Web Advisory Committee
Annual Report to Library Council 2021-2022

The Web Advisory Committee held twelve meetings between 1 July 2021 and 30 June 2022.

Membership:

Name	Role
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 -)
Daryl Atkinson	MacRae (17 Oct 2018 -)
Creighton Barrett	Archives (May 13, 2022 -)
Joan Chiasson	Archives (to May 12, 2022 - resigned)
Mark Lewis	Law (01 Dec 2020 -)
Lachlan MacLeod	Copyright (leave: Apr 2020 - Oct 2020; back 19 Oct 2020 -)
Gwendolyn MacNairn	GIS
Shelley McKibbon	Kellogg
Lindsay McNiff	Killam & Information Literacy (On leave from Nov 2019. Back July 2021 -)
Marc Comeau	ATS Director (ex-officio)
Jason Flynn	ATS (alternate for Marc Comeau) (16 Dec 2020 -)

Usage statistics: libraries.dal.ca

	July 1, 2020 - June 30, 2021	July 1, 2021 - June 30, 2022	Difference	Percentage change
Visits (Sessions)	778,295	767,412	-10883	-1.4%
Unique Visitors (Users)	173,497	219,421	45924	+26.47
Page Views	1,182,977	1,271,427	88450	+7.47
Average Visit Duration	1:16	1:04	-0.13 sec	-17.1%

Busiest Day: Tuesday, October 04, 2021 with 7,314 page views.
Busiest Week: September 3-9, 2021 with 38,701 page views.
Busiest Month: October 2021 with 158,522 page views.

Top 25 Webpages - July 1st to June 30th

Rank 2021-22	Page	Page views 2019-20	Page views 2020-21	Page views 2021-22
1	libraries.dal.ca/	792,732	653,414	767,412
2	/research.html	33,942	44,734	49,410
3	/hours-locations/workspaces/study-rooms.html	55,885	9,758	45,264
4	/hours-locations/kellogg/health-science-resources.html	81,227	46,635	43,828
5	/find.html	25,830	31,833	38,812
6	/hours-locations/killam.html	21,856	17,465	26,670
7	/help/software-downloads.html	22,130	28,844	25,461
8	/search.html	17,245	22,130	22,002
9	/hours-locations/dunn/legal-resources.html	13,249	17,401	20,677
10	/hours-locations/dunn.html	21,943	13,071	18,178
11	/my-library-account.html	12,223	14,848	14,723
12	/services/photocopying-printing.html	----*	----*	14,399
13	/hours-locations/kllc-cheb.html	16,349	5,356	14,379
14	/borrow/document-delivery/novanet-express.html	11,576	11,456	14,240
15	/help/it-help-desk.html	6,284	7,865	12,110
16	/help/style-guides.html	10,448	15,226	11,452
17	/hours-locations/wmlc.html	----*	----*	9,503
18	/find/Novanet.html	9,139	6,949	9239
19	/borrow.html	6,185	6,522	7,808
20	/hours-locations/kellogg.html	8,999	7,486	7,316

21	/hours-locations/sexton/architecture-planning-engineering-resources.html	----*	----*	7,277
22	/services.html	7,332	5,964	7,248
23	/borrow/document-delivery.html	7,431	7,370	7,077
24	/covid-19-updates.html	2,718*	13,772	6,812
25	/about/contacts.html	4,966*	5,253	6,099

*Not on Top 25 list

Usage statistics: Research Guides

Rank 2021-22	Top Twenty LibGuides	Previous usage 2019-20	Last year 2020-21	Current usage 2021-22
1	Pharmacy	14,787	15,794	86,997
2	Archival Research	64,466	63,456	45,496
3	Citation Style Guide	44,768	62,173	42,906
4	Evaluation of Health Information on the web	5,793	58,344	27,257
5	Writing Centre	25,442	26,236	21,205
6	Computer Science Research	24,261	30,377	20,369
7	Commerce Research	74,925	70,455	19,474
8	Knowledge Syntheses	46,758	48,914	17,489
9	Business Research	38,646	35,844	16,789
10	Economics Research	13,428	21,839	16,012
11	Medicine	19,083	15,409	12,863
12	Data and Statistics	10,514	9,112	11,429
13	Bioethics	7,882	10,408	9,326
14	English Literature**	2,884	3,155	6,101
15	Social Work	4,481	5,814	5,596
16	Streaming Video Sources	----*	7,201	5,568

17	Music	5,948	7,009	5,277
18	Undergraduate Nursing	6,122	6,377	5,146
19	Research Data Management**	2,807	3,602	4,460
20	Indigenous Studies	5,875	7,089	4,410

Top Twenty Guides for 2021/22 (total times viewed): 384,170
All Guides for 2021/22 (total times viewed): 517,418

* This guide did not exist in 2019/20.
**New to the Top 20 list.

The Libraries.dal.ca page views (1,271,427) plus the guide views (517,418) total 1,788,845 views for 2021-22.

On-going Projects
- Touch UI Transition to new Dal.ca website:
    - Web Advisory Committee members attended the campus-wide web renewal training sessions (AEM to Touch UI Transition presentation, Inventory Your Content, Plan Your Site, Audit Your Content and Google Analytics).
    - Christina Cheung was hired as Website Renewal Intern for a six-month period (July 2021-Jan 2022), thanks to funding from the Young Canada Works at Building Careers in Heritage (graduates) program. Under the supervision of Marlo MacKay (with backup by Krishna Sirivuri), Christina prepared the Libraries' Webpage Content Inventory.
    - The committee reviewed and submitted its Webpage Content Inventory to the Dal.ca Renewal team.
    - Committee members discussed and populated the "Plan Your Site" worksheets distributed by the Dal.ca Renewal team.
    - The Libraries Senior Leadership team and Web Advisory Committee met with the Dal.ca Renewal team to view the Information Architecture (IA) proposed for the Libraries website. In April and May, the committee met several times to discuss the IA in more detail and determine which aspects may need to be adjusted. The committee is also compiling related questions and comments to pass along to the Libraries Senior Leadership Team and then to the campus web team.

Completed / Launched Projects (to June 30, 2022)
- In May 2022, under the leadership of the AD Research & Scholarly Communication and the AD Services, the Research Commons webpages were launched. The landing page includes links to information on the Planning Cycle, Project Management, Communication & Writing, Publishing & Preserving, and Discovery & Impact.
- In consultation with liaison lead Julie Marcoux and Advanced Reference lead Sarah Jane Dooley, two columns and related links were added to the Subject Liaison Directory webpage (https://libraries.dal.ca/research/subject-liaisons/directory.html):
    - liaison Microsoft Bookings links
    - liaison profile page links

- In consultation with the Resources team and in anticipation of link breakages following the Novanet Alma Go-Live date, the webpage entitled "Recent Additions (RSS Feeds) webpage (New Books RSS feeds) was deactivated on April 27, 2022: https://libraries.dal.ca/about/collection-management/recent-additions-rss.html.

Future Plans

In the coming year, the Libraries' website renewal will be the primary focus of the Web Advisory Committee. The Dal.ca Web Renewal team continues to lead the step-by-step process in the transition to a new website. The Libraries' Web Publisher and the Web Advisory Committee Chair co-lead the transition of the Libraries website, working closely with the Assistant Web Publisher. Members of the Web Advisory Committee provide support through each of the transition phases. During the coming year, the committee will complete their review of the Libraries website Information Architecture proposed by the Dal.ca Renewal Team and provide feedback to the team. The Web Advisory Committee will participate in future training provided by the Dal.ca Renewal team and work on the subsequent phases of the renewal project. The timelines of these activities will depend on direction that the committee receives from the Dal.ca Renewal team.

Respectfully submitted,

Michelle Paon
Chair, Web Advisory Committee