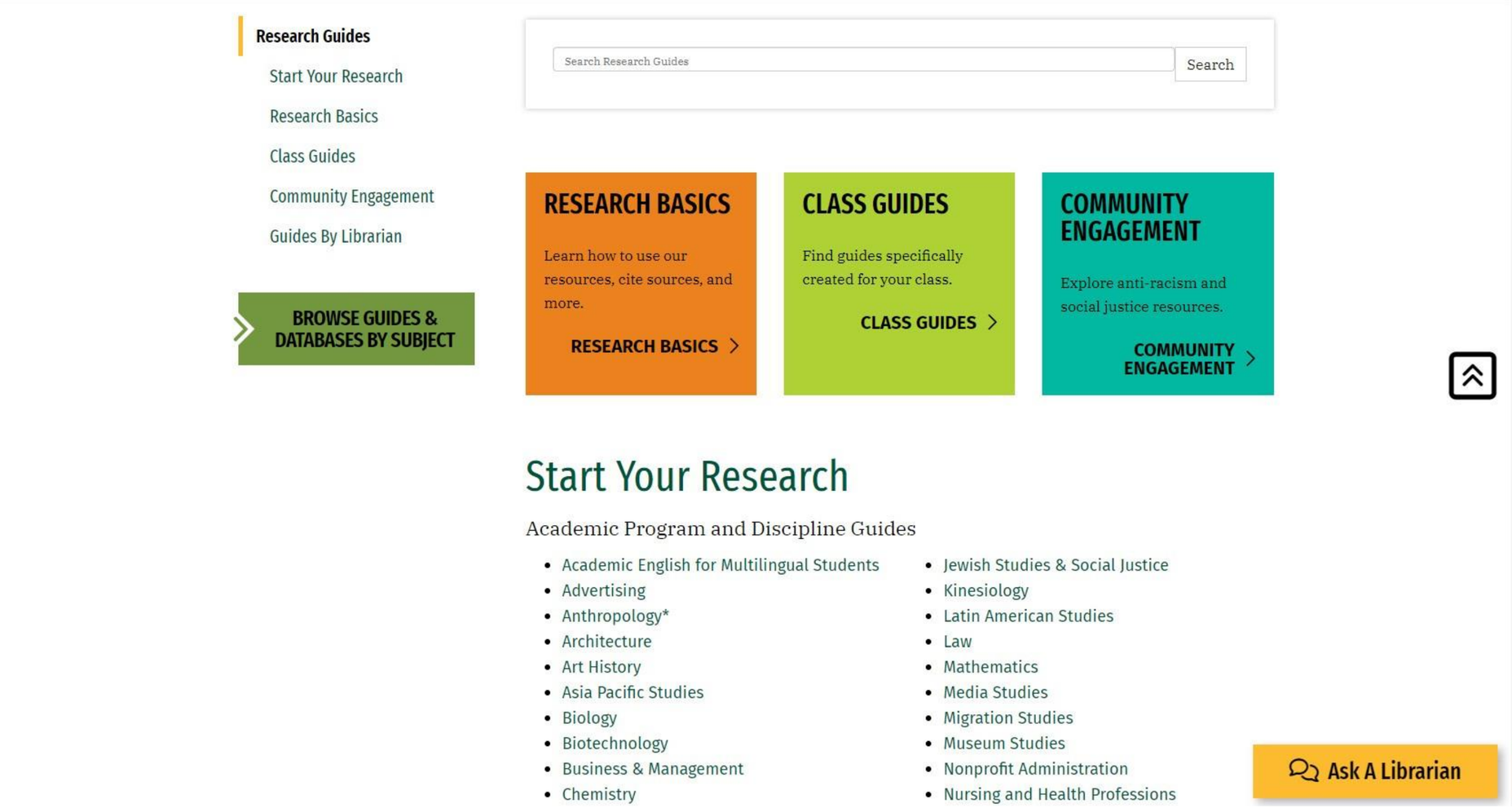
Gathering data

We also needed to figure out how we wanted the site to be updated. Did we want to keep it on the college site and work with the college's web developer? Did we want to try and separate from that and use LibGuides solely? Did we want to work with NC LIVE's website service?

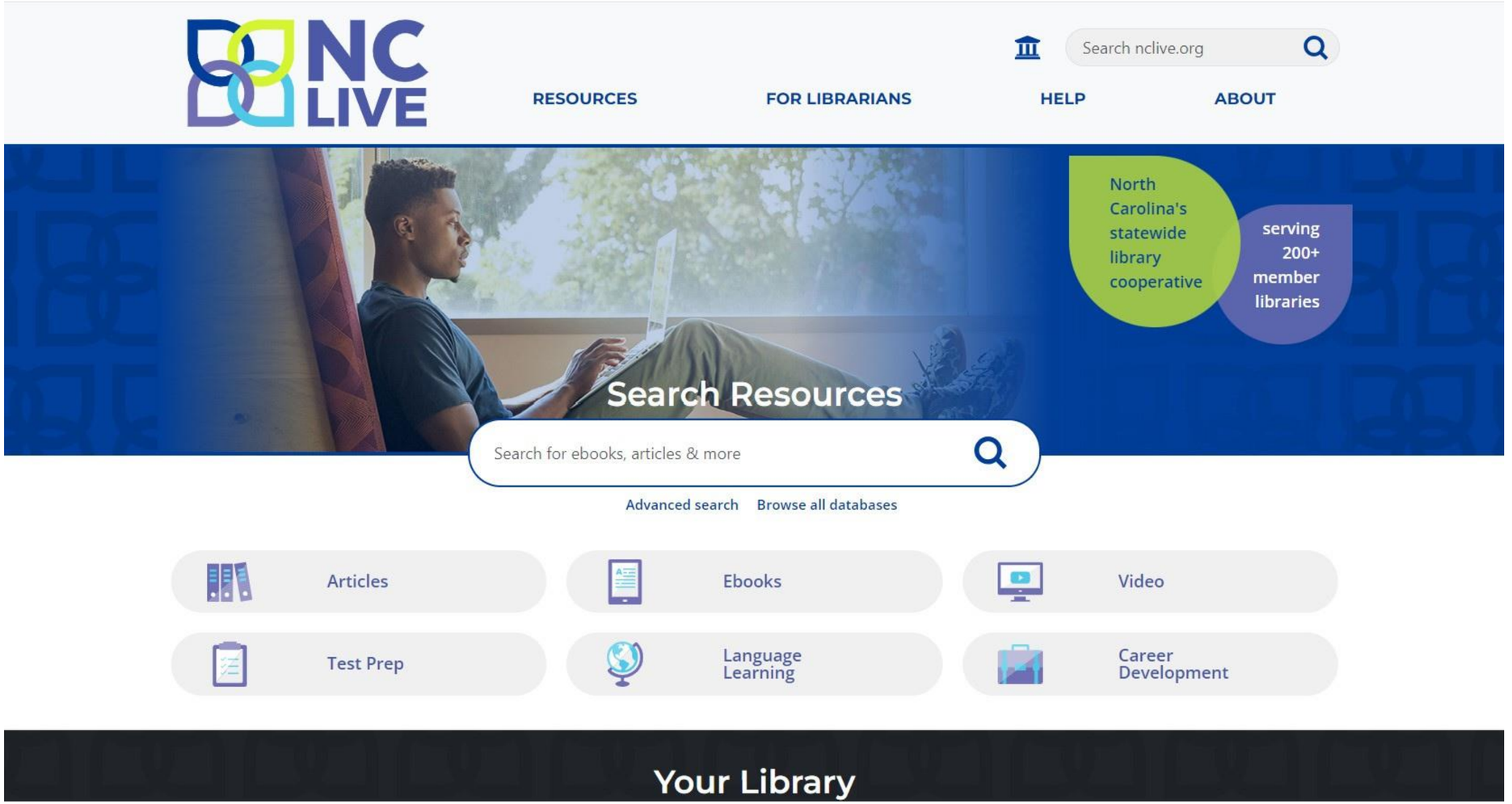
Inspo: Gleeson Library



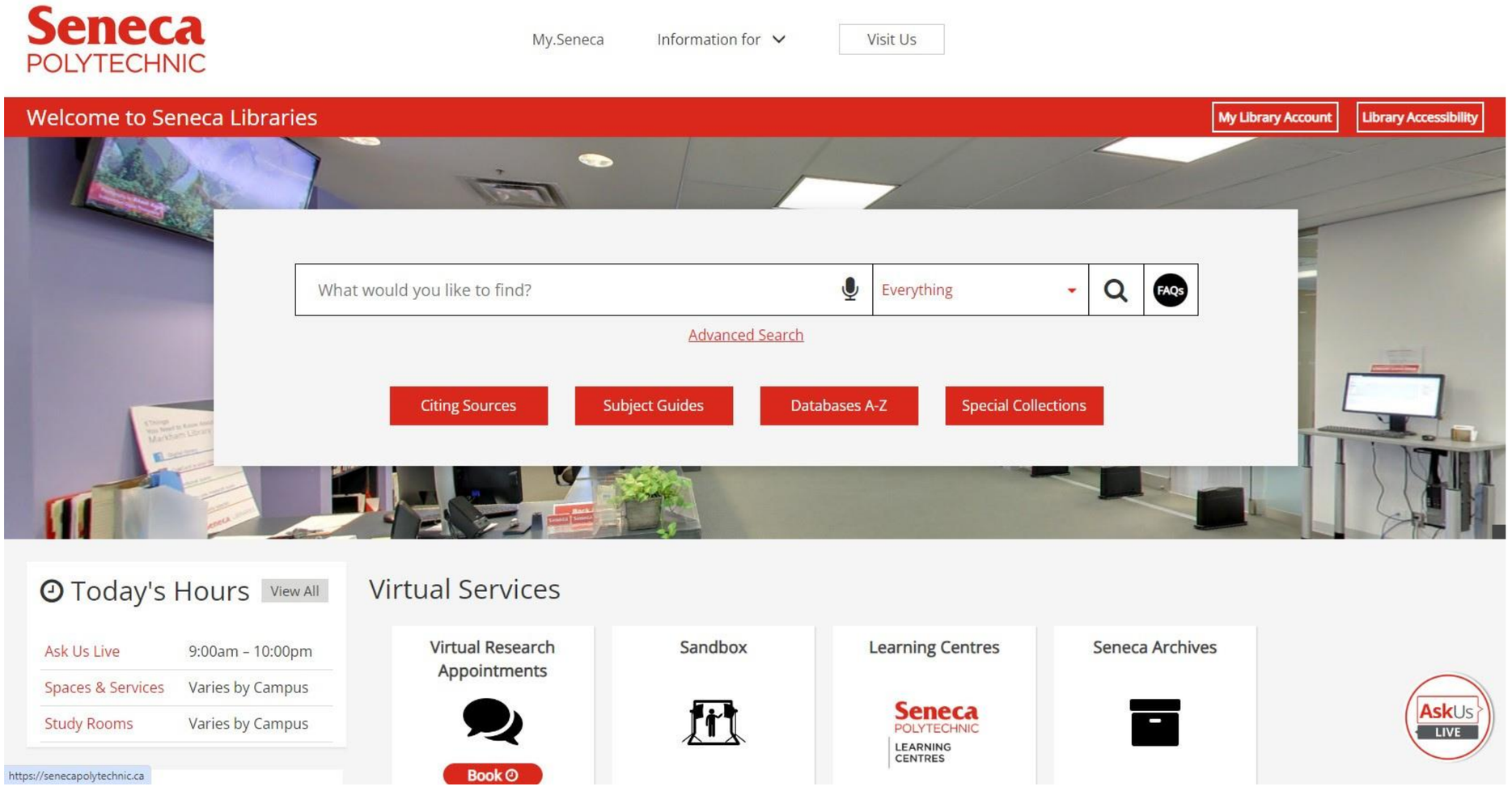
Inspo: Gleeson Library



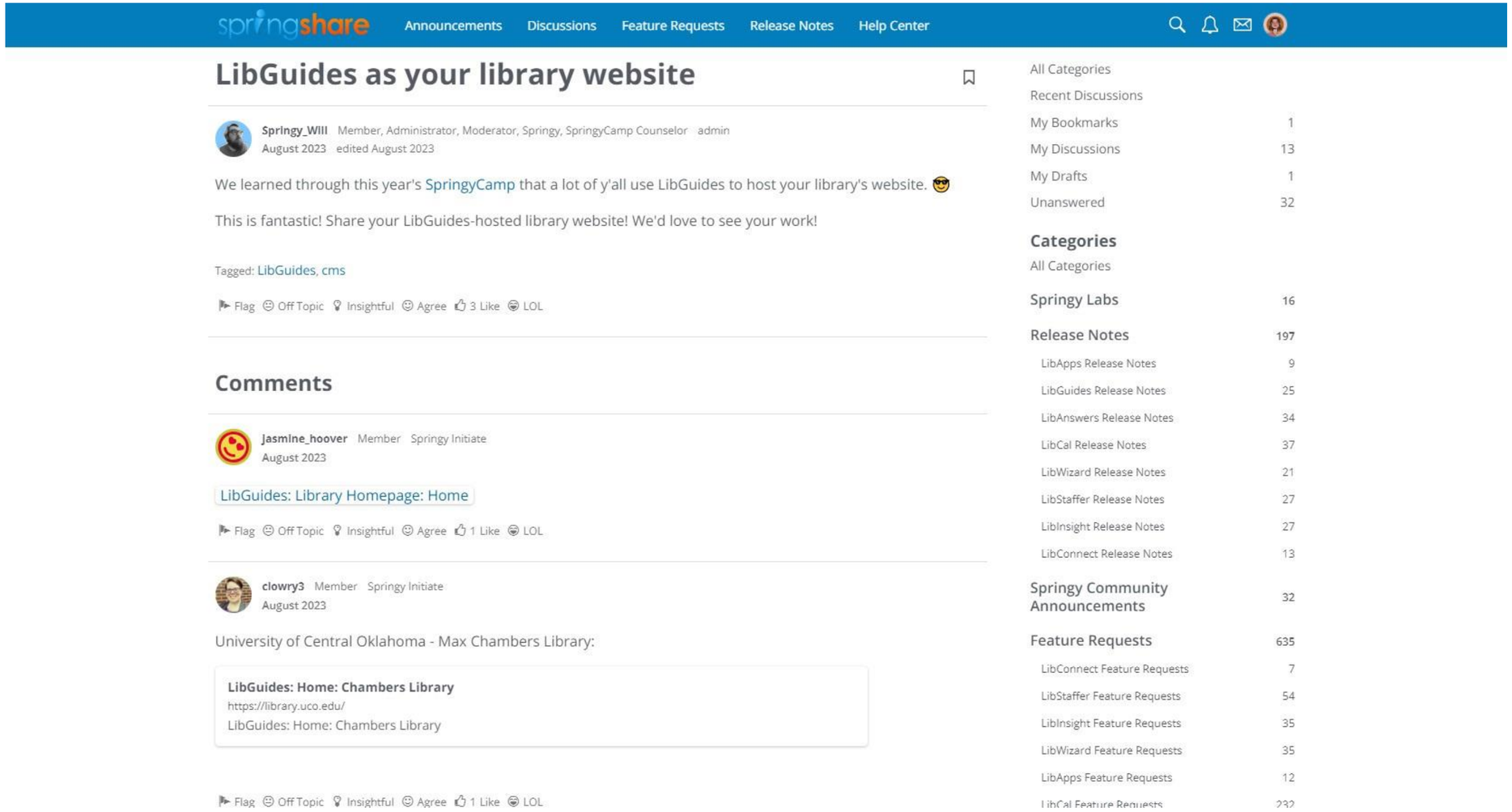
Inspo: NC LIVE



Inspo: Seneca Polytechnic



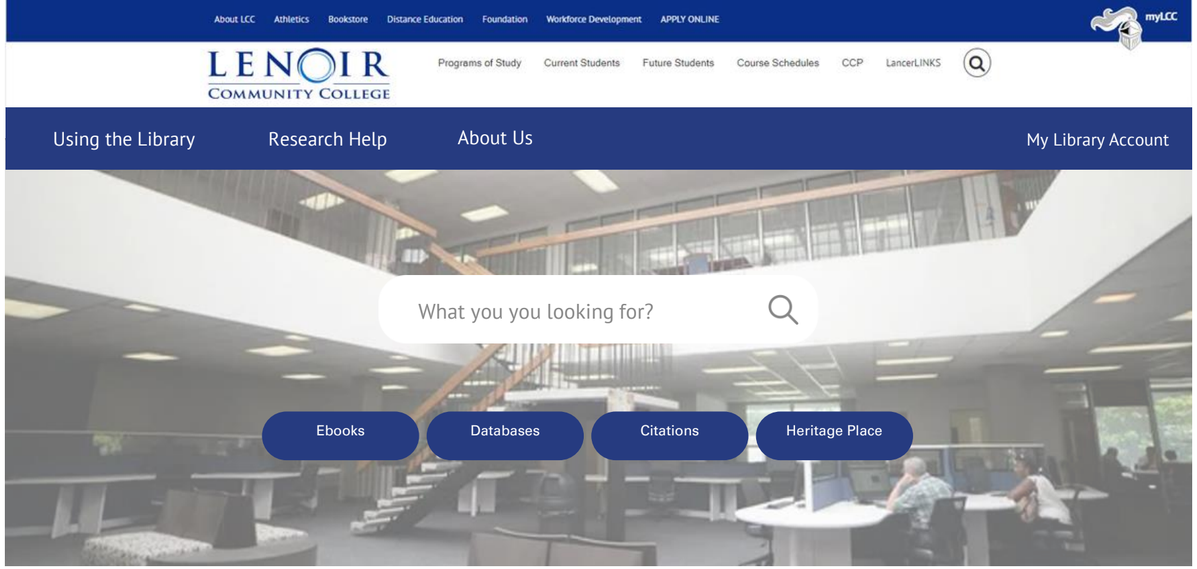
Springshare Lounge



Wireframing & Mockups

After collecting information on how other libraries are making their websites, and thinking about what we already wanted, we needed to create a wireframe and mockup for approval.

There are various software and resources that can be used for wireframes and mockups, such as Figma, Genial.ly, and Canva. Canva was chosen because we wanted a high fidelity wireframe but not a dynamic mockup.



HOURS

Monday-Thursday:

8:00 a.m.- 6:00 p.m.

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8:00 a.m. - 3:00 p.m.

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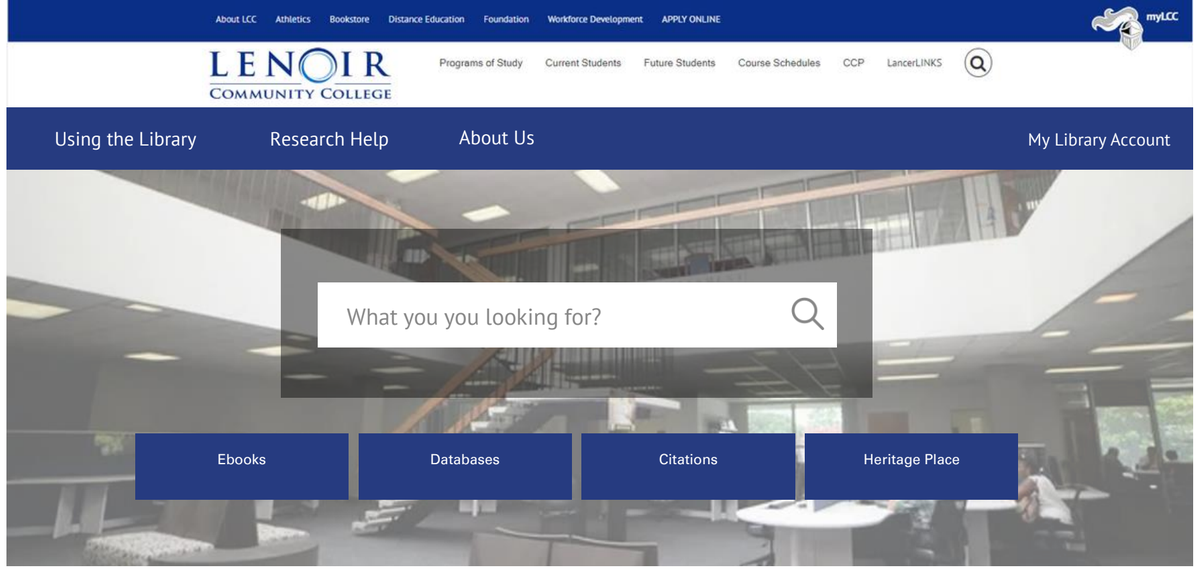

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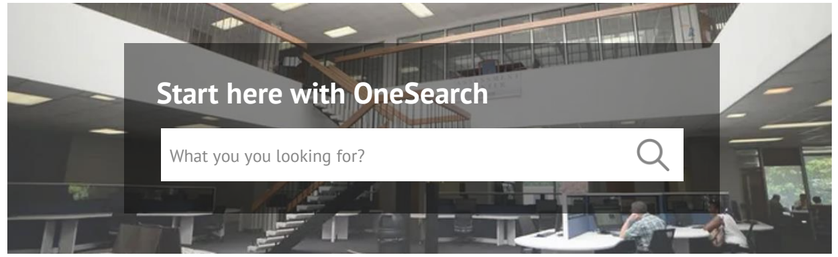
Leigh and John McNairy Library



Ebooks | Databases | Citations | Heritage Place

Get Help

- Ask a Librarian
- Schedule Instruction Session
- Research Guides
- Maps and Directions
- About Us

Popular Services

- Reserve a Study Room
- Check My Account
- Borrow Equipment
- Interlibrary Loan (ILL)

Find Resources

- Library Catalog
- Databases
- Google Scholar
- Online Journals and eBooks

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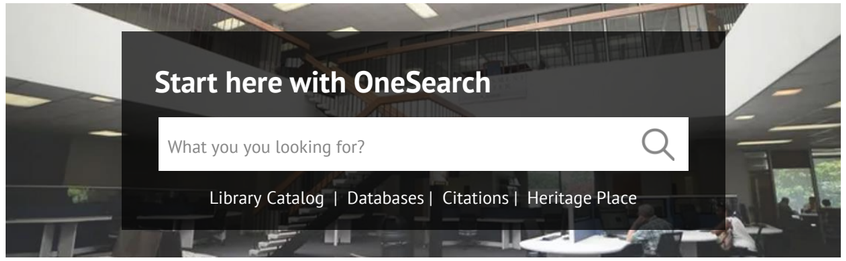

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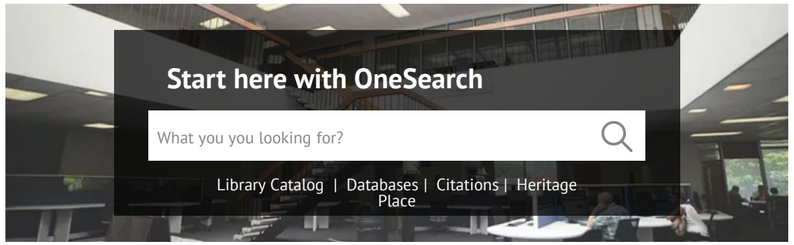

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FACULTY RESOURCES

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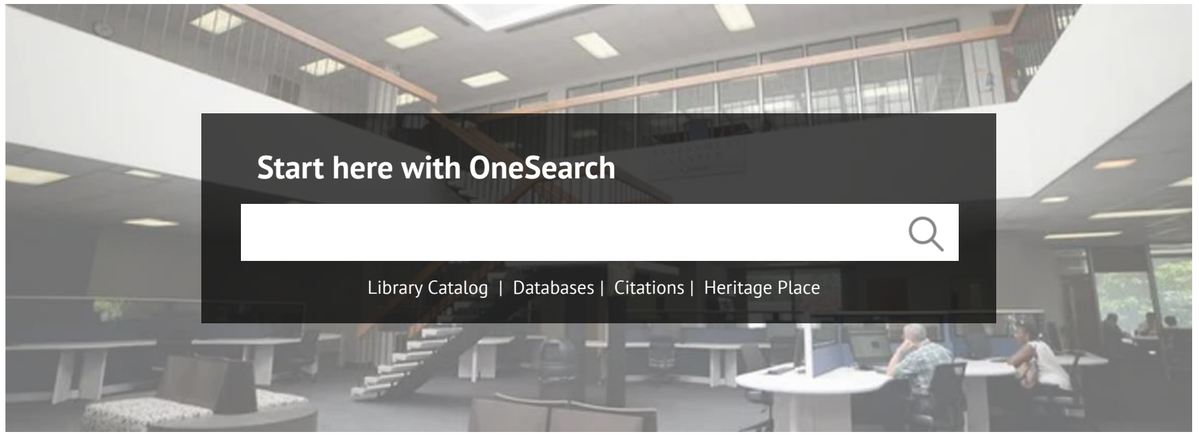

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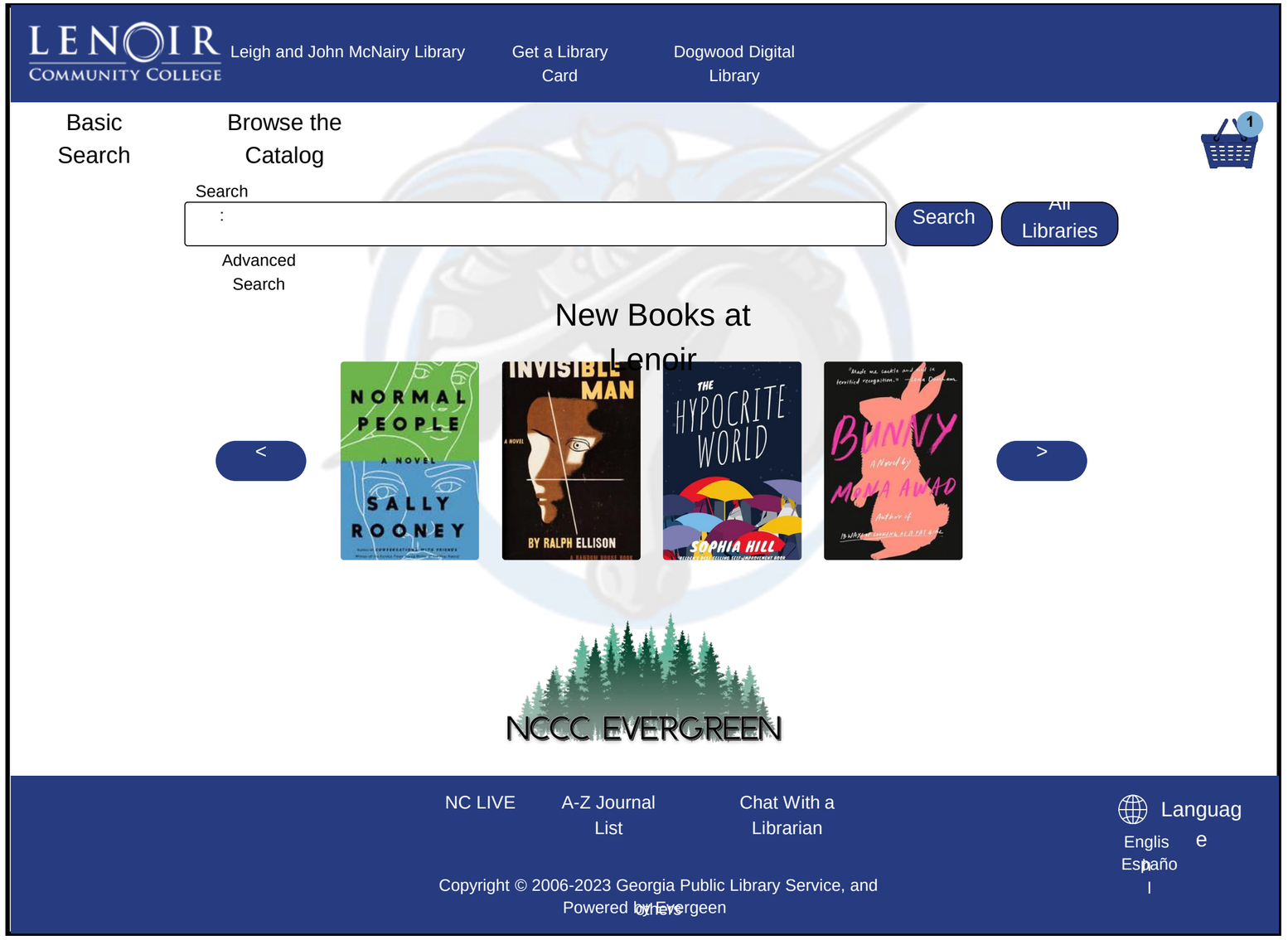
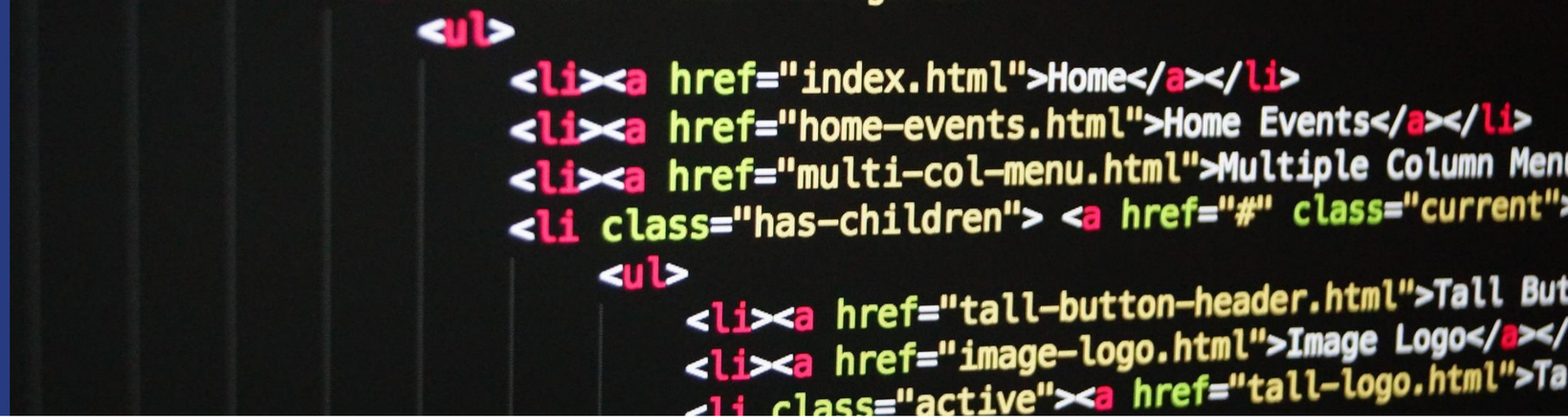
New ILS and OPAC

While also designing a new library website, we were also launching a new ILS and OPAC through Evergreen in partnership with MOBIUS.

We wanted the design to blend and match, and this is what the end mockup looked like.



Coding



LibGuides vs. LibGuides CMS

Springshare provides two levels of LibGuides: LibGuides and LibGuides CMS. CMS provides more advanced customization and services for an additional fee. Springshare's products are currently migrating from Bootstrap 3 to Bootstrap 5, which is a CSS framework for mobile-first development.

Front-End Development

In order to customize LibGuides to be how you really want it, you need to have front-end development knowledge. The most common languages to know for this is HTML, CSS, and JavaScript. It's also good to know some frameworks, like Bootstrap and Angular.

Responsive Sites

It's important to also make sure your website formats correctly on any type of device. This is called responsive development. If you know the majority of your clientele uses their phones, you can use a mobile-first design model.

Recommended Resources for HTML and CSS basics

W3Schools

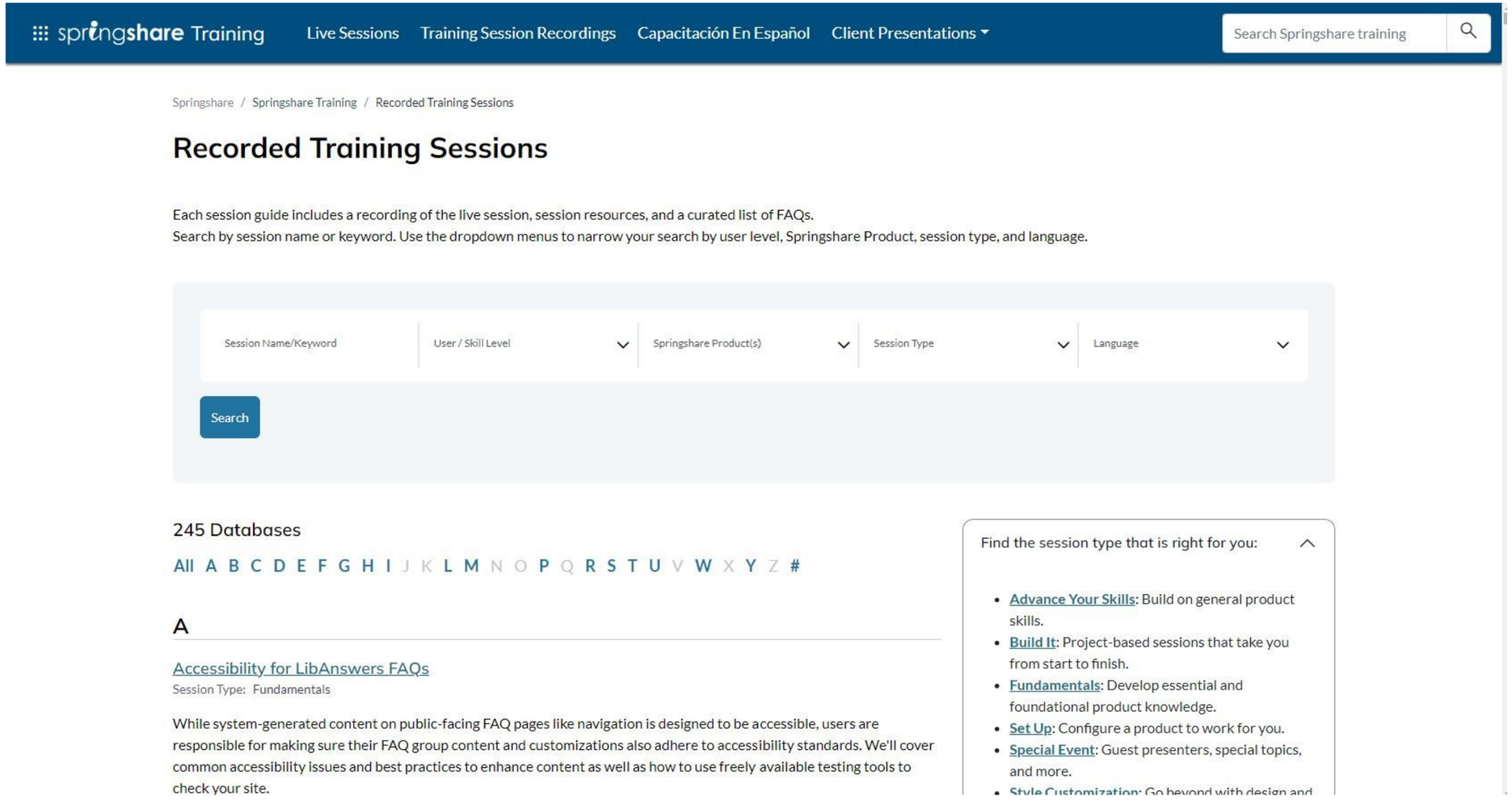
freeCodeCamp

CodeAcademy

EdX

Springshare

Springshare provides on-demand and live trainings on every Springshare product. Many of them provide code templates, and there are also tutorials in Spanish. With many of the designs used on the LCC library site were from these trainings.



Integrated Development Environment

Eclipse

Eclipse is one of the most popular IDEs. It’s a cross-platform tool with a powerful user interface that supports drag and drop.

Visual Studio Code

Features include support for debugging, syntax highlighting, intelligent code completion, snippets, code refactoring, and embedded Git.

AWS Cloud9

AWS Cloud9 is a multi-language IDE that supports over 40 languages, including JavaScript, Python, PHP, Ruby, Go, and C++.

LibGuides | Home | Content | Tools | Statistics | Admin | Help

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Logout

LENOIR COMMUNITY COLLEGE

Lenoir Community College / Leigh and John McNairy Library / LibGuides Home

LibGuides Home

Welcome to the Dashboard - your one stop shop for all things LibGuides!

Hot Off The Presses!

Needs Your Attention

Hear that? Shhhh...all is quiet, nothing wanting your attention!

LibGuides Shortcuts

+ Create Guide

Edit Existing Guide

Instruction and Technology Librarian

LibGuides via Springshare

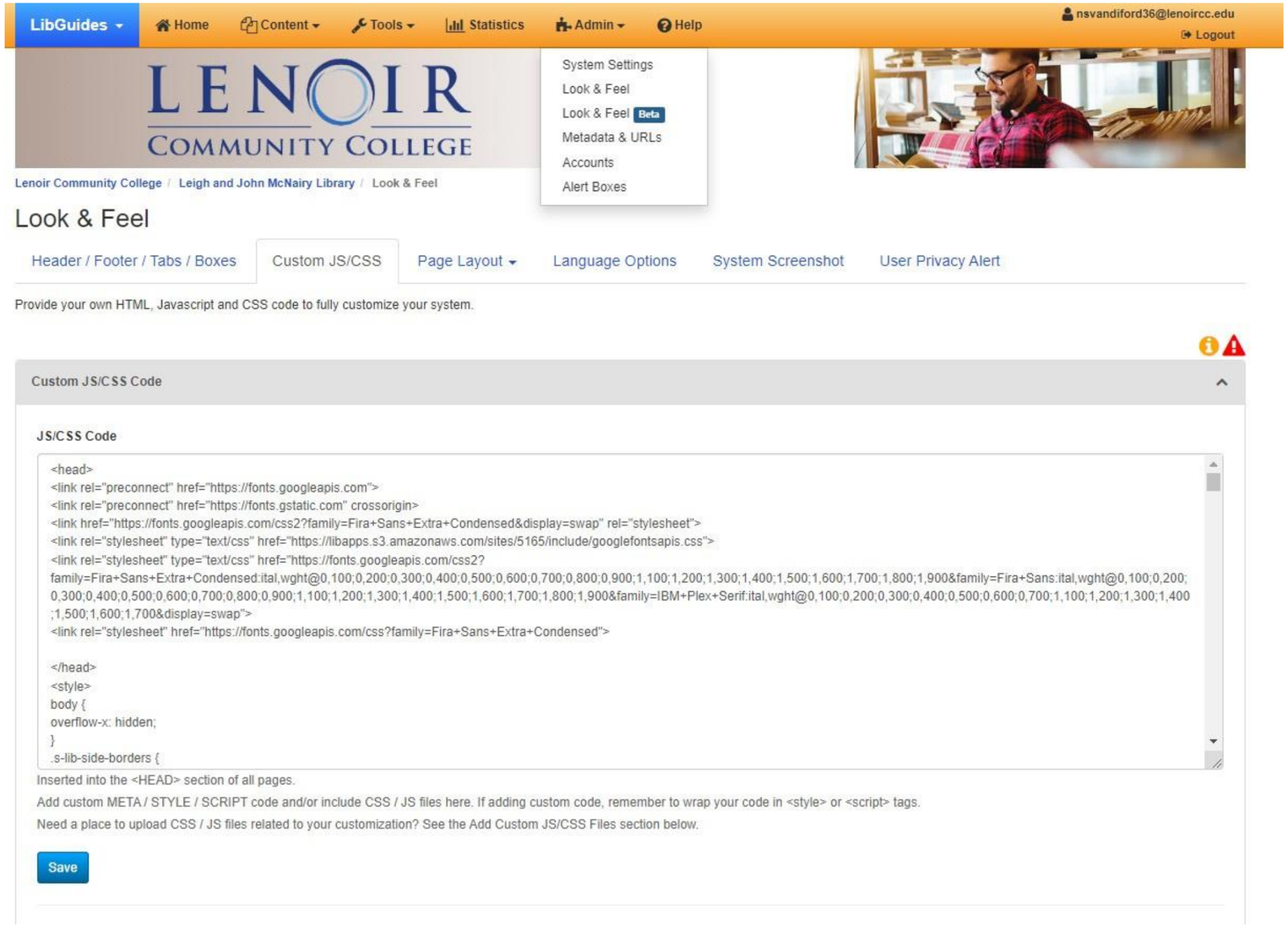
LibGuides customization

You must have an Admin level account to do site-wide customization to your site.

You can make a LibGuide your library homepage; it doesn't have to be the default.

You do site-wide customization in Admin - Look & Feel. You can either type all of your code in the box or insert a CSS file below that. It is better practice to insert a CSS file.

You can also input customizations and code to your headers and footers, such as making a navigation bar.



Idea: Project Outcome

It was at this point that we felt we needed more input from students who would be using the library website.

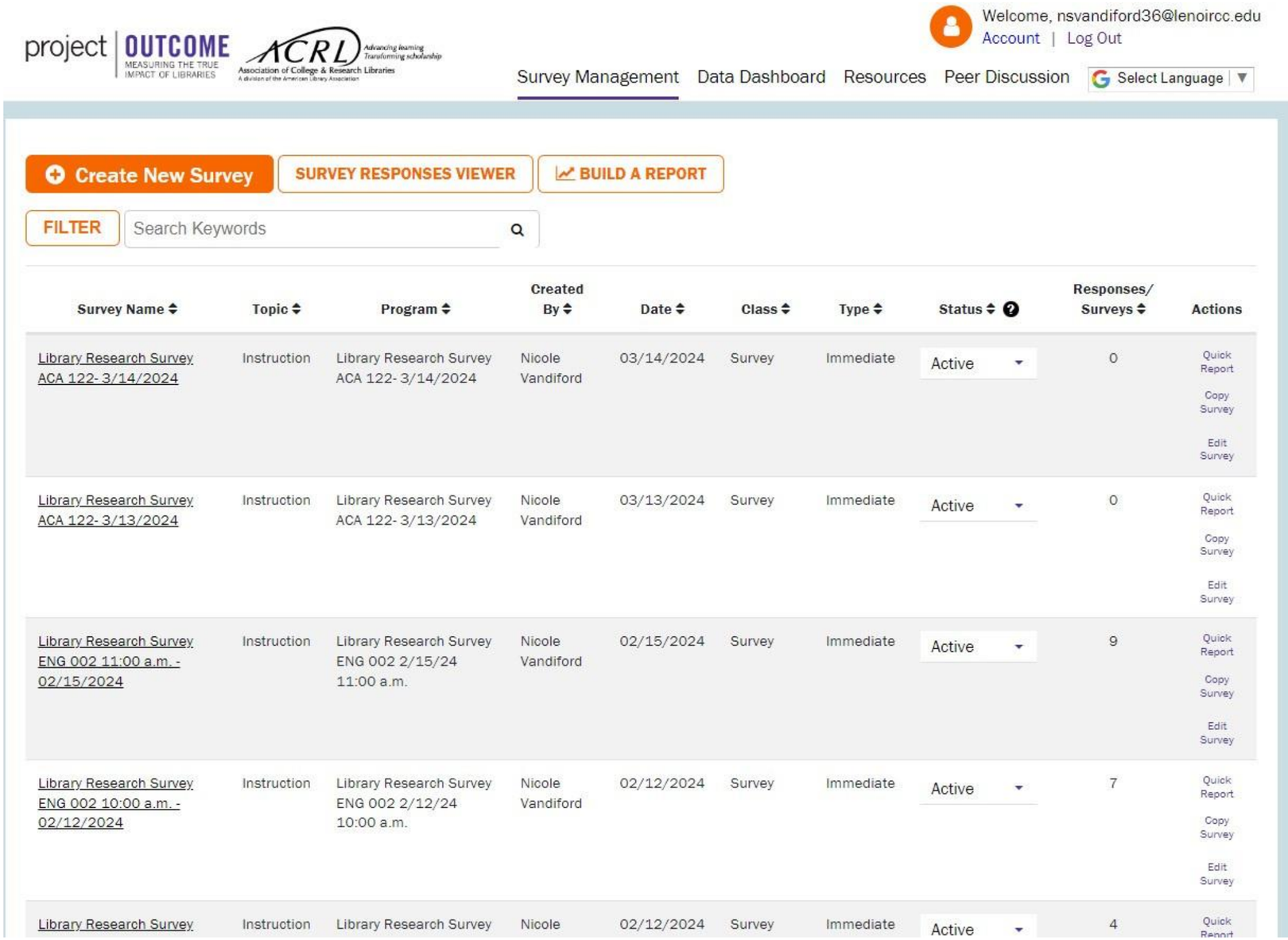
The library already did surveys from Project Outcome at the end of each session, so we took already existing survey answers and new survey answers to steer into the new direction of how to make the website.

Project Outcome

https://acrl.projectoutcome.org

Project Outcome is a FREE online toolkit designed to help libraries understand and share the impact of essential library programs and services by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes.

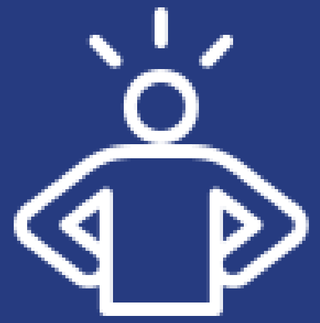
Project Outcome provides libraries with FREE access to quick and simple patron surveys, an easy-to-use survey management tool to collect their outcomes, custom reports and interactive data dashboards for analyzing the data, and various resources to help move libraries from implementing surveys to taking action using the results.



Measuring Four Key Outcomes

01
Knowledge

02
Confidence



03
Application

04
Awareness

Create New Survey

1 **Source, Topic & Type** 2 Program Information 3 Survey Settings 4 Custom Questions 5 Administer Survey

Survey Source

- Create New Survey
- Copy Existing Survey
- Use Template

Survey Topic

Help me choose

- Digital & Special Collections
- Events / Programs
- Instruction
- Library Technology
- Research
- Space
- Teaching Support

Survey Type

Help me choose

- Immediate
- Follow-up

Do you want to add questions to the standardized survey?

Yes ◉
No ○

Your survey respondents will see default questions for **Instruction**

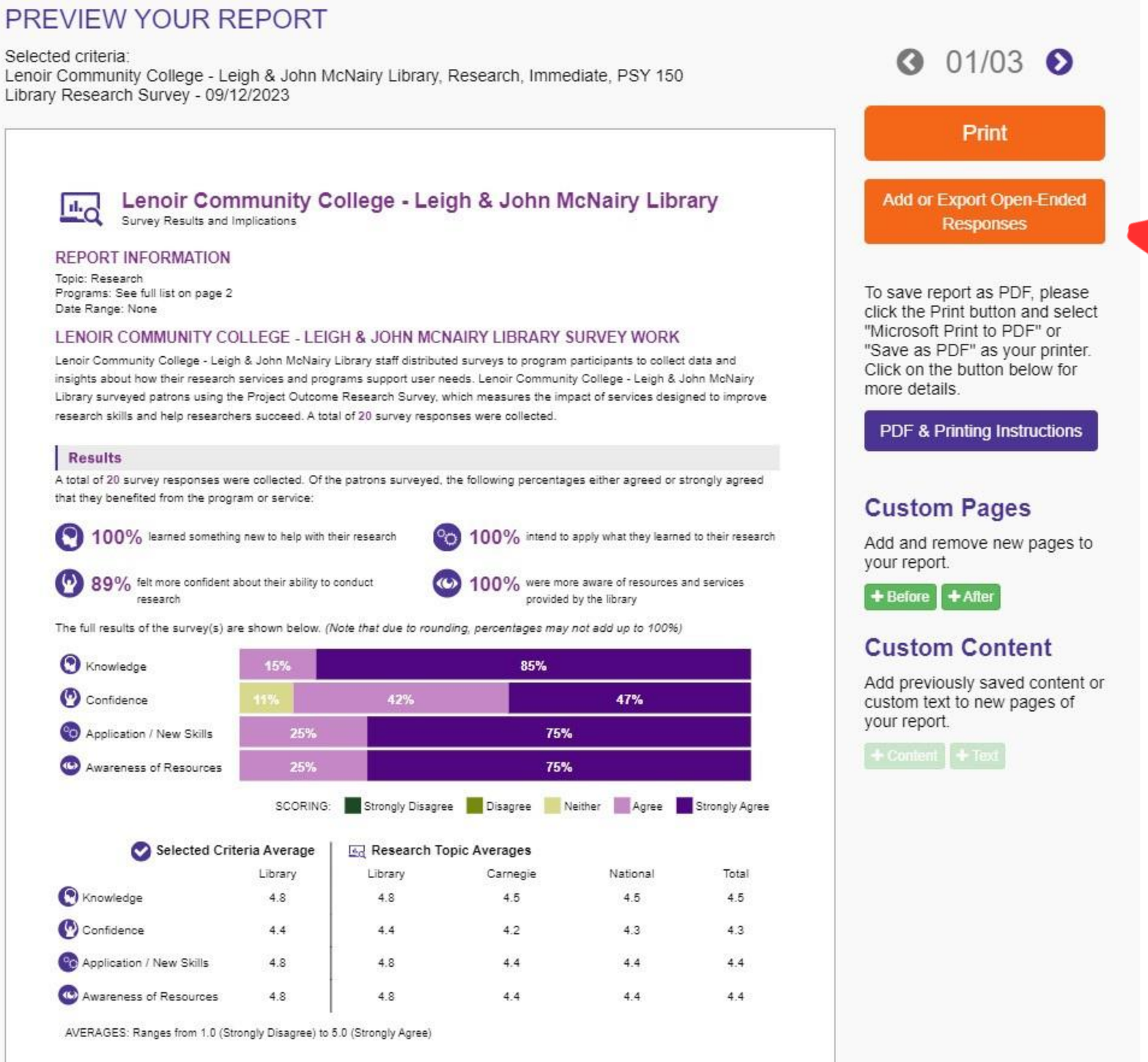
You may choose up to three additional questions to ask your respondents. When you select "write your own question" you have the option to make that question open-ended (free text), Likert scale (from strongly disagree to strongly agree), multiple choice, or check all that apply. Adding question text in Spanish or French as well as English is not required, but it is necessary if you plan to administer the survey in those languages. Visit this resource to learn more about writing open-ended questions.

Click and drag the custom questions to change the order.

7. On average, how often do you visit the library? ▾

8. How do you most often use the library? (select all that apply) ▾

9. Select One ▾


PREVIEW YOUR REPORT

Selected criteria:
Lenoir Community College - Leigh & John McNairy Library, Research, Immediate, PSY 150
Library Research Survey - 09/12/2023

01/03

Print

Add or Export Open-Ended Responses

To save report as PDF, please click the Print button and select "Microsoft Print to PDF" or "Save as PDF" as your printer. Click on the button below for more details.

PDF & Printing Instructions

Custom Pages

Add and remove new pages to your report.

+ Before + After

Custom Content

Add previously saved content or custom text to new pages of your report.

+ Content + Text

Lenoir Community College - Leigh & John McNairy Library
Survey Results and Implications

REPORT INFORMATION

Topic: Research
Programs: See full list on page 2
Date Range: None

LENOIR COMMUNITY COLLEGE - LEIGH & JOHN MCNAIRY LIBRARY SURVEY WORK

Lenoir Community College - Leigh & John McNairy Library staff distributed surveys to program participants to collect data and insights about how their research services and programs support user needs. Lenoir Community College - Leigh & John McNairy Library surveyed patrons using the Project Outcome Research Survey, which measures the impact of services designed to improve research skills and help researchers succeed. A total of 20 survey responses were collected.

Results

A total of 20 survey responses were collected. Of the patrons surveyed, the following percentages either agreed or strongly agreed that they benefited from the program or service:

100% learned something new to help with their research

100% intend to apply what they learned to their research

89% felt more confident about their ability to conduct research

100% were more aware of resources and services provided by the library

The full results of the survey(s) are shown below. *(Note that due to rounding, percentages may not add up to 100%)*

SCORING: Strongly Disagree | Disagree | Neither | Agree | Strongly Agree

	Selected Criteria Average	Research Topic Averages			
	Library	Library	Carnegie	National	Total
Knowledge	4.8	4.8	4.5	4.5	4.5
Confidence	4.4	4.4	4.2	4.3	4.3
Application / New Skills	4.8	4.8	4.4	4.4	4.4
Awareness of Resources	4.8	4.8	4.4	4.4	4.4

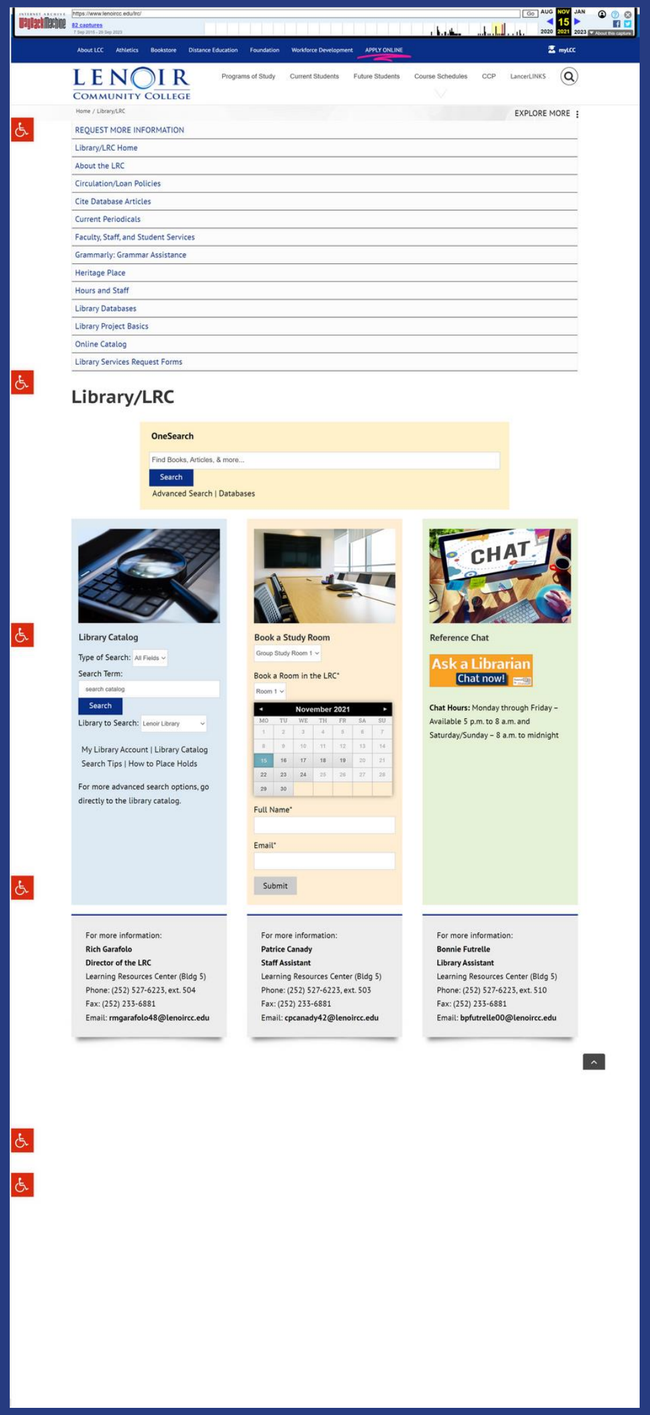
AVERAGES: Ranges from 1.0 (Strongly Disagree) to 5.0 (Strongly Agree)

Project Outcome

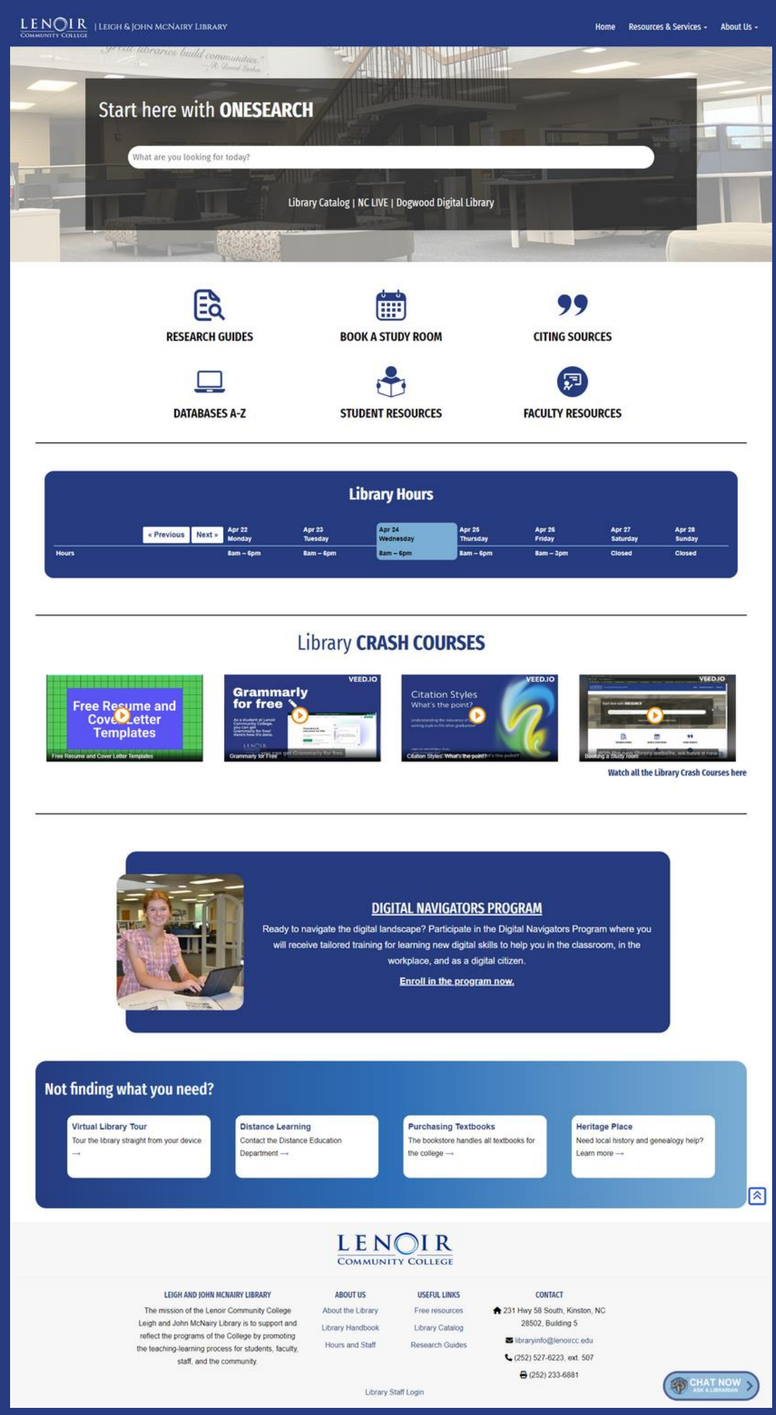
Each survey provides quick reports to compile. If you provided open-ended questions, make sure to click the “Add or Export Open-ended Responses” button.

Something noticed rather quickly was a lot of students were asking for video tutorials for just about everything. From this, we added a new service:
Library Crash Courses,
2- 3 minute video tutorials.

Website in 2021



Website in 2024



Research Guides

Research Guides
- Research Basics
- Class Guides
- Library Crash Courses

RESEARCH BASICS

Learn our resources, cite sources, and more.

RESEARCH BASICS >

CLASS GUIDES

Find guides specifically created for your class.

CLASS GUIDES >

Start Your Research

Academic Subject and Program Guides

- Accounting
- Agriculture
- Anatomy and Physiology
- Art
- Biology
- Communication
- Economics
- Industrial Systems
- Nursing
- Psychology
- Sociology

Other Guides

- Giving Effective Presentations
- Open Access & Free Scholarly Resources
- Studying 101: Study Smarter, Not Harder
- Writing & Citations

Browse the Library Catalog

Research Coaching Assistance

College Success Skills

Student Resources

The library provides instruction regarding how to use the library and its resources. Learn how to research subject matter to build information literacy and lifelong learning.

LIBRARY CRASH COURSES **RESEARCH COACHING** **WRITING & CITATION HELP**

What are Library Crash Courses?

Library Crash Courses are short video tutorials on all things library related. We have videos on how to get a free Grammarly account, using the OnSearch, databases versus the internet and more!

What's Research Coaching?

Research Coaching is when you schedule an appointment with a librarian for one-on-one support. This can be for a research paper or project, to get to know about more library resources, and more. You can click on the button above to sign up for a research coaching with a librarian.

Research Guides

What are Research Guides?

Research Guides are web pages where your librarians have gathered information and resources on a subject, such as biology or psychology. These resources include a wide variety of content. They show books in the library, recommended databases, resources on learning about how to get a job in those fields, governmental resources, open access resources, and more. We even include resources on job preparation and training to be the best candidate for a potential position.

RESEARCH GUIDES

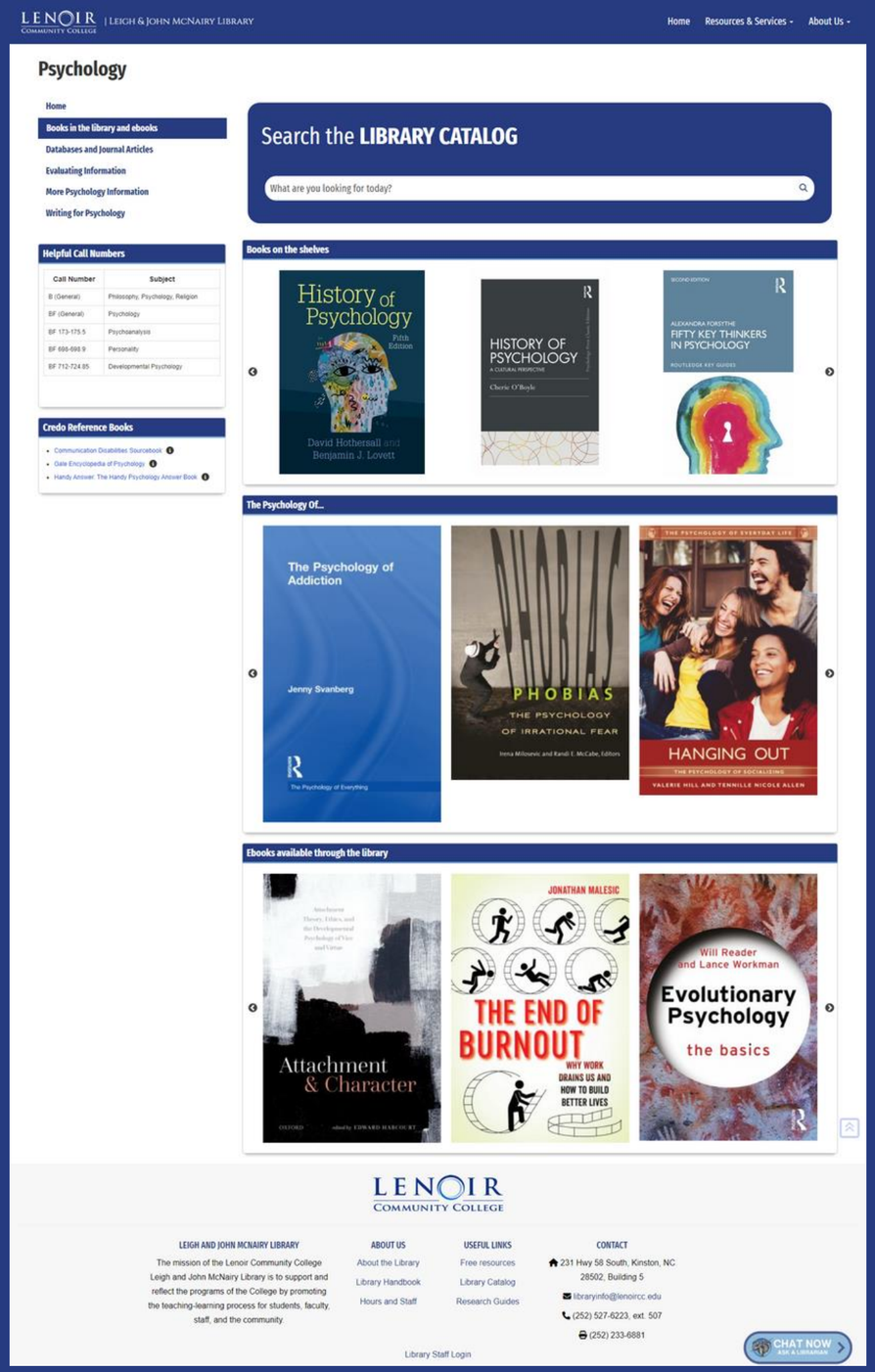
Grammarly for Free

Students, faculty and staff at Lenoir Community College have access to Grammarly for free. You can watch the video here to learn how to sign up for a free Grammarly account, or you can click here for print-out directions.

Click here to sign in to your Grammarly account.

IDs/LIBRARY CARDS

An identification card with photo is issued free of charge. This card must be presented each time books or other materials are checked out or renewed. Library cards are issued only to LCC students, faculty and staff and are validated each semester. To receive an ID Card, present a current class schedule and a valid photo ID.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LENOIR COMMUNITY COLLEGE
LEIGH AND JOHN MCNAIRY LIBRARY
The mission of the Lenoir Community College Leigh and John McNairy Library is to support and reflect the programs of the College by promoting the teaching-learning process for students, faculty, staff, and the community.
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libraryinfo@lenoircc.edu
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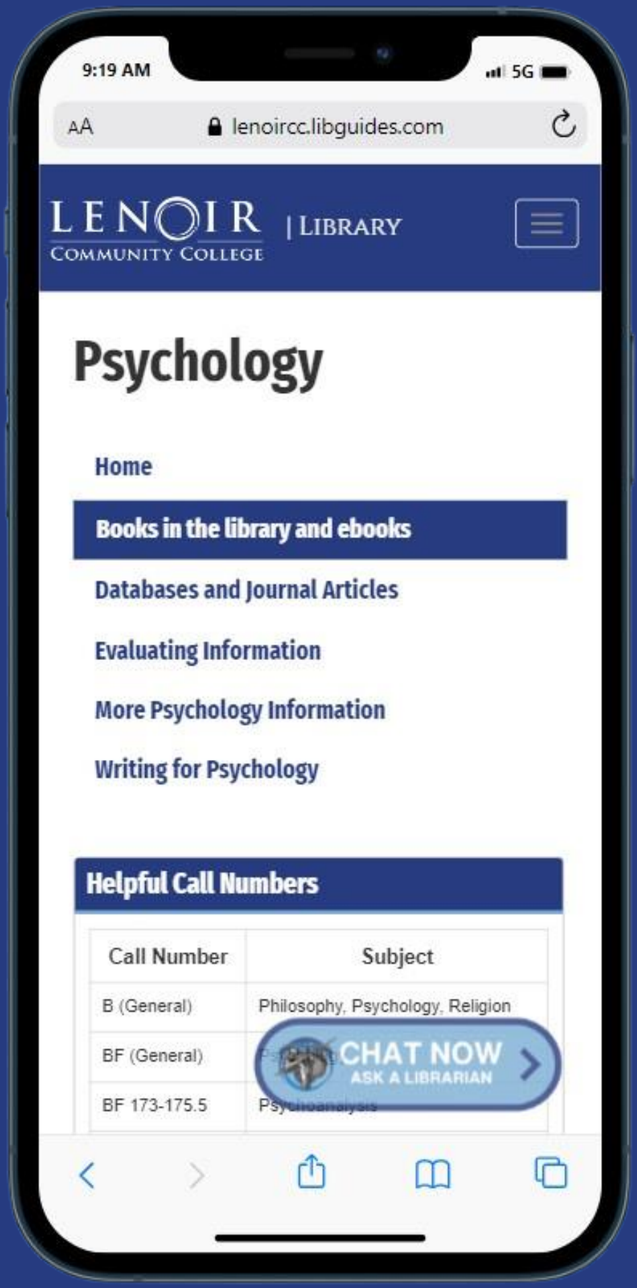
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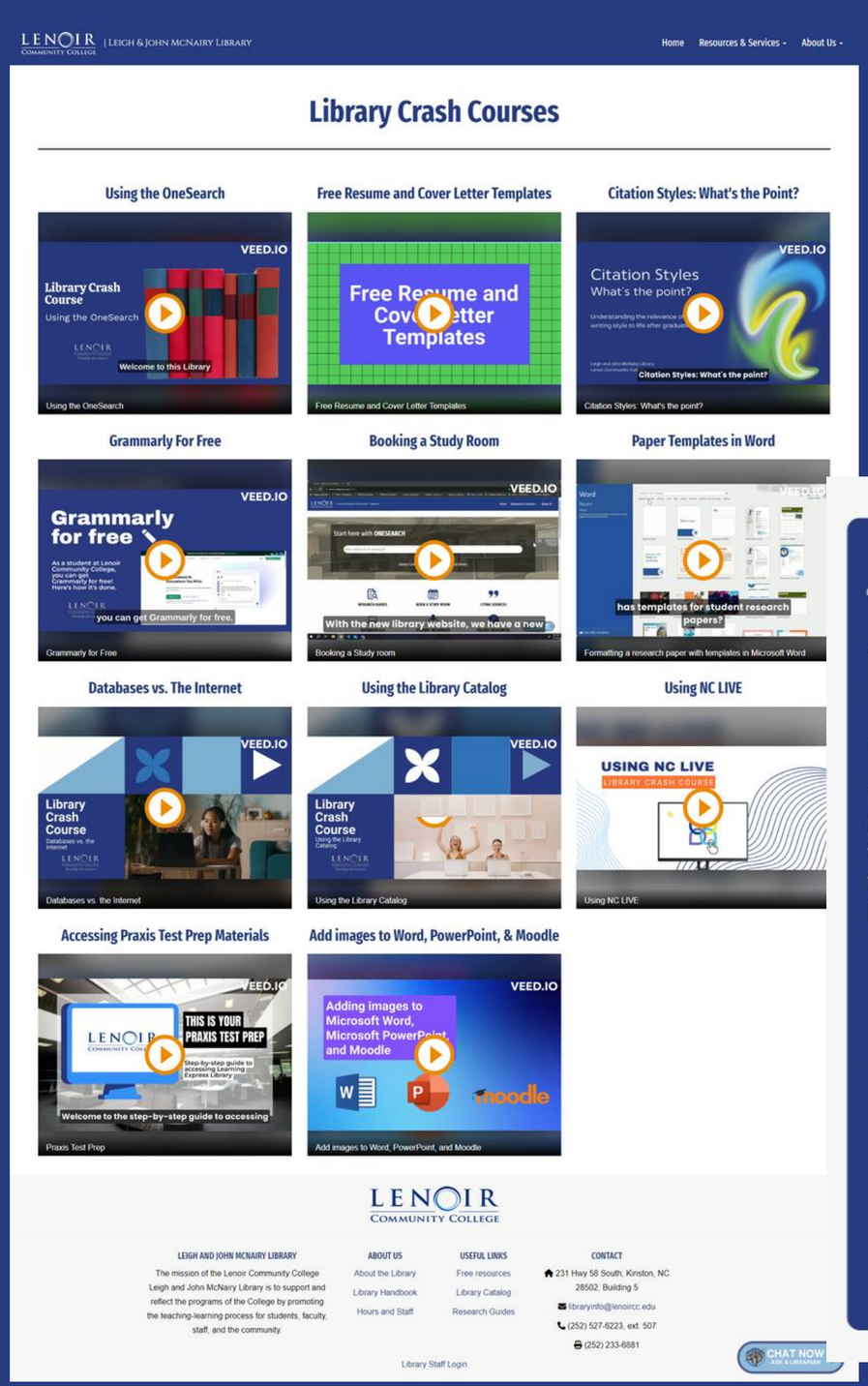
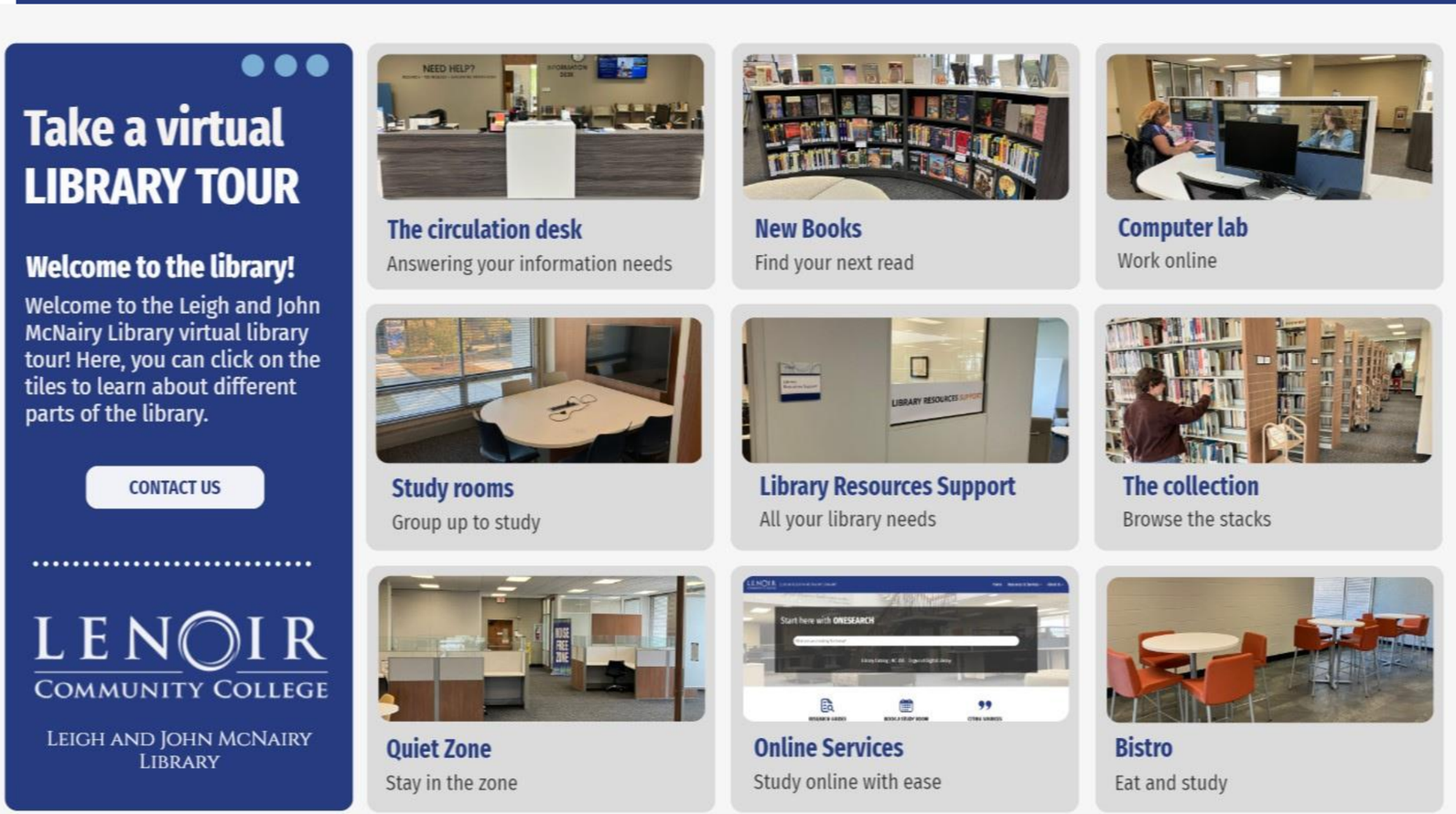
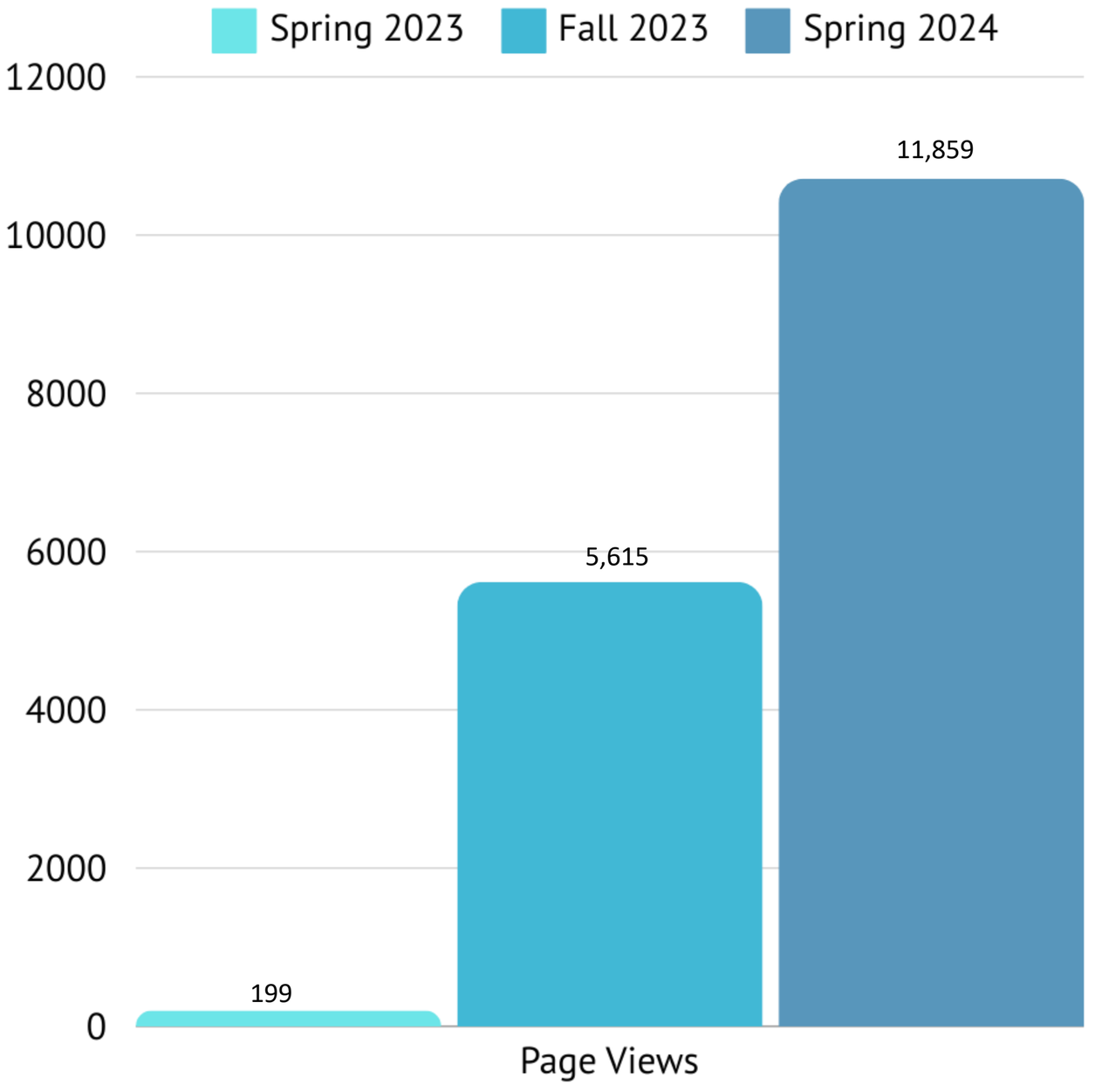


Implemented Library Crash Courses, short video tutorials, and a virtual library tour for our Distance Education students.

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Fall 2023
Spring 2024
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Page Views

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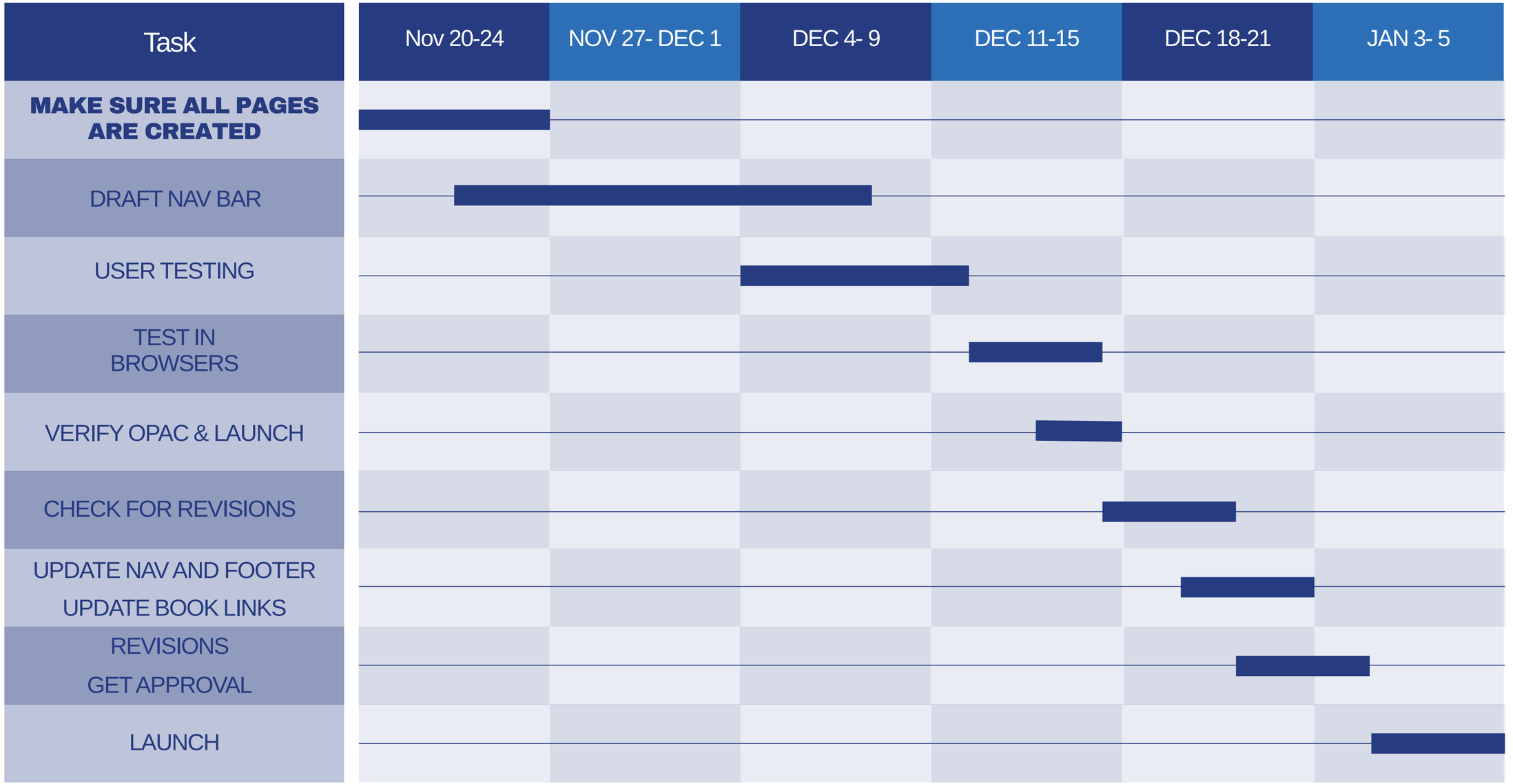
LIBRARY WEBSITE PROJECT



Thank You

Nicole Vandiford

Instruction and Technology Librarian, Lenoir Community College

Webmaster, NCCCLA

nsvandiford36@lenoircc.edu