Virtual Presence Working Group (revised 8/06/14)

This working group will set the overarching strategy for the Libraries’ virtual presence, focusing on ways to provide access to services and information through the use of current and emerging technologies. The group will provide and continually update a vision for the Libraries’ virtual presence, focusing upon:

- Coordinating the design (i.e., “look and feel”), navigation, and organization of the Libraries’ virtual presence in order to assure a consistent, aesthetic, and easy-to-navigate experience for our clients across all technologies (e.g., currently our web pages, various social media presences, etc);
- Assuring the use of consistent terminology/vocabulary, and whenever possible assuring that such vocabulary is oriented towards users rather than librarians;
- Adhering to campus standards for branding, messaging, display, etc.
- Adhering to ADA standards and best practices
- Coordinating and standardizing the presentation of information that is primarily intended for campus library users’ research tasks and learning or that crosses multiple departmental lines (e.g. Subject Guides, How-To Guides, Faculty/Staff Directories, News & Events, etc)
- Working with individual departments to insure virtual presentation of departmental information takes into account departmental needs in addition to best practices and usability.
- In all of the above, decision making and ongoing assessment should be informed by usability studies and community feedback whenever possible and appropriate.

Membership

- One representative each from Arts & Humanities, Sciences, Social Sciences, Archives and Special Collections, Circulation, Metadata Services, and two at-large members
- The LIT User Experience and Web Team
- Liaison from UXWG
- The group will seek input from those individuals within the Libraries whose job descriptions include outreach to users.

The term of service should be three years, staggered. An effort should be made to rotate members within departments, and to select members from both faculty and staff. With the exception of the Director of LIT, members should not be part of the Management Team.

Leadership Model

The group will be led by co-coordinators, one elected to a two-year term from among the existing membership. The other co-coordinator should be the Director of LIT. The Director of LIT will serve as the Management Team liaison.

Scope of authority

The VPWG reports to Management Team. The WG has decision-making authority in those areas noted above, with the understanding that it should consult widely with the library community, particularly with CAWG, SPWG, and any affected departments, units, or other
working groups. Decisions involving personnel changes or financial investments should be referred to ExCom.

Communication protocol

The working group should keep in mind the need to consult with the University Libraries’ community. Suggested strategies may include any of the following:

- Town Hall meetings (or at the All Staff meetings)
- Standing meetings of the WG chairs
- Email updates
- Sharepoint and/or Intranet to post minutes and data sets etc.