Building a Low-Cost, Low-Labor Library Website

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Hillsborough Community College

• Founded 1968 in Tampa, FL

• Now has 5 campuses throughout Hillsborough County
Among the state’s 28 community colleges, HCC ranks:

• 5th in size in terms of full-time equivalent enrollment (FTE)

• 7th in terms of annual unduplicated headcount
• Total Enrollment = 46,464 (2012-13)

• 5 campuses = 5 libraries = 8 busy FT librarians
  ○ 4 PT adjunct librarians at two campuses

• 0 Library Director/Dean
• Librarians report to their own campus deans
  o “Decentralized, campus-based management”

• Admin Liaison to “Library Cluster”
  o Supervises Tech Services
  o Represents HCC to consortia
  o Dotted-line relationships to librarians and campus deans
• Prior to 2010: Web Committee = 1 librarian (Jeremy).

• #2 team member (Alicia) joined because of Web redesign.
Web Redesign – Why We Did It

“The library website may seem bland and uninviting to students accustomed to more visually appealing domains. There is a transition when clicking from the main HCC site to the Libraries’ web page in terms of look, feel and timeliness.”

Former Site: 2001-2010

Library Resources
Books & eBooks, Articles, Subject Websites, and more
For Distance Learning Students
Try our new catalog: LINCCWeb 2.0

Library Information
Library Hours, Locations, and Contact Information
HCC Libraries Vision & Mission

Library Services
Circulation, Reference, Instruction, Interlibrary Loan (ILL), My Account & more

Library Help
Libguides, Helpsheets & Tutorials, HCC ID Info, & more.

Search the HCC Libraries site, or Search the Web:

Google

Search WWW  Search HCC Libraries

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HCC Acceptable Use Policy
HCC Libraries -- Services

- **Instruction:**
  - HCC Librarians are available to provide one-on-one instruction in the library.
  - Students or Faculty can schedule an appointment with a librarian for reference and research assistance.
  - For more information on reference appointments, orientations, and scheduling please click the appropriate campus link:
    - Brandon | Dale Mabry | Plant City | SouthShore | Ybor City

- Download the LINCCWeb Toolbar
  - What is the LINCCWeb toolbar?
- **Ask-A-Librarian** - Send your question by email or chat online with a librarian.
- **My Account** - View your checked out Library materials, holds, and interlibrary loan requests online. Renew your books online. Note: Pop-up Blockers may affect this window from opening.
- **Interlibrary Loan** - If an HCC Library doesn’t have what you are looking for, let us help locate your desired materials through our Interlibrary Loan (ILL) service.
- **Material Requests** - Campus forms for Faculty/student/staff requests of library materials (print or electronic)
- **Distance Learning Students**
- **Electronic Library Card application**
- **Library Disabilities Services**
- **HCC ID Card Information**
- **District Library Technical Services (DLTS)**
- Please visit your HCC library home page for more services information:
  - Brandon | Dale Mabry | Plant City | SouthShore | Ybor City

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The Project

- Program review recommended completing a usability study.
- Certainly considered a “best practice” and would have been ideal to implement.
  - Steve Krug: “You have to watch ordinary people carefully as they try to figure out what [the Web site] is and how to use it. There’s no substitute for it.”
- Our circumstances < Ideal.
- 0 release time/funding/resources.
The Search

• Web platform? We compared other college library sites.

• HCC had NovusCMS.

• Still somewhat static. Lacked a contemporary look & feel – dynamic “Web2.0” quality noted in the program review as desirable.
The Search – cont’d

• Out of desperation we looked for alternatives.

• Already using Springshare’s LibGuides for research pathfinders (common use) – 2008.
  ○ First CC in FL to sign on.
Layout of our site

• Umbrella vs Consolidated.
  o Umbrella: 5 campuses - unified look & feel, retains local requirements (resources, policies, “flavor”).
  o Consolidated: Dispenses with “flavor” in favor of uniformity & usability.
  o Winner = Umbrella organization.
What’s Next?

• Usability study?
• Site re-design
• Consider LibGuides CMS
Advantages:

• Ease of repurposing content
• Mobile
• ADA
• Pricing, tech support
• Friendly to non-techies
Downsides:

• Even with college branding – library pages still look like they’re in a different environment from college CMS.

• Ease of use and abundant customizable real estate can almost impel a cluttered look.

• “Canned” Quality: LibGuides systems look a lot alike across institutions.
CMS Alternatives

• Libguides CMS

• Drupal, Joomla, Wordpress

• SubjectsPlus, NetVibes

• Your institution’s CMS
Further reading

• Our article in Journal of Web Librarianship.

• Using LibGuides to Enhance Library Services: A LITA Guide.

• "LibGuides: a CMS for busy librarians" by Daniel Verbit & Vickie L. Kline. Computers in Libraries. 31: 6 (July-August 2011)

• "Best Of" LibGuides - Compiled by Springshare staff.
  ○ See: “LibGuides/LibGuidesCMS as Web Site.”
Contact us:

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