

Library Web Redesign Communications Plan

March 7, 2014

Background

The University of Waterloo Library is redesigning its website to align with the University's new website look and feel and migrate to the new Drupal platform. This document describes how the Library's Waterloo Content Management System (WCMS) team will communicate the project's progress to key stakeholders.

Communication Plan – Overview

This communication plan is intended to provide a straightforward strategy for engaging and communicating with key stakeholders during the Library's website redesign and migration. It identifies stakeholders, strategic considerations, and communications & engagement tools. This plan also proposes broad communication workflow.

Stakeholders

- Library staff
 - All library staff
 - Content maintainers
 - Librarians
- Students
 - All students
 - Undergraduate
 - Graduate
- Faculty
- Campus community
 - University Administration
 - Staff
- External / community users

Key Messages

The WCMS team will want to communicate a variety of information to different stakeholders. Possible messages include:

- General information about the project (what it is, anticipated/adjusted timelines, progress reports etc.)
- Launch of new sites or other significant milestones
- Opportunities for participation (involvement in working groups, usability testing, upcoming events etc.)
- Opportunities to provide feedback

- Any technical issues, should they arise, relating to the WCMS
- “Good news” stories that emerge from the redesign and migration work
- Training opportunities for library staff
- Related information (about Drupal etc.)
- Information about focused web redesign topics (reports working groups)

Strategic Considerations

- **Library staff** – Regular communication with library staff is desirable. Bi-weekly updates are recommended and will help keep staff aware of and engaged with the project. In cases where there are no major developments to report on, updates will be an opportunity to describe the work currently underway, solicit questions, request feedback etc.
- **Librarians** – Librarians are the project’s greatest champions, so engaging them early and often is essential. They will be key for communicating about the project to the academic departments (faculty, students). Whenever the WCMS team has announcements of interest to stakeholders outside the Library, they should gently encourage librarians to share information with their departments *as librarians see fit*.

Communication & Engagement Tools

- **Email communication**
 - Library staff, librarians, and content maintainers
 - Graduate students list
- **A “Library Web Redesign and Migration” blog:** <https://uwaterloo.ca/library/web-redesign/>. This blog is a sub-site devoted to the project. It is the source for current news about the project. Content ideas will be generated and agreed upon in WCMS meetings.
- **Department and committee meetings.** The Library WCMS team will attend select department and committee meetings to provide staff with information about the web redesign, answer questions, and solicit feedback.
- **Open house meetings and retreats**
 - **Monthly open house meetings for library staff.** The WCMS team will host an open house for all library staff every month on topics related to the redesign. As with the blog, topics will be generated and agreed upon in the WCMS meetings. Light refreshments will be offered to library staff during these presentations/discussions to encourage attendance.
 - **Retreats.** The WCMS team may want to host 1-2 all-day retreats during the web redesign as a way of motivating content maintainers and others to contribute to the project.
 - **“Redesign Re-writing Retreats”** These full-day workshops are intended for content maintainers trained in the new WCMS. They provide an opportunity to

review and rewrite content on their pages in preparation for migration to the new website. The retreats will start with Nancy providing a quick ½-hour overview of writing for the web best practices. Members of the Library WCMS team will be available all day long to provide assistance. Refreshments and a pizza lunch will be provided. The retreats will be promoted as a fun opportunity to come together and assist with this necessary content review.

- **A Card-Sorting Retreat** for all library staff. This is a half-day retreat with refreshments provided. (Annie has more ideas on this).
 - **In-person presentations or group discussions for students, faculty, and staff.** The WCMS team may want to host an “website open house,” to talk broadly with these stakeholders and offer an opportunity for them to provide unstructured feedback. Pizza or light refreshments would be desirable.
- **News updates**
 - *news @ your library*
 - On the Library’s homepage under “Current News” and/or on the new WCMS “News” site, once developed
 - The Library Update
 - The Daily Bulletin
 - Mark’s report to Senate in March
- **The Library’s social media**
 - Twitter
 - Facebook pages
- **Posters in the Library’s locations.** Posters can be created and posted in the Library’s locations and across campus (on the FEDS boards; sent to department secretaries and residences) when we need to recruit volunteers for usability testing, etc.
- **Digital display screens.** Digital signage can be created and sent to Retail Services for posting on digital signs across campus when we need to recruit volunteers, etc.

Communication Workflow

For site launches and other major milestones/announcements of possible interest to all stakeholders:

Who	What	Stakeholder(s)
Andrew	Announcement to all library staff via email	Library staff
Nancy	Tweak announcement, if necessary, and post on project blog	All

Nancy	Announce on the Library's social media , linking to the news item in the project blog	All
Nancy	Encourage librarians to share news with their departments	Librarians; Faculty
Nancy	Contact the Daily Bulletin	Faculty; Campus community
Nancy	Announce in news @ your library	Faculty; Graduate students
Nancy in collaboration with Andrew and WCMS team	Determine if the announcement is an appropriate topic for a future monthly open house with library staff	Library staff