

Library Web Presence Award

Purpose:

To recognize a Florida library that provides excellent service via the World Wide Web with outstanding examples of effective library web pages and a library's overall web presence, which may include social media with special attention to the importance of good design and usability in web page development.

Eligibility:

Nominee must:

- Be a single library or a library system in a Florida academic, public, special, or school library.

The nominator must be a current member of the Florida Library Association.

Criteria:

Eligible nominees should show excellence in the following:

- Creativity and/or innovation in overall design and appearance of the website
- Arrangement of information and ease of use
- Accessibility for all users, including users with disabilities (see Website Accessibility Under Title II of the ADA at <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>)
- Quality of content
- Access to virtual library services
- Linked websites
- Services and databases available to the campus or community served
- Social media

Is the nominator a current Florida Library Association member? Yes _____ No _____

Rubric: Library Web Presence Award

Criteria	4	3	2	1
Creativity and/or innovation in overall design and appearance of the website	Exceptionally creative design consistent with and appropriate to library type and user group (public, academic, special, etc.), consistent and effective use of theme and color.	Great use of some creative elements, consistent with and appropriate to library type and user group (public, academic, special, etc).	Good use of some creative and/or innovative elements.	Little to no use of creativity or innovative elements were used inappropriately, seem to serve no purpose, and do not contribute to the website.
Arrangement of information and ease of use	Very intuitive navigation: the most important information appears “above the fold”, information is arranged to maximize effective use, search feature is prominently displayed.	Well-organized navigation: user rarely becomes lost, search feature is easily found.	Mostly organized navigation: a user may become lost, search feature is difficult to locate.	Content is not organized or is organized in a confusing manner, limited use of white space, users typically feel lost, no search feature visible.
Accessibility for all users, including users with disabilities	Excellent color contrast, readable font size, “mobile-friendly” - works well on mobile or assistive devices, other languages are clearly supported, elements of universal design are apparent, alternate text provided for visual images. Accessibility Menu offered on screen.	Very good color contrast and readable font size, mobile-friendly.	Good color contrast, font size mostly readable, mobile-friendly, not completely ADA compliant (e.g., images).	Type font is small, color contrast is poor, not mobile friendly, and/or no evidence of universal design or ADA compliance.
Quality of content	Content is up to date and relevant, clearly grouped, and well-organized and easy to comprehend.	Content is mostly up to date with few inaccuracies, content on pages is organized.	Content on pages may not be clear or is sometimes duplicated, content has some inaccuracies.	Content on pages may not be easily understood or content is not up to date.

<p>Access to virtual library services</p>	<p>Multiple links to virtual services including Ask-a-Librarian or locally supported live chat are very easily located, creative tutorials for self-learning and study are easy to locate and understand, and can easily locate patron log-in for remote access on the home page.</p>	<p>Good use of virtual library services (chat or email), may have some tutorials, log-in for remote access is available but may not be on the home page</p>	<p>Very limited use of virtual library services (chat or email) limited or no tutorials, remote access log-in is difficult to find.</p>	<p>No virtual support elements are evident.</p>
<p>Linked websites</p>	<p>Excellent use of outside resources with clear explanations of links, (i.e., Purdue OWL, www.apastyle.org, etc., for academic; or local resources and subject links, etc., for public). All links are working and direct the users to credible and up-to-date sources, credit is given to outside authors/links.</p>	<p>Good use of outside resources with explanation of links; few, if any, broken links which direct users to mostly credible and up-to-date sources.</p>	<p>Limited use of links pointing to credible and good quality sites with some broken links.</p>	<p>Broken links: questionable or outdated websites, or outside websites are not referenced.</p>
<p>Services and databases available to the campus or community served</p>	<p>Access (and limitations on access for non-students or patrons) is easy and very clearly explained (i.e., any provisions for community users at an academic library); locations, hours, contact information, and event calendars are easy to find; policies on checkout limits, fines, fees, etc., are easy to find and are clearly explained; extensive variety of resources available (e.g., Florida Electronic Library and/or additional databases).</p>	<p>Services are noted; database access (either who is entitled or how to access for remote users) is explained; locations, hours, contact information, and event calendars are easy to find; some variety of resources available.</p>	<p>Services are noted; database access (either who is entitled or how to access for remote users) may not be clearly explained; locations, hours, contact information, and event calendars may be difficult to locate; limited resources available.</p>	<p>Very limited information on services; unclear information on user policies; locations, hours, contact information, and event calendars are very difficult to locate or may not exist; limited to no variety of resources available.</p>

<p>Social media</p>	<p>Library has multiple forms of engagement on social media (i.e., blogs, Facebook, Pinterest, etc.), links to social media accounts are easily found, social media accounts are updated multiple times a week.</p>	<p>Links to library social media accounts are present in a logical location but not necessarily easily found, social media accounts are updated a few times a month.</p>	<p>Library has social media accounts, but it is not linked from the library website. Social media accounts are updated rarely or inconsistently.</p>	<p>No social media presence.</p>
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