Libraries’ Website & CLIO Redesign:

Assessment and Communications Strategy

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TIMELINE

Libraries’ Website & CLIO Redesign
Assessment and Communications Strategy

**PHASE 1**
February ’13

**Assessment**
- Recruit test subjects
  - Attain IRB
  - Create usability test

**PHASE 2**
March ’13
- Usability testing
  - Build Google Analytics instance
  - Build focus group

**PHASE 3**
April/May ’13
- Implement changes based on usability test results
  - Facilitate focus groups

**PHASE 4**
June-August ’13
- Implement changes based on focus group results
  - Build surveys

**PHASE 5**
Fall ’13
- Facilitate surveys
- Analyze/disseminate Google Analytics

**Communications**
- Recruit test subjects
  - Campaign Build
  - Faculty/CUL message re: strategy

- Campaign Launch
  - Faculty/CUL message re: feedback invite

- Campaign Refresh
  - Recruit focus groups
  - Faculty/CUL message re: upcoming launch

- Soft Launch: June 3
  - Public Launch + Campaign: August 5
    - Faculty/CUL message re: exact launch/sessions

- Campaign Refresh
  - Recruit survey groups
  - Faculty/CUL refresher message