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The Project

Guiding Questions and Results

• Conduct an evaluative study of the current Federal Libraries Section (FLS) website.
• Interview FLS members to determine features members needed and desired on the section’s website.
• Use results to suggest changes to the website, and to thereby improve the Section’s communication with its members.

Guiding Questions: What Did We Want to Know?
• Why do people come to the FLS site?
• What information are people looking for, or what information do they find most important?
• What technical considerations (blocked sites, apps, etc.) do FLS members face?
• Do people feel integrating social media/dynamic aspects into the FLS site is important?
• What social media tools are people already using?

Major Findings
• Members do not visit the site often. 23% of respondents visit the site monthly, 50% a few times a year, and 27% have visited once or never.
• Most of the information currently on the site was considered important (figure 1).
• There is an expressed desire for news, current information, and more dynamic content.
• There was an expressed interest in and evidence of existing usage of social media tools (figures 2 and 3).
• All social media websites were blocked in some organizations (figure 4).

Methods

• 15-question electronic survey with a mixture of multiple-choice, Likert scale, and open-ended questions.
• Survey sent by the section Chair to the FLS listserv, which has 100 subscribers.
• Survey open for 13 days in December 2012. Reminder was sent to the listserv five days before the survey closed.
• Response rate of 22%. Responses were received from all major organizations.

Web Presence: Current and Future

The recommended new layout uses tabs for relevant categories, and uses the main content blocks to succinctly communicate the purpose of the section and to highlight news and dynamic content.

Recommendations to the Section

• Redesign website using survey results as guidance.
• Create a communications committee to address communications holistically and to ensure currency of static and dynamic content.
• Utilize existing low-barrier mechanisms to promote the website.
• Begin a “story collection” project to provide dynamic content and news about members.
• Create a regularly-updated Facebook page for the section.

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