

WEBSITE

1. ADMINISTRATION

a. Mission Statement

The mission of the Jefferson-Madison Regional Library (JMRL) website is to provide accurate and timely information about library services and resources to the regional community. The JMRL website serves as a guide to the library system, and provides access to the JMRL catalog, online subscription databases and selected Internet resources. As the virtual entrance to the library system, the main website or the branch home page website should be the home page at library Internet terminals, except for the Library Catalog terminal and Monticello Avenue.

2. WEBSITE COMMITTEE

a. Staff Composition

1. Committee will consist of those people responsible for designing sections of the website plus other members, as needed, to be appointed by the Library Director.
2. Chair will be the Library's Web/Publicity Librarian whose job description includes maintaining the website.
3. Members will represent Teen, Children, Adult & Reference Services, and Branch sections of the library.

b. Responsibilities

1. Oversee management of the entire website
2. Determine content
3. Determine standards for adding links
4. Create style standards
5. Ensure that all web pages conform to established standards
6. Ensure that a person in each branch is responsible for supplying updated information to the appropriate webmaster

3. WEBSITE DESIGN & MAINTENANCE RESPONSIBILITIES

- a. There will be a main design for the JMRL website with variations for the Teen website, the Children's website, and the Adult & Reference Services website.
- b. Branch homepages may have some variations but will use the same template as the main website.
- c. New web pages and changes must be approved by the Chair of the Web Committee, with a final decision made by the Library Director.
- d. All web pages must fit into the library color scheme and template.

- e. The following staff have web design as part of their job description:
 1. The Library's Web/Publicity Librarian is responsible for the main JMRL website.
 2. The Young Adult Services Manager is responsible for the Teen website.
 3. The Children's Services Manager is responsible for the Children's website.
 4. The Reference & Information Services Manager is responsible for the Adult & Reference Services website.
 5. The responsible person can delegate maintenance of portions of the website as necessary.

4. WEBSITE CONTENT

JMRL maintains a site on the Internet that reflects the Library's mission. Information about the Library's services is included, along with access to the library's online catalog and an Internet Resources website that includes external links that are consistent with the guidelines in the Collection Development Plan. (See III. Material Selection Organization, Section 4. Web Links.) This information is also included below.

a. Website Links

1. Influencing Factors - External links on the Library's website are selected to help enrich and complement existing print and non-print collections. The ability of the site to meet staff and patron needs is a prime consideration in its inclusion. Sites that can offer more than can be provided with print resources are also strongly considered for selection. Such sites must be well designed and organized, authoritative, stable, and provide accurate and useful information without fees.
2. Selection Plan - Sources such as Computers in Libraries, Online, Library Journal, School Library Journal, and VOYA (Voice of Youth Advocates) are consulted for relevant sites. Library listservs, award winning sites, and staff and patron recommendations are also considered. The number of sites selected is limited to what can be maintained in a timely manner by the staff. Evaluation for inclusion of a site follows the criteria below:
 - **AUTHORITY**: site clearly lists author and affiliation; author is qualified to produce the site.
 - **PURPOSE**: the purpose of the site (research, information, entertainment, commercial, etc) is clearly evident.
 - **CONTENT**: subject area and scope are defined, along with bias and opinion; contents include original information and external links that contain current and relevant information.
 - **BIAS/OBJECTIVITY**: source of the site's developer or sponsor is identified; i.e. academic institution, government, military, commercial organization, non-profit organization.

- **CURRENCY:** updates to the site occur regularly as appropriate to content; ideally, the date of most recent modification is listed on the site; out-of-date links are promptly corrected.
- **ORGANIZATION and EASE of USE:** site is well organized; it is visually appealing but also loads quickly; help screens are available; site is easy to search if database is searchable.
- As most sites have some weaknesses, it is necessary to measure the benefits of each prospective site against its drawbacks. A resource may be added that does not meet all the criteria above if it is useful and provides information that may not be readily available otherwise.
- Requests for suggestions and reconsideration of websites will follow the same procedures as for reconsideration of other library materials, with the initial review coordinated by the Chair of the Website Committee.

3. Retention and Weeding - The constantly changing nature of the World Wide Web requires frequent reviewing of the Library's site and its links to keep the information as up-to-date as possible. Prospective new sites are reviewed on an ongoing basis to determine their suitability for inclusion, while existing links are checked frequently to determine if they still meet the criteria for evaluation. Sites that duplicate information are compared, retaining the site that best meets evaluation criteria. Any sites that have become inactive or no longer meet criteria are promptly removed.

b. Additional Content Considerations

1. No items for sale may be on the website.
2. No advertising may be on the website.
3. Each Branch Library and the Bookmobile will have its own homepage.
4. Each legally established [501(c)(3)] Friends of the Library group supporting a Branch Library may maintain a website on the JMRL server using up to 20MB of space.