

Libraries' Website & CLIO Re-Launch

Assessment and Communications Strategy

February 15, 2013

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PHASE 1: Recruitment & Usability Test Assembly/Campaign Build | February 2013

- Determine target subjects for usability testing: undergraduate & graduate students, faculty, and staff
- Create usability test format
- Build awareness campaign materials about the forthcoming re-launch of the Libraries' website and related feedback and testing opportunities
- Ensure staff and relevant faculty are aware of usability and communication strategy and timeline

PHASE 2: Usability Testing/Campaign Launch | March 2013

- Implement usability testing
- Launch awareness campaign via visual signage, social media, LCD panels, blog posts and campus media mentions about forthcoming re-launch and related feedback and testing opportunities
- Set up site re-launch Twitter handle to encourage the assemble of a captive audience of faculty, staff and students who want to be engaged in our process
- Update staff and faculty about usability testing and upcoming feedback and/or training opportunities

PHASE 3: Focus Groups/Campaign Refresh | April-May 2013

- Communicate via C&S Directors to faculty, as well as via @cul to CUL staff for invited participation in focus groups
- Recruit student focus group subjects through partnerships with student media to incentivize participation
- Based on assessment results to date, re-release campaign materials with feedback-response messaging, “you told us _____, we did _____”
- Update staff and faculty with assessment results to date, as well as open contributor session opportunities and relevant updates to the actual hard launch date

PHASE 4: Soft Launch/Public Launch | June-August 2013

- SOFT LAUNCH: June/July 2013
 - June 3, 2013: Site goes live.
 - Communicate the site launch immediately to staff and faculty
- “PUBLIC” LAUNCH: August 2013
 - Go out with campaign materials announcing newly launched website to Columbia community
 - Compose and send press release announcing newly launched website

PHASE 5: Follow-Up: Surveys/Campaign Refresh | Fall 2013

- Implement survey efforts in the new academic year once the site is live:
 - Pizza party – bring in small test groups for verbal, qualitative feedback and/or written surveys.
 - Create brief surveys that we can e-mail to faculty and CUL staff, as well as to representative user samples from automatic transaction pool
- Collect and analyze quantitative data collected through Google Analytics account
- Continue general awareness campaign about the new site; refresh as necessary based on assessment results
- Address staff and faculty with assessment updates and training opportunities