   Please stand by for realtime captions.   I am doing an audio check but I wanted to let you know about some upcoming webinars for FDLP Academy. On August 18 we have U.S. military COVID-19 resources. August 20 we have general resources in the humanities and social sciences. On August 27 we have library research for mineral and uranium resources. Than we have disaster prevention. If you are interested in those please feel free to go to our website and sign up. I wanted to let you know that we are going to be recording the session. We will send you a link to the recording and a copy of the slide deck after the webinar is completed. Last audio check. We will get started in about three minutes.   Good afternoon and welcome to the FDLP Academy webinar promoted information. My name is Jamie and with me today who will be handling technical go issues. I will walk you through some housekeeping reminders. If you have any issues please feel free to use the chat box, which for most people using desktop computers or laptops it is in the bottom left-hand of your screen. We will respond to each of them at the end of the presentation. We are recording today's session and will email a link to the recording and slides to everybody who webinar registered. We will send you a certificate of participation using the emails used to register for the webinar. If anybody needs additional certificates because multiple people are watching the webinar with you please email Fdlpoutreach@gpo.gov. Desktop or laptop users may zoom in. You can mouse over the blue bar at the top of your screen to expand to exit full-screen mode. Click on the return button to get back to the default view. At the end of the session we will be sharing a webinar satisfaction survey with you. We will let you know when the survey is available and the URL will appear in the chat box. We would very much appreciate your feedback after the session, including comments on the presentation and the value of the webinar. With that being said, we will go ahead and begin the webinar. Again my name is Jaime Hayes. I'm in outreach librarian. I work in outreach support services at DSS. You missed may know us better as outreach support. We recently changed our name. I will have my colleague Kelly introduced herself when she begins speaking. Our agenda for today, we will do spots for federal depository websites. These are spotchecks of libraries that have been done anonymously. We are going to review the legal requirements and regulations. We will look at best practices, and finally we will do a library website review. This is going to be based on the volunteers, those who volunteered during the webinar sign up. We had asked if anybody was interested in volunteering for a website review. There were a couple of people who volunteered. We will use some of those volunteers. So I am going to provide the reason for the was webinar. Library service and content management staff often reported anecdotally after visits and public access assessments that many depository libraries have low visibility. In other words, they are not identified as a federal depository member on their website or they have limited or hard-to-find guides to government information. This year, the staff checked websites for over 100 federal depository libraries to see if they were meeting the requirements to identify themselves as members of the FDLP. This was an internal review. There was no kind of report written or anything like that. During the review we found that there was little consistency on how libraries identify themselves as depository libraries. The information about the depository collection they provided and where they chose to provide the information. Some libraries have the information on the homepage, others had a dedicated government information page. Others had it in the about section. It really kind of ran the gamut of where they would put information about the government documents collection. On the screen here you can see the different types of libraries that were checked. We checked different sizes, different types, and different locations across the country. So, a similar review was done in 2019 by the depository library counsel and they reviewed 23 all digital depository websites. These libraries had self identified in the 27 survey that they were all digital. The DLC found that only 35% of the websites reviewed had an F DLP presence on their webpages. While they looked at different factors they also found a trend about underrepresentation in the library webpages. These results were previously discussed in the spring conference triumphs and challenges. We see in both of these studies that there is little consistency on how they are displaying the information and some of them have no information

on the webpage. So DLC actually made a recommendation regarding this. One of the recommendations that they had was that the depository library would display the logo on the library's website and on each page with references to federal government documents, provide links to the following basic collection resources with clear instructions on how to access each title, display the name, title, phone number, email address for contact person on their webpage, and maintain the same level of policy staff training of provision and reference services and promotion of service as required of all F DLP libraries. This was geared toward all digital depositories but I think it's a pretty good recommendation for all depositories that they have this information. For my part of the presentation I will cover what libraries are actually required to do. The federal depository library program is an actual program in law so there are specific instructions on how to identify yourself as a depository library. We will discuss some of those requirements that libraries need to follow. The document you should all be familiar with is the legal requirements and regulations of the federal depository program. You can see this document here. This actually provides the current requirements for depository libraries. This is the document you need to be looking at for current regulations. When you get your copy of the sites you will be able to actually click on the link in the slide deck. The most important regulation that I want to discuss his regulation number 38. This regulation says, depository libraries that have a webpage or site must identify themselves as a federal depository library on their webpage or site by displaying the FDLP logo, provide the statutory language down on the decal, or otherwise identify the library as a public access point for material. It is on the decal and there is public access to the public document collection is guaranteed by public law. By requirement you either need to have the FDLP logo here, a statement like this which actually comes directly or identified as an access point for FDLP material. Right here you can see an image of the current decal. You should have this somewhere near the entrance to your library. If you do not have it you can order it through promotions and I will ask Laura to place a link in the chat box.. Okay. Continuing on with regulation 38, you can see some different statements that I found on some of the webpages that people had volunteered for us to review. This section where it is blank that is me blanking out the library's name . You can see it down here as well. I just blanked out the name of the library. You can see on this one it is one of 1300 federal depository libraries that provide access to government information. We select documents from the Government printing office I want to underline that to make sure that you are checking your webpages and updating any old information on their. We are no longer the printing office, we the publishing office and also collect state documents and international documents. This statement would be acceptable as a way of identifying yourself as a depository library. The second one here is another one that I found on the library webpage. This library is a congressionally designated repository for collection of documents. Public access is guaranteed by law. I blanked out the initials of the library here. It has been a depository since 1963. This is another really good example of how you can identify your library. This library just took the language that is available from the decal and put it on their webpage. The third way that this library decided to identify themselves as a depository library is with the decal at the bottom. This was at the very bottom of the webpage and that is perfectly fine. You can place it at the very bottom of the webpage, the small decal is perfectly fine. A lot of libraries will make it clickable and it can go to a guide for government information or to the webpage itself. Another regulation I want to talk to you about is number eight. With this regulation depository libraries must provide access to FDLP content, including publications distributed through the basic collection, publications available through official partnerships, and online publications that are catalogued as a catalog or government publications. It is updated. Some libraries will place links to the basic collection on their webpage. Or they will actually list out all of the basic collection items on the webpage. That is optional. Other libraries will put it in their catalog. This is one to think about how you want to fulfill this regulation. Official partnerships, another way to do that is to link to the webpage partnerships we can review the list of partnerships that GPO has and place them in guides where you think they would be most useful. So what a lot of people will do if they have a database webpage they will place a link is fulfilled on the library's webpage. Regulation 28, when you undertake a move or find the operations disrupted you are required to

submit a contingency plan to outreach outlining how the library staff will provide access to depository services and collections to the general public for this is one that everyone is dealing with right now. Everyone's library status. That is a special case and GPO has been dealing with that through the news and events announcements. I'm not discussing that situation right here. What I am thinking more along the lines is, if your depository is planning a remodel, undertaking a move, or if the collections become inaccessible you may need to notify FDLP outreach. We are not talking about shifting projects or a library move when the collection will be inaccessible for a couple of hours. If you are not quite sure if you need to submit a contingency plan or you need to put something on your webpage you can always contact us and that way you get a response saying that you need to do this. Here at the bottom you can see this came off of the government documents page that the library . I removed the email address if you have any questions. That is a good example of how to let people know what to do if they need access to the collections when the operations are disrupted. Regulation 33, the collection and services must be visible to potential users and library users. It may be visible through cataloging information on webpages or other promotional efforts. This is one I should say a lot of people missed.. Let me give you an example of how it will be done. If you have documents. The collection is behind and they would have no idea that you actually have this material. This would be in violation of regulation 33 because you have material. They place the statement on your webpage. You can explain on a webpage that you have the material. You can solve that issue on your website. Another one that I have seen quite frequently as well libraries will use their webpage for patrons who need to get something from off-site storage. If that is tied to user login this is how they will let the public know. They will place a statement on the webpage saying if you are the member of the public and you need to get something from off-site storage please come to the reference desk. I will kick it over to Kelly and she's going to continue with best practices.   Hello and happy Friday. My role at GPO is to manage the communications and marketing for the federal depository library program. I am here today to talk to you just about some best practices for making your web content visible and also crafting it so that it is easy to find and use by your patrons. Very often I visit the website of our depositories. Sometimes I am in need of the social media handles, sometimes I'm looking for contact for the library staff. Through all of this, I have noticed a lot of great practices in place. Let's talk about a couple of them. And easy way to look at your site and see if you are giving your readers the information that they need write up front is to review the 5W's and H. I get frustrated with any website that I have to dig around to find basic information about the organization. Who they are, where they are, what they are about. So can you patients identify who the information experts are, what is the FDLP and what resources does my library have. When is my library inaccessible? When can I go online, why should I even use them and how to access the material. You might ask, how do you do that. How do you make it all as clear as possible. I find the best way to do that is to use the inverted pyramid method. Your classic academic writing format is more like it. It's laying out your foundations and supporting information for research. It summarizes that info and pops off with the conclusion. The style is generally completely inappropriate for the majority of web content. Instead you want to flip that and it is best presented as an inverted pyramid. It reverses the workflow and gives you essential information right up front and then follows with further detail. It helps your reader get the point and purpose of the page instantly and helps the reader decide if they are in the right place and they want to get moving forward to another best practice is your contact information. It seems really simple, but very often I have wasted so much time searching a website for contact information. Whether it is basic email, hours of operation, or social media. In this day and age you want your patrons to visit your site to also have quick access points to social media from your webpage. Now some general best practices. The first two bullets really speak to readability. You do not want your reader to struggle to decipher your content at all. We have been told that the readability level of the average American adult ranges from seventh grade to ninth grade. This means people might lose interest in your content if they find it is difficult to read and understand and decipher what you're trying to say. Short concise sentences are really best. You also want to spell out your effort. I work for the federal government so I'm

constantly inundated with acronyms and it can get so frustrating if you have to stop reading the content to go research what an acronym means. I've had to do that more times than I can count. You also want to use an active voice. Instead of saying resources are available to you you might want to say you can access these resources. Also, embrace the white space. Don't feel like you have to pack the page full of information. The concept behind white space is very simple. It is the space between your text, graphics, and images. So first, it does not have to be white but it is simply a lack of content that allows the reader to rest their eyes as they go from section to section. Natural breaks in the content where it is appropriate. Of course, utilizing the bullet list goes along with the idea of the white space. Just breaking up chunks of text into more manageable sections really does make it easier for everyone to read through your content. Also it is a great way for web designers to highlight important information in the page and present it in a more appealing and readable way. They can really help get the message across easier, faster, and without losing interest which is the main goal. Also, you want to use clear headlines and subheadings. You want to get that main idea of the message right up front. Basically, again, get to the point. Also, a good tip that I have found is right the headlines and sub pets last. After you put together the content and rearrange it and take a look at how it comes together then you can see what best complements those chunks of content. Of course, so important, have somebody proofread your work. Everybody knows it is difficult to see your own mistakes. Of course after you stare at the same page for an extended time it is almost impossible to see a glaring error. Your eyes will become accustomed to what you are seeing. It not only applies to things like actuation, grammar, missing words, but it also applies to tones. Something that you think is a perfectly from the, happy end up time may not translate that way the others. You want to be reassured that your reader will react the way that you expect them to based on the tone you intended. You also want to be sure that you are visually appealing to your audience, of course. You can incorporate graphics or images that are complementary to your content. That is the key you do not want to just throw in a random image and leave your readers scratching their head as to why it is there. Numerous depositories that I have seen has made little brief promo videos or the institution has made videos about their anniversary celebrations or Constitution Day celebrations. These are great to add to your pages or guides just because they really give your patients a real feel for services and purpose and can also be visually entertaining. Also, timely features are great. It seems obvious but what might not be obvious is that you can find many of these different images and infographics in the public domain. For example here the CDC has a ton of infographics and downloadable images related to COVID-19, stopping the spread, social distancing. Grab them and use them. This is a big one. The nature of web content is obviously ever-changing. The names of federal agencies change often. The names of federal websites change, links change. We have seen this happen with our own services over the year. We transitioned from GPO took of info and, of course on the grander scale we transitioned from government printing office to government publishing office. There are actually too many of our depository websites to list GPO access that is going way back. I have still pretty consistently seen printing office listed even though we change the name in 2014. Would put together a little guide for the website Wednesday series to highlight this. If you are not subscribed you can do so from the home page. When you are you will get the website Wednesday tips. They are all archived and available at the URL you see here. One of our features was going through the various website names and agency names and resources and what you should update. In addition to that Kelly Smith at UC San Diego developed a great guide. It's a guide to the U.S. government acronyms and abbreviations. She also maintains changes to entries on the guide. Those URLs are there for you as well. Full disclosure on this one, this is not my area of expertise. I reached out to my web team for their guidance and advice on some of these and this is what they gave me to share with you. First, make searching accessible. This involves ensuring very simply that the search box is prominent on the homepage and every other page on the site. Also, use descriptors when you are applying the search boxes. You want to set the expectations of the end-user. What are they searching? Are they searching the whole site, searching the catalog. This will let your users have a clear understanding of where they are and if they are in the right spot to discover the content that

they are looking for. Also, conduct usability testing periodically. It is always a good practice to find out from your end users how well they are able to use your site. Also, if you have prototypes of new designs, they can also be created and presented to users to get feedback before you actually go live. There are a bunch of free and low-cost sites out there that provide end-user feedback on site design and functionality so there is a lot available to you. You can also do that informally with your patrons as you are helping them and teaching classes etc. . Also, empower users by making the site fully accessible. It is obviously a key component. This can be done by ensuring the content and site structure is applied through section 508 standards.. Also having an idea of user demographics . Discovering how many users are using it that serves as a gauge to monitor if you are using it or not. You can set monthly goals to boost your engagement. Well I must say I'm not endorsing it Google analytics offers a wide variety of statistical data points that they can use to track your progress. Of course, make your site mobile friendly. I'm surprised this number is as low as it is when I looked it up but the latest statistics about 80% of the audience had a mobile phone and more and more people are accessing websites with devices as opposed to computers and laptops. Well it used to be a nice touch to make your site mobile friendly it is now a necessity. I spoke about integrating social media the links been prominent on the webpage a good practice is to have it open in a new window. You don't ever want to proactively send people away from your site and then have to come back to it. Having it open in a new window allows him to visit the sites and then easily come back to you. This is one that is so prominent that I have seen with a lot of library sites and social media sites. Is your contact information for your library prominent on your library social media chat. Is your social media about section, if it does not list your library full name, website, contact information I would absolutely recommend adding that. You want to make it just as easy as possible for folks to not only identify that there is the right social media page and that they can access all of your information quickly and easily. Finally, is it represented on your social media count. I know that the sun can be difficult based on who is in control of your social media but we always try to suggest FDLP related content . Whether it is just a one-time post or recurring feature. Obviously you know that your tangible and online collections are filled with such awesome content and so many hidden gems it is a great way to showcase that. We can help you with a lot of this. For example, the COVID toolkit not only has resources for library it also has resources and webpages and educational webinars for patrons. A lot of good resources to pull out and share with your audience. There are so many resources on a wide variety of topics. The guide to social media gives you some tips for social media creation and best practices there and it also gives you a collection of different holidays and observances and different ideas for things to highlight on your social media. They highlight timely events and related documents. That we also have different holidays and news and happenings in the community. We have the catalog of the U.S. government. We also have the toolkit. We have PSAs that you can download any can share those with the local radio station. We have logos and images for downloads. You can guide patrons to various resources. We have images that can be used for social media, the desktop backgrounds, display screens, and the library as well. You can see a small sample of these. I am bummed out because WebEx does not have animation capability. This one is actually animated and he waves. It's very eye-catching. Jaime, do you want to guide us into the next section?   Sure. You want to share your desktop or should I do it. So you should be seeing my desktop. You should be seeing University of Wisconsin lacrosse website. Is everybody seeing that? So for this section of the webinar , what we are going to do is look at two volunteers. The University of Wisconsin lacrosse and the San Diego law library. We want to thank them for allowing us to review their websites live. With a look at it from two different points of view. I will look at it from the regulations point of view and assessor hat and Kelly will look at it from the point of you of how to maybe make some better recommendations or some improvements to the website. That can help with government information. This is the first website will start off with the University of Wisconsin lacrosse. In order to get to the government information we will scroll down. I hate scrolling live because it goes too fast for what you can see here on the front page for the library they have already fulfilled the requirements to provide information that they are part of the depository

program it will go to the government documents webpage. I wanted to explain the questions I get quite frequently. Does my decal have to be on the front page of the library. The answer to that is no. You do not have to have the decal on the front page of the library's home page. A lot of them do not have control over this where they can put decals on their webpage. If you are one of those people that do not have control you can perhaps put it on the lip guide or and about section. This has put it down here at the bottom. I am going to click on that. It is a national partnership of Congress and it's a good thing to highlight. I like that they have it linking directly to the government information. We have the students and faculty staff and unrestricted access to online public information. When you click on this first link for unrestricted access to government information it brings up another page. This is a webpage on the actual government information. It describes what they have. If somebody is looking at your collections. Right here this library has exactly. You can get an understanding of what they have in their collection. It tells you the location of the documents. I really like it that they have all of this information right here so you can see it. The next links that they have expertise and government information resources.. Because it is covered people are working from home right now. If you have the government documents collections this is where you can come and get help. The third one links to key government resources. Here it links to a lip guide that has more specific information. You can see this is the catalog of government publications that we were talking about. This is what some libraries will do. They will put a link to the basic items. Then they have contact information for somebody that can help them. There is quite a bit of information. Scrolling down here not only do they have the decal but right underneath directly they have the actual statement that goes on the decal. They've done a good job identifying themselves as a depository in multiple places. These links here provide a lot of additional information about what kind of information they have in both the tangible and electronic format and how to get help. I think from the regulations point of view they are doing pretty well. So echoing everything that Jaime said , we know that some depositories don't get that real estate but it's great if you can we have their contact information and social media is displayed prominently. They also used a good deal of white space and did a lot of that information. When we went to their government information page it does a great job of showing all of the information up front. It features a lot of timely information, which is great. You can see right away who the documents library and is and how to reach them. The links were also up-to-date. And I noticed that when you click on the lip guide it opens a brand-new window. Instead of redirecting away from the site it just gave you the window and you can go back very easily. Excellent. Now I will go to the next library. The second library we wanted to take a look at was the San Diego law library.. You can see their home page. They do not have a decal on the front but remember that that is okay. I said they did not have to have that. To find out about the government document collection you have to go to the about section and it is under what's here. A lot of libraries will put the government information section in the about section. Here you can see the federal collection. It takes you down to a little section here of the federal documents. Here is the full section. They have the decal right here a nice big large decal. That fulfills the requirement of letting people know that they are a depository. They have this section down here that we are selected federal depository and it tells you right here that you could use the online catalog in order to access the government information. Here it tells you that they have an estimated 125,000 print volumes and they have four locations so it's distributed through the four locations down here they have a large section on the temporary access restrictions to the depository material in regards to COVID-19. So they actually state that in response to COVID-19 they will be closed from March 16. They have done a great job of providing notice that access will be restricted to depository materials. Current situation makes that okay. Now I will pass it back to Kelly. I noticed that the FDLP information is very prominent under the what's here section. I liked that the COVID-19 update is very bold and prominent and a clear message so patrons come to the site wondering if they can access this information I get the answers right up front. The links and acronyms are up-to-date. The who, what, when, etc. was very well addressed. I like that they broke the content into sections for easy reading. They used white space well and imagery. The contact information and social media was prominent

as well.   All right. That concludes the presentation. We can take any questions that you may have. I saw two questions. The first one was from Trina regarding regulation 33. How specific must we be about the nature of the materials that are not vigils will and the catalog. We have a huge collection and pre-1976 are not in the catalog. I want to move back to regulation so everybody knows what we are talking about. This is the visibility. And that I would put a statement on the website that pre-1976 material are not in the catalog and who to contact for assistance. It would be nice if you put an example of what the pre-1976 material is. Is it congressional hearings, is it the graph. We don't want you to name every single piece, but just a basic description enough that people can understand what kind of content you have in that material that is inaccessible. The second question follows up on that. Katie asked wondering how detailed we have some and catalogued documents. So in regards to putting on my assessor hat the first thing that I would like to do is ask if she is receiving all of the tangible microfiche.. It requires libraries to catalog. All of the documents that we have received that. It can be in the Excel spreadsheet that has basic information like title and date ranges and that kind of thing. If you are talking about all microfiche you would have a problem with saying that statement because the newer stuff is supposed to be catalogued. The older stuff technically does not need to be catalogued. You have to have accounting for that material. I'm kind of getting into the wicked here. You can say that you have on catalogued material and had access it. I want to caution you to make sure that you have accounting for it and also that the newer is being catalogued in some method for I hope that that answers your question.   So I will let Kelly take this question from Kathy. Campbell library send you content. I am going to show you. These are news items; snacks because they are just little it tidbits of information and news. We can pull out things that we highlight and news from the community, the new library that we welcomed and we absolutely take suggestions if you send us your library news or any photo that might go with it. We change them out weekly cell we love sharing. If it's appropriate we also share information with the PR department for social media. A lot of that translates.   Just a follow-up. Anything on the site you can repurpose or use.   In regards to regulation 33 if you no longer have physical documents does the statement still apply. If you don't have a physical collection the way that we were talking about having to explain the documents or not accessible you do not need to do it. I am assuming that maybe you are and all digital depository. You just want to make sure that you label yourself as a digital depository and make sure that you can access that content. Here is another one. We just finished creating a dedicated guv in for website. Can we have somebody from the FDLP class fresh eyes review our site and gives suggestions. That's a good question and the answer is yes. Anytime you want somebody from GPO to review something or if you have a question if something is okay and does it meet the requirements. What I like about that is you get an email back that says the statement is approved and good to go and if there's questions at another time you can bring it back up. Such as contact the outreach and somebody will review it for you   Does anybody want to share tips for their webpages for things that work well for you or don't work well for you. So I am not seen any more questions. Lord has placed the link in the chat box. If you would not mind taking that we really appreciate it. You could see a link to the satisfaction survey. Please fill that out. It helps us with programming for let us know what we can do better and what kind of programming you want to see. Thank you all for attending another one of our webinars and we look forward to seeing you at the next Academy. Thank you.   [Event Concluded]