A reminder that Steering meets at 9:00 tomorrow
in 1-210 Daley or at 312/413-2004. Agenda items
will include:

1) A WOC proposal to change the names of services
and resources such as ERes@UIC, InfoQUC,
MyILL@UIC, qUICsearch, UICCAT, and Indigo. See
the e-mail exchange below.

2) Updates on:
   -- FY2009 budget
   -- student hours and GAs
   -- Development, Acquisitions, L&J-U, and Info Services searches
   -- Google/CIC
   -- WorldCat Local

If you would like to propose other agenda items
please let me know or bring them to the meeting.

-- Jay

>Delivered-To: jaylamb@tigger.cc.uic.edu
>Date: Fri, 02 May 2008 16:21:11 -0500
>From: Krystal Lewis <kmlewis1@uic.edu>
>To: Jay Lambrecht <jaylamb@uic.edu>
>CC: Mary Case <marycase@uic.edu>, Linda Naru <lnaru@uic.edu>,
   Kate Carpenter <khc@uic.edu>, Robert Sandusky <sandusky@uic.edu>
>Subject: Re: WOC recommendation to Steering
>X-UIC-Note: Local Origin
>
>Hi Jay,
>
>Please refer to John Kupersmith’s Library Terms
>that Users Understand
>(http://www.jkup.net/terms.html), which collates
>research in this area. Though some of the
>research is contradictory and some terms are
>just plain difficult for users (e.g. catalog),
>these tenets should be kept in mind:
>
>· *Avoid - or use with caution - terms that
>users often misunderstand.* If you must use
>terms frequently cited as problematic in
>usability studies, such as acronyms, brand
>names, /Catalog/, or /Database/, expect that
>significant number of users will not interpret
>them correctly.
>
>· *Use natural language equivalents on top-level
>pages*, such as /Borrowing from Other Libraries/
>instead of /Interlibrary Loan/, or a /Find
>option in addition to the library catalog
>name. Whenever possible, include “target words”,
such as /Book/ or /Article/, that correspond to
the end product the user is seeking. When
needed, introduce more precise technical terms
on lower-level pages.
>
>· *Enhance or explain potentially confusing
>terms.* Use additional words and/or graphics to
>provide a meaningful context. Where appropriate,
>use mouseovers or ALT and TITLE attributes --
>but don’t count on users pausing to read them.
>Provide glossaries of library terms, or “What’s
>this?” explanations of individual terms.
>
>Some alternatives (Caution: these are just ideas
>and are not necessarily endorsed. I would expect
that whatever committee/council is in charge of
the service/resource would look more closely at
the relevant research on Kupersmith's site and
usability-tested library Web sites):
> ERes@UIC: Electronic course reserves, online
course reserves, or simply Course Reserves (most
students don’t seek reserve material based on
format)
> InfoqUIC: document delivery, purchase a copy
service, purchase a copy, buy copies, buy
articles
> MyILL@UIC: check your interlibrary loan
requests, interlibrary loan account, borrow from
other libraries
> qUICsearch: search multiple databases, search
across databases, cross-database search,
multi-search
> UICCAT = UIC Library Catalog
> Indigo = UIC Scholarly Digital Repository, UIC
Research, UIC Research Repository (possibly
relate this somehow to free access or the nih
mandate?)
> I think that some of the confusion these names
cause can be remedied by explanation, e.g.
always refer to "finding books" when UICCAT is
mentioned. It seems like for ERes and MyILL,
there doesn't need to be a name involved at all,
but just a description of the service.
>
> Thanks for taking this up. Let me know if you need any more info from me.
>
Krystal
>
Krystal M. Lewis
Assistant Reference Librarian  Richard J. Daley Library
University of Illinois at Chicago 312.996.4661
kmlewis1@uic.edu
>
>
>
>
>
Jay Lambrecht wrote:
>> Krystal --
>>
>> Thanks for your note. I have run it by the
>> Senior Staff, and we agree that the issue
>> should go to Steering on May 7. We believe that
>> Steering’s discussion will be aided by a
>> presentation of alternatives for each name. For
>> each of the five 'UIC' names on your list, and
>> also for Indigo, can you please supply me with
>> a self-explanatory alternative to the name we
>> now use? From WOC output it would seem that
>> these might be used:
>>
>> UICCAT = UIC Library Catalog
>> Indigo = UIC Scholarly Digital Repository
>> Are these correct? What alternatives would you
>> suggest for ERes@UIC, InfoqUIC, MyILL@UIC, and
>> qUICsearch?
>>
>> Please let me know by Tuesday.
>>
>> -- Jay
>>
>> Hi Jay,
>>
>> The leads of the WOC subgroups suggested that
>> WOC bring this recommendation to Steering.
>> I’ll leave it with you to decide what to do
>> with it. Thanks, Krystal
Date: April 29, 2008

To: Steering Committee

From: Web Oversight Committee (WOC)

Re: Recommendation for renaming services and resources

In April 2006, as part of its research for a new Web site, the Web Oversight Committee conducted a card sorting usability study. Results of that study indicated that library services and resources branded with "UIC" were frequently not understood and/or not recognized by users. (See Hepburn, P. and K. Lewis, "What’s in a name? Using card sorting to evaluate branding in an academic library’s Web site." /College and Research Libraries/ May 2008)

These services and resources include:

- ERes@UIC
- InfoqUIC
- MyILL@UIC
- qUICsearch
- UICCAT

WOC recommends reexamining the names of these services and resources and implementing any changes to them to correspond with the launch of the new web site in August 2008.

WOC also recommends reexamining the names of any other "UIC" branded resources and services offered.

Thanks.

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