Creating a User-centric ETD Experience

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Bethany Nash & Melanie Kowalski

**Background**
- ETD program began in 2007
- Older submission site needed a facelift for improved functionality and usability
- Current staffing levels prevented complete redevelopment of site
- Core staffing of program includes
  - Two Research Library Fellows each at 30% of her time
  - User Experience Librarian/ETD Coordinator at 30% of his time

**Improved Outreach & Instruction**
- Informational videos posted online for anytime access
- Increased promotion of sessions through emails to school listservs and inclusion on the library’s online and on-site calendars
- Copyright sessions now scheduled early in each semester
- More hands-on submission workshops scheduled based on school submission deadlines and with a representative from the Scholarly Communications Office at each session
- Documentation available on Libguide, ETD website, and Library Service Desk internal website
  - Helps front-line library staff address basic ETD questions, students and University staff outside library find answers to their questions, and future ETD coordinators quickly understand and maintain ETD professes

**Quantitative and Qualitative Measurements**
- ETD program began in 2007
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**Submission Site Update**
- Site changes based on:
  - Usability testing
    - Analysis of common problems encountered during submission process
  - Initial testing with students
  - Soft roll-out to school program administrators
  - Feedback, bug identification, training on new system
- Features of the updated site include
  - Simpler system that is less prone to errors
  - Less text wherever possible
  - Increased functionality for school program administrators to lessen reliance on ETD coordinators for routine processes

**Scholarly Communications’ Evolving Suite of Services**
- New site covers copyright and publishing for faculty and students, open access, copyright for librarians
- New site reaches broader audience and provides more support to students

**Scholarly Communications Web Presence**
- Office hours in Research Commons for 4 hours per week
- Skype consultations for off-campus students

**Application of New Site**
- Exit surveys at instruction sessions
- To evaluate sessions and fine tune outreach and instruction strategies
- Debriefing instructors after sessions
- Feedback from school administrators
- Review of help tickets at end of semester to determine areas for improvement

**Next Steps**
- Continue usability testing for future website improvements
- Review program workflow to identify ways to help students and administrators, consolidation or elimination of paperwork where possible, redesign of process as necessary
- Improved back-end functionality for ETD and school administrators
- Redevelopment of copyright sessions based on ACRL Immersion