

Robert E. Kennedy Library

Content Strategy Presentation

ENGL 319

Today's Presentation



Scope

DEI

→ Style Guide

Portal & Canvas

→ Redesign library access

Library UX

- ☐ User interviews
- ☐ User personas
- ☐ Card sorting

Policy Content Audit

→ Revisions to REKL's policies

Renovations

→ Facilities Management and Development

UX Recommendations:

1. User Interviews

- a. Renovations, DEI, Portal and Canvas

2. User Personas

- a. DEI, Policy Content Audit, Portal and Canvas

3. Card Sorting

- a. Renovations, Policy Content Audit

Library Policies Content Audit

Methods:

- We conducted a close reading of each policy page to:
 - Identify outdated information
 - Consolidate useful content
 - Adjust links accordingly

Findings:

- Vital Information relating to the library
- Accommodations and services

Recommendations for Policies Page:

01

Omission of Repetitive Information

- **EX: The Copyright page could be included within the Fair Use Rights page**

02

Update Hyperlinks

- **EX: The Collection Policies page contains a link to the Director of Collection Strategy, Tim Strawn.**

03

Specify Vague Information

- **EX: Where exactly to access accommodations within the Accessibility section**

04

Simplify Diction

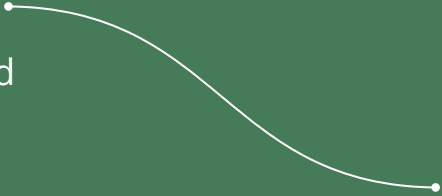
- **EX: Substitute “matriculated” for “enrolled in”**

DEI/Style & Tone

Findings:

- Library-specific vocabulary not immediately understandable.
- “Accessibility” page is hidden in tabs, content is not organized by relevance.
- Style and tone is inconsistent throughout the website, and does not align with Cal Poly’s editorial style guide.

Recommendations:

1. Use the **style guide** as a reference.
 2. Include a **“terms defined”** section.
 3. **Condense** and **reorganize** Vision and Values page.
 4. **Spotlight** library research guides about historically underrepresented groups.
 5. **Emphasize** DEI commitment and accessibility in content regarding the library's physical spaces.
- 

Potential Terms:

- Interlibrary Loan
- OneSearch
- Digital Commons
- Library Renovation
- Course Reserves
- Good Reads
- Chat with a Librarian
vs 24/7 Live Chat

Library Renovation

Findings:

- No info on library website
- **Info gathered:**
 - Schedule
 - Cost: \$73 million
 - Important people
 - Purpose
 - Safety protocols
 - No current plan for various library services



“Energy efficient and sustainable design that accommodates programmatic needs”

Recommendations:



1. Create a **webpage** on the library website
 - a. Timeline
 - b. End goal images
 - c. Detailed information
 - d. Contacts
2. Create an **Instagram**
 - a. Hours
 - b. Services
 - c. Updates

Canvas & Portal Findings

Current Portal Library Page

CAL POLY My Portal

Home Academics Money Matters Personal Info Library ASI COVID-19 Info

Customize

My Apps

- Cal Poly Canvas
- Student Center
- Email & Calendar
- Cal Poly OneDrive
- MustangOBS
- Health and Counseling Portal
- COVID-19 Self-Screener
- Electronic Workflow
- Course Materials
- Tech Support
- PolyCard Services
- Cal Poly Scholarships
- University Housing
- Skillsoft for Students
- Facilities Management
- Cal Poly Career Connections
- Cal Poly Now

Robert E. Kennedy Library

My library account 24/7 live chat help

Find items

OneSearch Find it

If you can't find it in OneSearch, you can also borrow materials from anywhere in the US with Interlibrary Loan.

Library services

- Search Course Reserves
- Print, copy, scan
- Library computers
- Reserve a room
- Special Collections and Archives

Get help

- Library website
- Research Help Desk
- Research guides
- FAQ: Top 20
- Open hours

College librarians and specialists
Got questions about our services or your research? Get help anytime through our 24/7 live chat help.

Your research

- Databases
- Research guides
- Research 101
- Interlibrary Loan
- Senior Projects
- Annotated bibliography
- Citations

Digital Commons

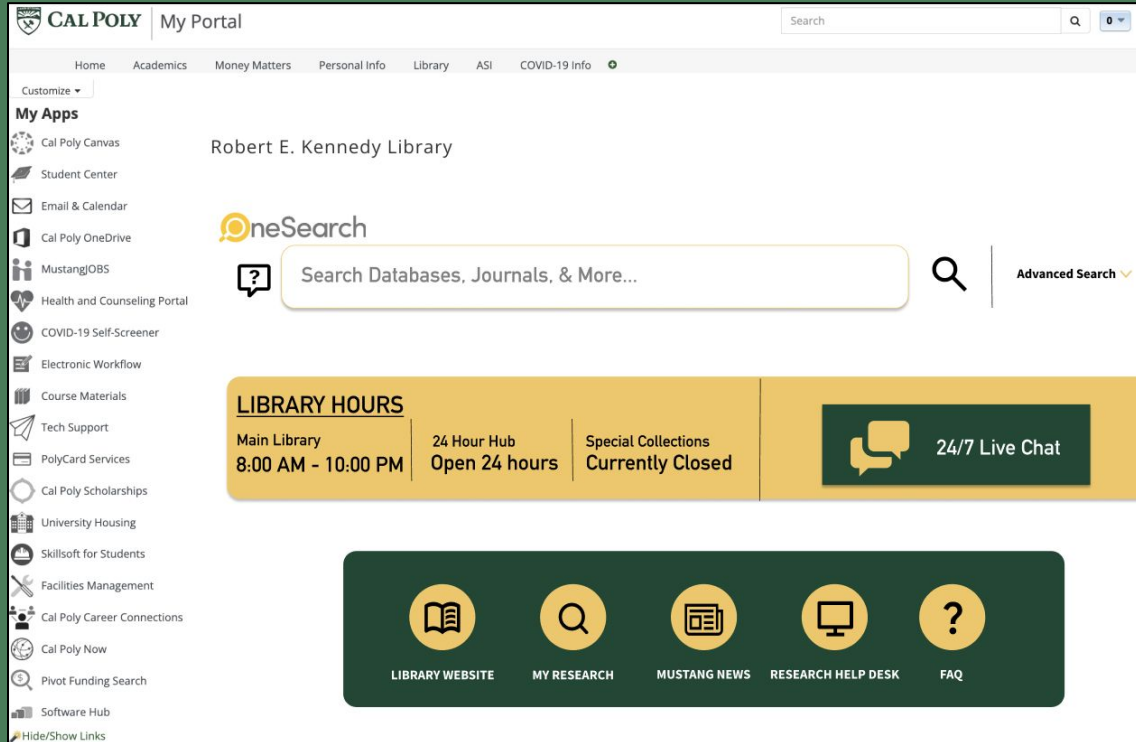
- Submit your senior project
- Submit your master thesis
- Search Digital Commons @ Cal Poly

Other sites:

- Methods
 - Analysis of other university websites
 - Analysis of student feedback
- Findings
 - There were several topics which garnered consistent positive or negative responses

Canvas & Portal Recommendations:


Portal Library Page Redesign:




Redesign Improvements

- Add
 - Color and sections
 - Search bar
 - News
 - Library Hours
- Remove
 - Clutter
 - Inaccessibility
 - Non-essential info
 - Multiple log-ins


Current Library Homepage


 **CAL POLY** | Robert E. Kennedy Library


Students Faculty Alumni Community **GIVE TO THE LIBRARY**

 Search and Find Study Spaces and Tech Help and Support Exhibits About and Contact

Library Services and Operations Updates


 Hub24 is Open 24 Hours


 24/7 Live Chat Help


 Green Campus Pass Required


Key Resources

- [Using OneSearch and Off Campus Access to Library Resources](#)
- [Course Reserves Information for Faculty](#)
- [Library Services for New Students](#)
- [Research Guides](#)

QuickGuide 


[Databases](#) [Journals](#) [Research Guides](#) [Course Reserves](#) [Digital Commons](#) [Website](#)  [My account](#)

 Main Library 8:00 AM - 10:00 PM
24-Hour Study Open 24 hours
Special Collections closed

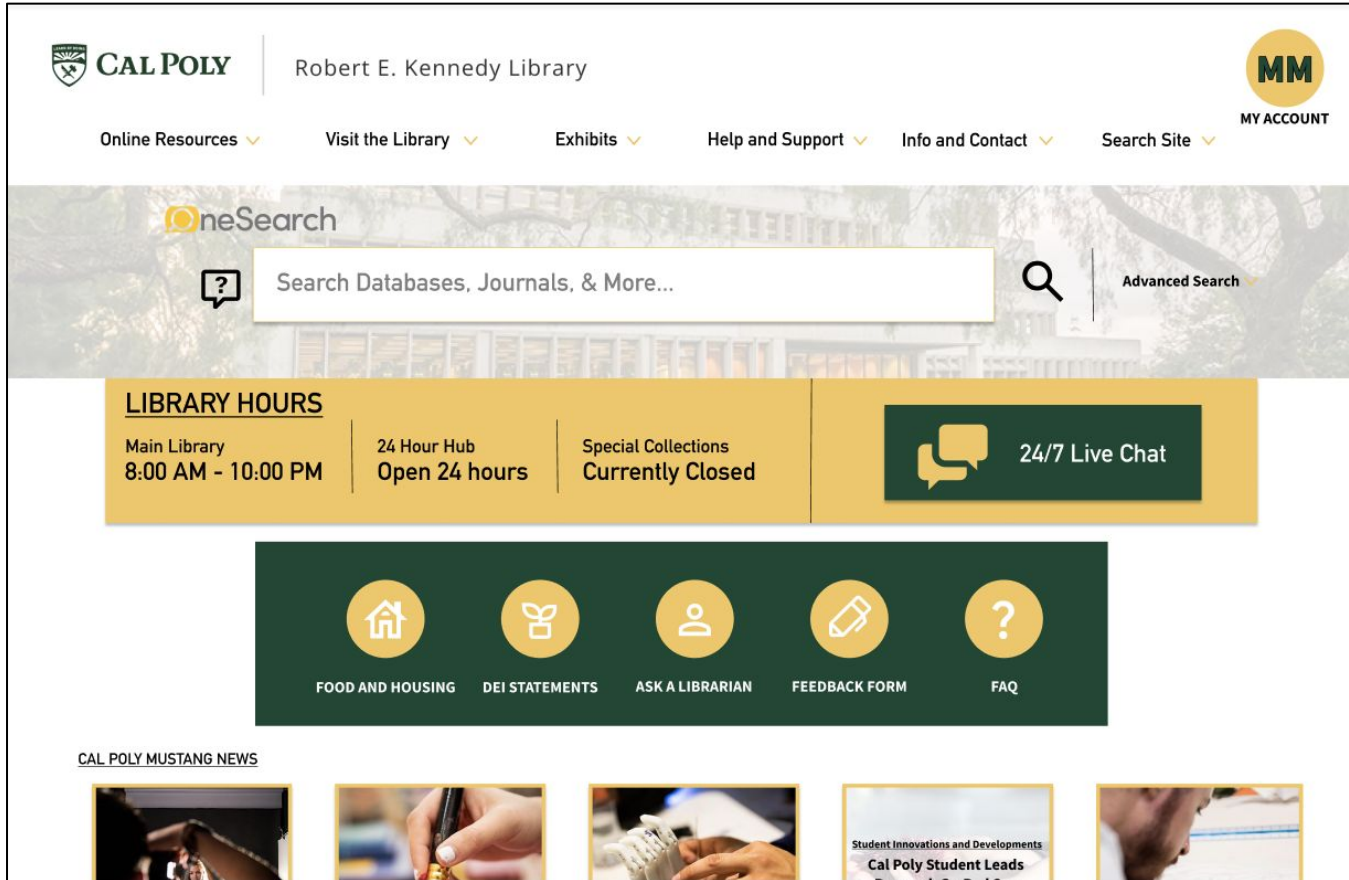
 24/7 live chat help
FAQ: Top 20

Library transformation
Get involved and be a part of the transformation.

Free Textbooks!
Are your class materials available from the library? Access e-reserves from your laptop or phone.



Library Homepage Redesign



Redesign Points:

- Search Bar
- Library Hours
- Mustang News Page
- DEI Statements, Food and Housing

- Cleaner and more efficient design using sections, colors, contrast, and icons

Canvas Library Page

The screenshot displays the Canvas LMS interface for the Robert E. Kennedy Library at California Polytechnic State University. On the left is a dark green sidebar with icons for home, search, library, users, calendar, printer, clock, books, and help. The main content area features the library's logo and name, navigation menus for 'Online Resources', 'Visit the Library', 'Exhibits', 'Help and Support', 'Info and Contact', and 'Search Site', and a 'MY ACCOUNT' link. A prominent 'OneSearch' search bar is centered, with a placeholder text 'Search Databases, Journals, & More...' and an 'Advanced Search' link. Below the search bar is a yellow banner for 'LIBRARY HOURS' showing 'Main Library 8:00 AM - 10:00 PM', '24 Hour Hub Open 24 hours', and 'Special Collections Currently Closed', along with a '24/7 Live Chat' button. A dark green navigation bar contains icons and labels for 'FOOD AND HOUSING', 'DEI STATEMENTS', 'ASK A LIBRARIAN', 'FEEDBACK FORM', and 'FAQ'. At the bottom, there is a 'CAL POLY MUSTANG NEWS' section with several news thumbnails, including one titled 'Student Innovations and Developments Cal Poly Student Leads'.

Canvas Page Points:

- Embedded Library Website
- Access to website through sidebar icon
- No need for multiple logins: Log-in once through Portal/Canvas page

Questions?