



Cornell University
Library

Creating a Dynamic Virtual Presence

Dean B. Krafft
Chief Technology Strategist and
Director of Information Technology
Library Forum
January 9, 2014

“The goal is to create a dynamic virtual presence for the full range of library services across all disciplines and user communities, making these services responsive and accessible on all varieties of web devices. Working with our users, we will explore both general and specialized needs, including personalization, collaboration, location-specific guidance, annotation, and other capabilities.”

Strategies

- Create a standardized web architecture for Library web sites
- Create a formal User Experience team
- Leverage CuLLR, the D&A Integration Layer, and the Linked Data for Libraries Project to create customized virtual tools and sites
- Build on the work of collaborative partnerships and external open source tools

Standard Web Architecture

- Mary Beth Martini-Lyons and Adam Smith have submitted a Web Architecture white paper to Dean and Oya. Recommendations include:
 - Use Standardized Content Management Systems: Drupal, Confluence, LibGuides, Wordpress
 - Use tools and frameworks (Blacklight, Ruby on Rails) that leverage work at our peer institutions
 - Use standard components, environments, themes, and API-based services across Library web sites
 - Use Responsive Design

Responsive Design

- Responsive Design rearranges and reshapes elements within the same overall design as the browser window size changes
- Responsive Design allows the same site to support large desktop screens, laptops, tablets, and smartphones
- Currently upgrading main CUL site to use responsive design (and other sites already do)
- For more info, see Melissa Wallace's blog post: <http://blogs.cornell.edu/dsps/2013/09/24/responsive-design-at-cul/>

User Experience Team

- Under Mary Beth Martini-Lyons, the team is being formalized and growing from 3 to 4 FTE
- Focus on the user experience: visual design, accessibility, browser/mobile support
- Should be included as consultants on any user-facing web projects
- Responsible for consistent, positive user experience on all Library web sites

CuLLR, IL, and LD4L

- The Curated List of Library Resources (implemented), the Discovery and Access Integration Layer (in progress), and Linked Data for Libraries (Mellon project begins now)
- Manage classification, organization, and annotation information for Library resources
- Support tools that deliver customized experiences to users, and potentially support scholarly annotation

PSL Virtual Library Pilot

- The following tools were developed and added to the PSL web site specifically in response to identified user needs:
 - **eJournal Finder** tool, with: A-Z navigation; Searching; Faceting on taxonomy terms at a general or more specific level
 - **eBook Collections** tool, with: A-Z navigation; Searching; Faceting on taxonomy terms at a general or more specific level
 - **Database Finder** tool, with: A-Z navigation; Searching; Faceting on taxonomy terms at a general or more specific level
 - **Classic Texts** tool, with: Browsing alphabetically by author or title; Viewing by book cover image or list view; Faceting by Astronomy, Chemistry, and Physics
- All the tools were based on specific classification data in CuLLR

Collaborative Partnerships

- Hydra Partners: Framework for creating digital repositories (both workflow and access)
- 2CUL: Shared Blacklight/Hydra/Fedora work
- LD4L: Partnership with Harvard and Stanford to standardize Linked Data describing and relating scholarly resources – including and beyond standard MARC metadata

Questions?