

Questions		5) What is your role re the website?	6) What is the website’s main purpose?	7) What is the Library’s Mission?	8) How does website support function of library?	9) Why do patrons USE site?	10) Why do they NOT USE the site?	11) Top 3 uses of site:	12) Functions Need?	13) Who uses website the most?	14) Who uses website least of those with a card?
1 – Research Librarian	Parma Branch	We direct customers to it.	To connect and educate about the library has to offer. Expands its 4 walls.	3-fold: 1) Reconnect w/ Reading 2) Encourage life-long learning 3) Encourage Civic Engagement		<ul style="list-style-type: none"> Need based... they need to find some information and I can only talk with them so long. They need to know if there's Summer Reading; or hours; what databases they can access from home. Broad answer.	Twofold: 1) Some people prefer in-person contact—over phone, or in person at library 2) Digital divide is very real—not everyone is comfortable navigating for what they need—it's easier to ask a LIVE person.	1) Putting items on hold: books or movies 2) Register for programs like computer classes, maker programs, camps for their kids 3) Databases such as Ancestry.com 4) Kids needing help with homework—so biography and context	[1st answer: No...] Have Social icons “above the fold” . If you want people to connect with you, you have to make it easy for them to see. Connect with us is at the bottom where people have to scroll. Wish it were further up. <i>(See answer 15 for this respondent)</i>	<ul style="list-style-type: none"> Parents use it the most Seniors close second 	<ul style="list-style-type: none"> People who need help within information in digital literacy. Ones who are taking our computer classes. Ones we help on public computers. Internet is something new, and they're not quite comfortable. It's all ages: older adults who aren't used to computer; or young people who didn't have a computer growing up
2 – Head developer group	Columbia University	Give input into: <ul style="list-style-type: none"> Digital collections Archival Description Catalog Library Website 	<ul style="list-style-type: none"> Digital publications Citations Discovery of collections 	<ul style="list-style-type: none"> To advance knowledge Inspire inquiry and discovery Shape discourse Inspire staff 	Conveys: <ul style="list-style-type: none"> Scheduling Location Policy information necessary to visit Research 	Students interested in study space and online resources Faculty for research Remote researchers for scheduling, etc.	Because an external index or link directs them to a particular page which is presented elsewhere (so no need)	<ul style="list-style-type: none"> Hours Catalog Key digital collections 	<ul style="list-style-type: none"> Elimination of gaps between digital collections 	Web crawlers!	Not sure — typically surprised when talk to researchers.
3 – Research Librarian	Library of Congress	<ul style="list-style-type: none"> Feedback Some input Mostly, answer people's questions about the site 	To share the library's resources	To serve Congress and the American People with information. <ul style="list-style-type: none"> Drop what doing if Congress has request 	<ul style="list-style-type: none"> Information about the physical library Web pages for the Reading Rooms Search catalog before you go there Hours / phone #s 	<ul style="list-style-type: none"> Convenience. #1 reason. Primary sources that don't have to go to Washington to see—they're on the site. 	<ul style="list-style-type: none"> Some people just want the physical experience of being in the great buildings. Ex: Elderly genealogists not comfortable using the web Websites can be complicated and scary for some people 	<ul style="list-style-type: none"> Book talks and lectures Research Prepare for physical visit 	Maybe a synonym tool would be handy? <i>(Most people don't think to look up words in the Authorities Database)</i>	<ul style="list-style-type: none"> Librarians use if for catalog information Teachers for lesson plans Independent Researchers Scholarly Researchers Students (younger) College Graduate—for primary resources Documentarians 	Do have a card, and it gets access to physical space—but you are limited to the actual documents that can access with card in library. Depends on who you are and what you are researching to have access. <i>[No correlation with regular libraries re card and site usage.]</i>
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4 – Librarian	Portage Lakes Branch	Give suggestions if patrons pass on a comment. Questions I get are: <ul style="list-style-type: none"> “How do I look up items online?” or “How do I put items on hold?” and “How do I pick them up?” E-content. 	<ul style="list-style-type: none"> Information about our library system How to look up items How to use our e-content books and download General information is biggest focus of website and library system, books, items 	<ul style="list-style-type: none"> Getting information to people Before Covid, gathering place for people Doing lot of things virtually at moment that used to be in library like story time Our mission now is how to reach people now that they're not in the building. 	<ul style="list-style-type: none"> Programs have to offer Information they can find at the library Information on the community Download books, magazines, movies, music There to support getting information to people in general	<ul style="list-style-type: none"> To look up items Use the catalog Branch information Hours Location Programs that are going on at moment 	<ul style="list-style-type: none"> People who are not comfortable with the internet Or using technology Biggest barrier is people not being comfortable with using a computer or internet Or access to one 	Honestly, no. It was redesigned not too long ago and it's user friendly.	<ul style="list-style-type: none"> Young adults Middle age 	<ul style="list-style-type: none"> Older people who are not comfortable using computers are least likely to use 	<ul style="list-style-type: none"> Older patrons, or any patron who is not comfortable with the internet and the computer, which most patrons in that category would most likely be over 55.
5–Research Librarian/Webmaster	Mentor Public Library	<ul style="list-style-type: none"> Webmaster. Get all stats re website usage Put in different databases they have access to 	<ul style="list-style-type: none"> To provide access to patrons in a multitude of ways 	<ul style="list-style-type: none"> To bring information to the public 	<ul style="list-style-type: none"> Access to different databases Access to catalog so that can put items on hold and do research Allows access to all digital services including online books, videos Basically a portal for anything a patron does when not in the library 	<ul style="list-style-type: none"> Especially important when library is closed—people still need information, still need access to services The website actually provides a lot of that access—it's a general resource to let people know that library isn't just a physical space—it's also a digital space Library is useful in many ways that do not need to occur in physical space. 	<ul style="list-style-type: none"> May not know that library has an expanded service Digital books Access to academic databases Patrons don't realize libraries are no longer “just books” We are movies and a community resource Way to find information in a trusted manner 	1) Access catalog 2) Access digital services 3) Finding information	<ul style="list-style-type: none"> Have an announcement page for all programming, but wish had a section for “immediate announcements” A way to put a line on that says, “We are closed! Emergency closed!” instead of having to put a slider or slide together More immediate bulletin board vs. having to do a lot of graphic stuff 	<ul style="list-style-type: none"> People in their 40s, 50s, 60s Solely because they're the people who use the library the most Next level wold be people in their 20s 	<ul style="list-style-type: none"> Teenagers. They “need it right now!” And this is the age the library loses them until they start having kids in their 30s. Teenagers and early 20s is when we start losing patrons...until they come back to us Library not near high school