

Web Site Redesign: Perspectives from the Field, Panel Discussion

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A Merged Web Site: Triumphs & Compromises

Four years ago, Dickinson College merged its library, information technology support, and academic technology services departments into a single division called Library & Information Services (LIS). An ultimately unsuccessful attempt was made at that time to combine the websites of these units into a single site and no extensive revision had been done since.

Last year, LIS was ready to tackle a major redesign of its web site. One of the challenges of this project was to ensure that there was consistency across all sections of the site, while still allowing some flexibility for units to promote their services. Reworking the web site so that the needs of each unit within LIS were met, while providing a logical interface for our users, necessitated some creativity as well as extensive communication with all units of the LIS department.

I will be discussing the background to this project, the role of the librarians in this endeavor, and the triumphs and compromises made in our work towards creating a website that better reflects our merged organization. I will also be discussing the rollout of the newly designed webpage and the framework created for continual improvements to the site.