

Web Advisory Committee Annual Report to Library Council 2020-2021

The Web Advisory Committee held five meetings between 1 July 2020 and 30 June 2021.

Membership:

<u>Name</u>	<u>Role</u>
Michelle Paon	Chair (05 Feb 2020 -); Associate Dean Resources/Discovery (ex-officio) (Aug 2018 -)
Marlo MacKay	Web Publisher (May 2021 -) Communications
Krishna Sirivuri	Assistant Web Publisher (May 2021 -) ATS and Liaison to Campus Web Team (16 Dec 2020 -)
Alex Wojcik	Liaison to Campus Web Team (05 Feb 2020 - 02 Dec 2020) ATS (07 Sept 2018 - 02 Dec 2020)
Shelley McKibbon	Kellogg
Daryl Atkinson	MacRae (after 17 Oct 2018)
Joan Chiasson	Archives
Deborah Hemming	Killam & Information Literacy (Jan 2020 - June 2021); replacing L. McNiff on leave
Mark Lewis	Law (01 Dec 2020 -)
Lachlan MacLeod	Copyright (leave from 24 Apr 2020 - 16 Oct 2020; back 19 Oct 2020 -)
Gwendolyn MacNairn	GIS
Lindsay McNiff	Killam & Information Literacy (On leave from 24 Nov 2019. Back July 2021)
Marc Comeau	ATS Director (ex-officio)

Usage statistics: libraries.dal.ca

	July 1, 2019 - June 30, 2020	July 1, 2020 - June 30, 2021	Difference	Percentage change
Visits (Sessions)	1,018,138*	778,295	-239843	-23.5%
Unique Visitors (Users)	345,789	173,497	-172292	-49.8%
Page Views	1,418,943	1,182,977	-235966	-16.6%
Average Visit Duration	1:13	1:16	+0.03 sec	+4%

*Note: The 2019-20 annual report had reported 1,126,385 site visits, but the actual number was 1,018,138. This report lists the corrected number of 2019-20 web visits.

Busiest Day: Sunday, September 08, 2020 with 6,984 page views.

Busiest Week: October 04-10, 2020 with 38,533 page views.

Busiest Month: October 2020 with 147,601 page views.

Top 25 Webpages - July 1st to June 30th

Rank 2020-21	Page	Page views 2018-19	Page views 2019-20	Page views 2020-21
1	libraries.dal.ca/	972,722	792,732	653,414
2	/hours-locations/kellogg/health-science-resources.html	86,703	81,227	46,635
3	/research.html	44,966	33,942	44,734
4	/services/book-a-study-room-or-computer--new--.html	----*	----*	39,980
5	/find.html	29,244	25,830	31,833
6	/help/software-downloads.html	13,384	22,130	28,844
7	/search.html	6,304*	17,245	22,130
8	/hours-locations/killam.html	25,581	21,856	17,465
9	/hours-locations/dunn/legal-resources.html	13,247	13,249	17,401
10	/help/style-guides.html	10,589	10,448	15,226
11	/my-library-account.html	14,526	12,223	14,848
12	/covid-19-updates.html	----*	2,718*	13,772
13	/hours-locations/dunn.html	27,838	21,943	13,071
14	/borrow/document-delivery/novanet-express.html	12,354	11,576	11,456
15	/hours-locations/workspaces/study-rooms.html	64,694	55,885	9,758
16	/help/it-help-desk.html	7,123	6,284	7,865
17	/hours-locations/kellogg.html	11,648	8,999	7,486

18	/borrow/document-delivery.html	8,345	7,431	7,370
19	/find/Novanet.html	4,042*	9,139	6,949
20	/borrow.html	7,938	6,185	6,522
21	/hours-locations/kellogg/health-science-resources/drug-information-sources.html	6,902	6,946	6,014
22	/services.html	8,951	7,332	5,964
23	/hours-locations/klcc-cheb.html	20,741	16,349	5,356
24	/about/contacts.html	6,415*	4,966*	5,253
25	/borrow/curbside-pickup-service.html	----*	----*	4,768

*Not on Top 25 list

For those who are interested in additional information, the [Google Analytics reports for the Dal Libraries website](#) provide additional statistics on the top 50 webpages.

During the university's 2020-21 academic year, the Brightspace Learning Management System was the course hub through which faculty directed students to syllabi, assignment instructions, videos, PowerPoint slides, and relevant library research resources, such as subject and course-related research guides (LibGuides). The guides are not hosted on the dal.ca server, so they are not included in the Libraries website metrics. With this in mind, Gwen MacNairn compiled usage statistics for the Top 20 research guides over the past three years.

Usage statistics: Research Guides

Rank 2020-21	Top Twenty LibGuides	Previous usage 2018-19	Last year 2019-20	Current usage 2020-21
1	Commerce Research	84,529	74,925	70,455
2	Archival Research	61,213	64,466	63,456
3	Citation Style Guide	29,154	44,768	62,173
4	Evaluation of Health Information on the web	2,770	5,793	58,344
5	Knowledge Syntheses	28,426	46,758	48,914
6	Business Research	45,418	38,646	35,844
7	Computer Science Research	22,311	24,261	30,377

8	Writing Centre	26,316	25,442	26,236
9	Economics Research	8,329	13,428	21,839
10	Pharmacy	18,459	14,787	15,794
11	Medicine	19,290	19,083	15,409
12	Bioethics	3,930	7,882	10,408
13	Data and Statistics	9,390	10,514	9,112
14	Streaming Video Sources	----*	----*	7,201
15	Indigenous Studies	5,568	5,875	7,089
16	Music	4,416	5,948	7,009
17	Media Resources in Health Sciences	5,095	5,425	6,483
18	Undergraduate Nursing	7,834	6,122	6,377
19	Social Work	4,610	4,481	5,814
20	International Students	1,055	2,526	4,935

* This new guide did not exist in 2018/19 or 2019/20.

Top Twenty Guides for 2020/21 (total times viewed): 513,269

All Guides for 2020/21 (total times viewed): 662,617

The Libraries.dal.ca page views (778,295) plus the guide views (662,617) total 1,440,912 views for 2020-21.

On-going Projects

- Touch UI Transition to new Dal.ca website:
 - At the request of the Dal Web Renewal team, the Libraries streamlined, updated and submitted a list of its web authors/editors. The list was circulated to all Libraries staff.
 - In June 2021 the Libraries secured funding under the Young Canada Works at Building Careers in Heritage (graduates) program to employ a Website Renewal Intern for 24 weeks. Under the supervision of the Libraries' communications coordinator Marlo MacKay, the intern will assist with preparations for the refresh of the Dal Libraries website. The application deadline was early July 2021.
- Development progressed on the Dal Libraries' Research Commons (research cycle) webpages. The Libraries' Research webpage will be modified to allow it to serve as the landing site for the Research Commons webpages.

Completed / Launched Projects (to June 30, 2021)

- Modified the homepage Quick Link entitled "Study Room Booking" to read: "Book a Study Room or Computer (New!)". Prepared an underlying page about the service and added information to the

COVID-19 Updates webpage, Libraries blog, and Libraries webpages that refer to “Study Room Bookings”.

- For a number of years, the Libraries’ Hours widget dynamically indicated when physical library spaces were open. During the COVID-19 pandemic, we realized that the widget had its limitations. Although Dal Libraries locations were physically closed, they were providing virtual services as well as limited access to study spaces. However the widget continued to reflect “Closed”, potentially leaving patrons with the impression that library services were unavailable. In an effort to correct this gap, the decision was made to remove the Hours widget temporarily in favour of a Locations table that provided links to virtual services and bookable spaces.
- The Libraries COVID-19 banner was refreshed.
- Each library location’s Reference & Research service webpages were revised.
- A “Feedback” button was set up on the Libraries’ home page, COVID Updates page and Libraries “Research” webpage.
- The Libraries’ Academic Technology Services (ATS) webpage and an Instructional Technologies sub-page were developed and launched.
- The Libraries’ Data and GIS Services hub page was developed and launched.
- To give the Live Help service more visibility on the landing page, the COVID-19 banner that spanned the width of the page was divided into two images - one that links to the Libraries’ COVID-19 page and one that links to the Ask Us webpage that contains the LiveHelp chat box. This solution also made it easier for users to identify library-related assistance via email or by booking a consultation.
- The Primo/Novanet Search box colour was adjusted to a darker hue to create more contrast and make it more noticeable on the landing page.

Future Plans

Over the next two years, the Dalhousie University website will be renewed and transitioned to Adobe Experience Manager (AEM) Touch UI using a step-by-step guided process to be followed by all faculties and departments across campus that have webpages. The Libraries’ Web Publisher and the Web Advisory Committee Chair will co-lead the transition of the Libraries website, working closely with the Assistant Web Publisher and Website Renewal Intern. Members of the Web Advisory Committee will provide support through each of the transition phases. During the coming year, it’s expected that the Libraries’ website renewal will be the primary focus of the Web Advisory Committee.

Respectfully submitted,

Michelle Paon
Chair, Web Advisory Committee