

# Content Management Web Presence Redesign



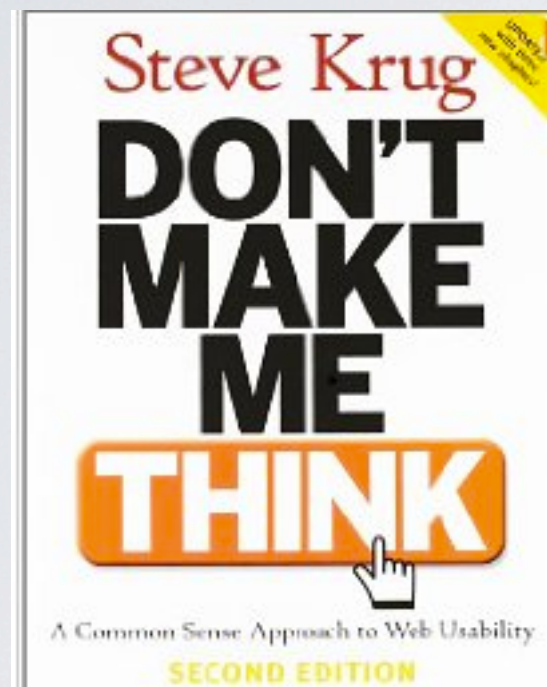
**Randal Sean Harrison**  
Web Developer  
Digital User Experience Team  
Van Pelt & Opie Library





# Resources

Great primers on Design, Usability, Content Management



**Steve Krug**  
*Don't Make Me Think*



**Robin Williams**  
*The Non-Designer's  
Design & Type Book*



**Kristina Halvorson**  
*Content Strategy  
for the Web*



# Agenda

- Review principles of **Content Management, Information Architecture, Usability**
- Review principles of **Writing for the Web**, including working with Text and Images



# Content Management





# Content Management

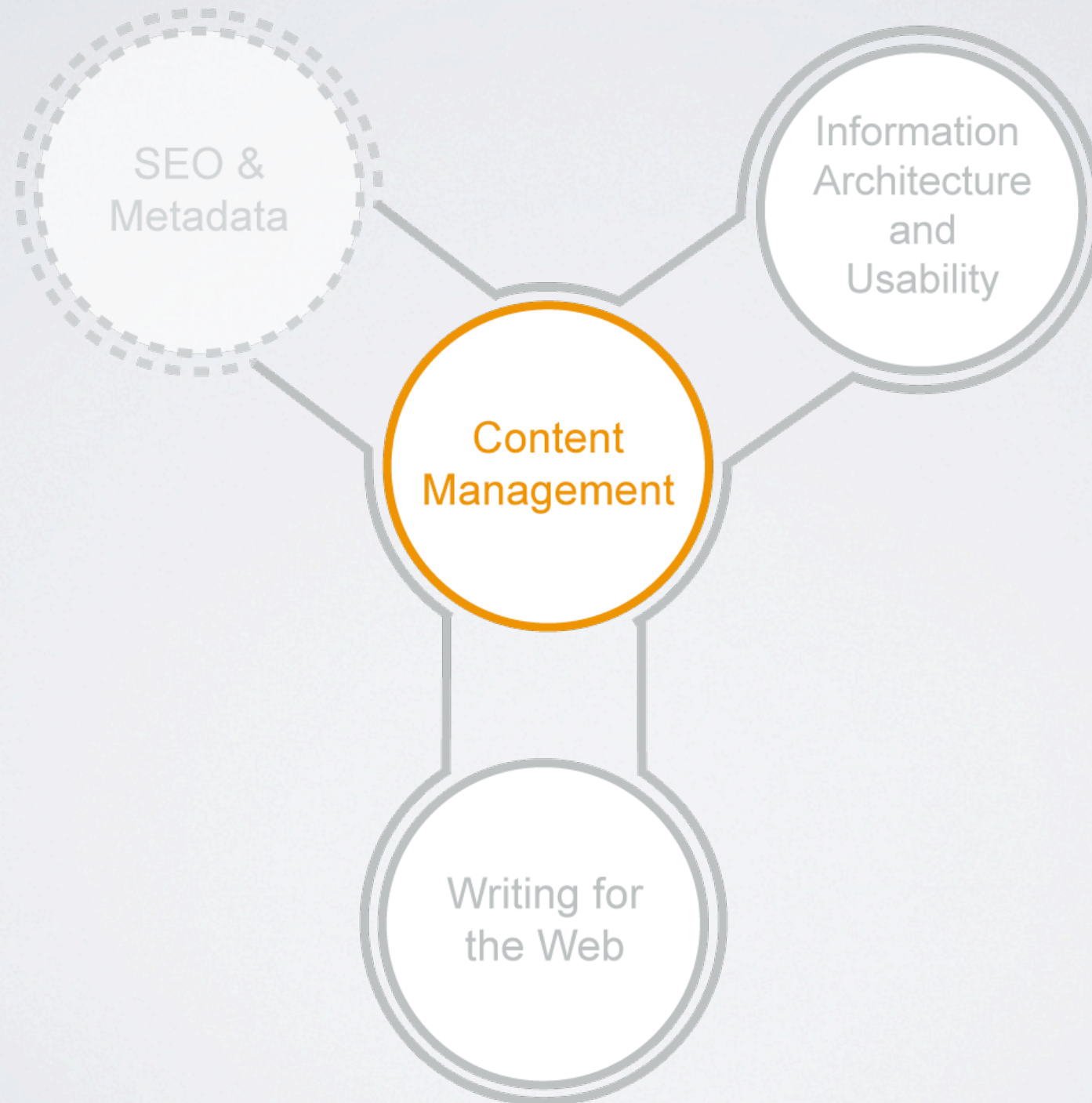
Write it, Design it, Organize it, Make it usable & findable...





# Content Management

Write it, Design it, Organize it, Make it usable & findable...





# IA + Usability

Designing site Structures and Features for Users...





# Writing for the Web

Creating, Editing and Organizing Text & Images...





# IA + Usability





# Usability

Websites with poor usability are quickly abandoned...

A Web site or application must be

- Easy to learn
- Easy to remember
- Help users accomplish their goals, efficiently, effectively, pleasantly and safely.



# F-shaped Pattern

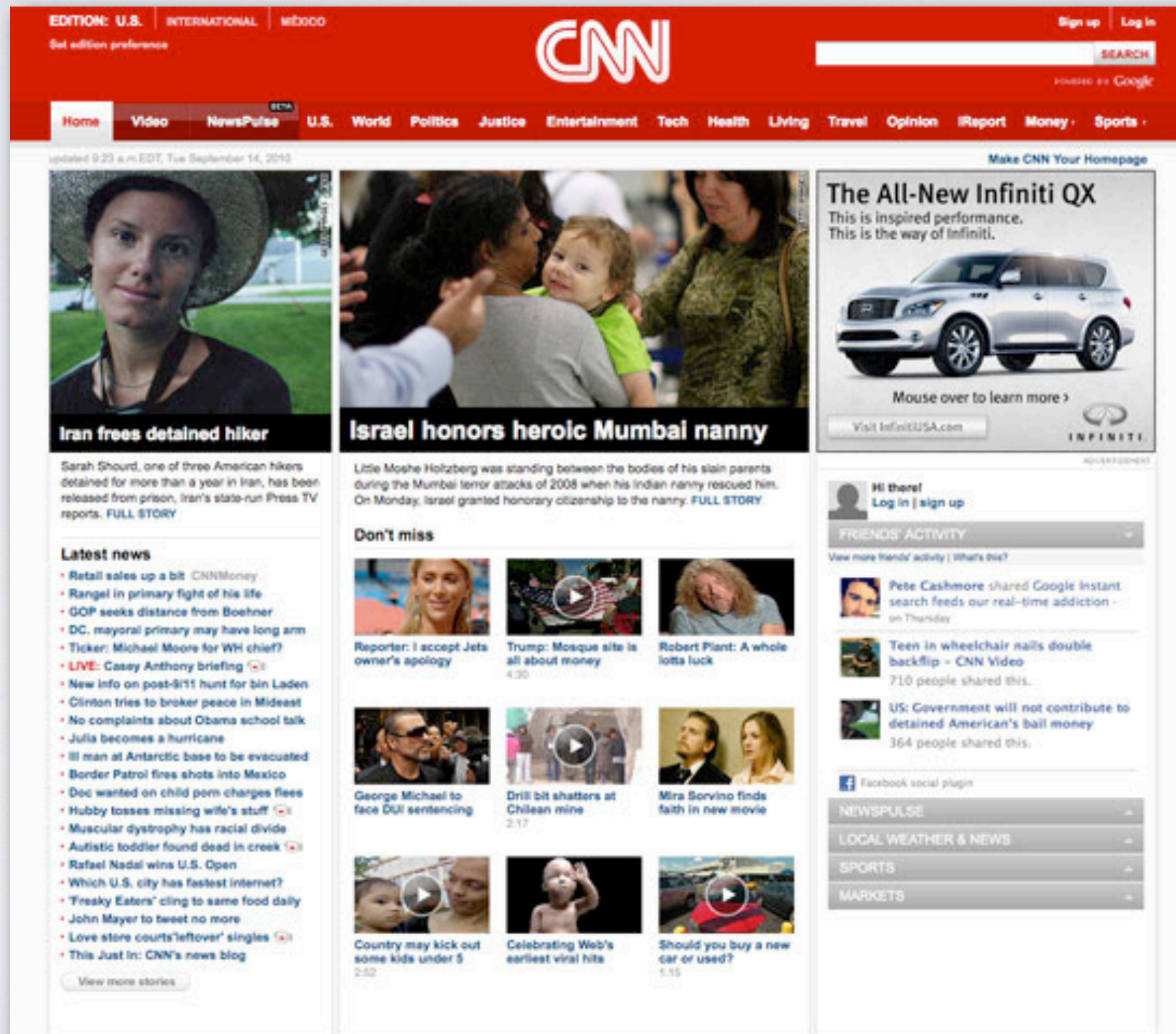
Users concentrate on the top and left of the screen...





# Information Architecture

If this Library Web site were a building...






# Clear Chunking

Organize information into easily scannable ‘chunks’...

Institutional Diversity > Reports & Plans > Academic Unit Diversity Plans

## INSTITUTIONAL DIVERSITY | Reports & Plans—Academic Unit Diversity Plans



**INSTITUTIONAL DIVERSITY**

- CORPORATE ADVISORY BOARD
- PRESIDENTIAL COUNCIL OF ALUMNAE
- DIVERSITY PARTNERS
- GRANTS & FUNDING
- REPORTS & PLANS



Campus Diversity Snapshot  
Campus Climate Study  
Diversity Framework  
University Strategic Plan  
Academic Unit Diversity Plans

**QUICK LINKS**



- Campus Diversity Snapshot
- Campus Climate Study
- Women of Promise
- Starfish Award
- Staff Directory
- Contact Us

**DIVERSITY PLAN FORMS**












**School & College Units**

- Diversity Plan Review 
- 2012-2015 Diversity Plan Form 

**Student Affairs Units**

- Diversity Plan Review 
- 2012-2015 Diversity Plan Form 

College of Engineering

| Department                                   | Diversity Plan(s)  |
|--|--|
| Biomedical Engineering                       | 2009-10    2007-08    2006  |
| Chemical Engineering                         | 2007-08    2006    |
| Civil & Environmental Engineering            | 2004    |
| Electrical & Computer Engineering            | 2010-11   |
| Geological & Mining Engineering              | 2007-08   |
| Materials Science & Engineering              | 2007-08    2006    |
| Mechanical Engineering-Engineering Mechanics | 2007-08   |

College of Sciences & Arts

Schools of Business, Forestry, and Technology

Student Affairs



# Clear Wayfinding

Leave a trail for users to navigate the site...

Institutional Diversity > Reports & Plans > Academic Unit Diversity Plans

**INSTITUTIONAL DIVERSITY |**

**Reports & Plans—Academic Unit Diversity Plans**



# Balanced Navigation

Don't try to please everyone...

## **SEARCH**

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## **COURSE HELP**

---

Course Guides

Course Reserve

For Faculty

## **RESEARCH HELP**

---

## **LIBRARY SERVICES**

---

## **REQUESTS AND FORMS**

---

## **GOVERNMENT DOCUMENTS**

---

## **ARCHIVES & HISTORICAL COLLECTIONS**



# Stable Navigation

Unexpected changes are jarring and confusing...

## **SEARCH**

---

## **COURSE HELP**

---

Course Guides

Course Reserve

For Faculty

## **RESEARCH HELP**

---

## **LIBRARY SERVICES**

---

## **REQUESTS AND FORMS**

---

## **GOVERNMENT DOCUMENTS**

---

## **ARCHIVES & HISTORICAL COLLECTIONS**



# Clear Calls to Action

Indicate what users should be doing on your site...

## **SEARCH**

---

## **COURSE HELP**

---

Course Guides

Course Reserve

For Faculty

## **RESEARCH HELP**

---

## **LIBRARY SERVICES**

---

## **REQUESTS AND FORMS**

---

## **GOVERNMENT DOCUMENTS**

---

## **ARCHIVES & HISTORICAL COLLECTIONS**



# Writing for the Web





# Meaningful Hyperlinks

Hyperlinks should be meaningful...

## Best

For more information see our helpful [Guide to Managing Citations](#).

## Bad

For more information about managing citations click [here](#) for our helpful guide.

## Worst

For more information about managing citations see our helpful guide [http://library.mtu.edu/guides/managing\\_citations/guide.pdf](http://library.mtu.edu/guides/managing_citations/guide.pdf).



# Meaningful Lists

Chunk lists into...

## Bad

List of Handbooks on Architecture

List of Chapbooks on Architecture

List of Photo Collages on Architecture

## Best

### Architecture

- Chapbooks
- Handbooks
- Photo Collages



# Meaningful Lists

Exceptions to the rule..

- ☐ I'm reporting content that needs to be **changed**
- ☐ I'm reporting content that needs to be **removed**
- ☐ I'm reporting content that needs to be **added**
- ☒ I have an idea for improving our Web site



# Active Voice

The use of active voice should be done by you...

## Bad

The submission of the information that I have requested will be due at the stroke of noon tomorrow

## Best

Please submit the requested information promptly by noon, tomorrow.



# Brevity

Eliminate unnecessary words...

## Bad

Now imagine you were to happen upon a page dense with myriad links, all of which read 'click here'. Such a dense page would not lend itself to scanning.

## Best

A page littered with 'click here' links would not lend itself to efficient scanning.



# Numbers v. Words

Numerals scan much better than words...

## Bad

The library reserves 12 group study rooms (two to six occupants) and ten large group study rooms (two to 12 occupants) for student use.

## Better

The library reserves **12 group study rooms** (2-6 occupants) and **10 large group study rooms** (2-12 occupants) for student use.



# Images

Images should be meaningful to page content...





# Visual Consistency

Create a style guide to guarantee visual consistency...

For more complicated examples, list additional titles in order of importance. Append Mobile, then Fax number below land-line telephones, if appropriate. Delineate phone numbers with the prefixes **Tel**, **Mob**, and **Fax**, without colons.

## Example

### **Victor Villalobos**

Chief Information Officer

Professor, Department of Computer Science

Tel (124) 487-1111

Mob (246) 487-2222

Fax (124) 487-3333

[vvillal@mtu.edu](mailto:vvillal@mtu.edu)

```
<p>
<strong>Victor Villalobos</strong><br/>
Chief Information Officer<br/>
Professor, Department of Computer Science<br/>
<a href="mailto:vvillal@mtu.edu">vvillal@mtu.edu</a><br/>
Tel (124) 487-1111<br/>
Mob (246) 723-2222<br/>
Fax (124) 487-3333<br/>
</p>
```



# Example





# Research Grants -- Page 1

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## Research Travel Grants Program

[About the Program](#) | [Past Recipients](#) | [Application](#)

The Michigan Tech Archives and Copper Country Historical Collections offers annual travel grants for researchers and scholars from outside the area to conduct research in the Archives. [The Friends of the Van Pelt Library](#), a support organization for the Library and Archives of Michigan Technological University, provides financial support for the travel award program. The grant is intended to increase awareness of the Archives' collections and encourage use of some lesser-known resources by scholars. The Archives' manuscript collections contain an abundant array of records of the region's rich history.



The grant program, first offered during the 1997-98 academic year, provides support for travel, food, and lodging to carry out research using the collections of the MTU Archives. Since its inception, more than a dozen researchers have come to Michigan Tech to access the unique collections at the Archives. Past recipients of the travel grant have examined topics ranging from the role that fraternal orders have played in Lake Superior mining communities, the development of company housing at Hecla Location near Calumet, to the transformation of former mining districts into vacation and tourist destinations after World War II. The Archives has sponsored visiting scholars from throughout the United States and as far away as Sweden and England.

The MTU Archives is a department of the J. Robert Van Pelt Library. Located on the Garden Level of the J. Robert Van Pelt Library, in the new John and Ruanne Opie Library, the Archives is a place where members of the campus community and the general public can learn more about local and regional history, and the people and events of the past.

Grant applications are typically solicited in late autumn, with selection occurring after the winter holidays. For more information, contact the Archives at [copper@mtu.edu](mailto:copper@mtu.edu) or call 487-2505.

July 13, 2013

Library Home :: Archives :: Government Documents :: Text-only ::  Library Accounts & Online Forms

[E-Resources Policy](#) | [Michigan Tech Computer Use Policy](#)  [Top](#)

Last revised: 12/3/2009  
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Michigan Technological University, 1400 Townsend Drive, Houghton, MI 49931  
Phone: (906) 487-2500 | Fax: (906) 487-2357 | [Admin Logon](#)  
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# Research Grants -- Page 2

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## Research Travel Grants Program

[About the Program](#) | [Past Recipients](#) | [Application](#)

[2009](#) | [2008](#) | [2007](#) | [2006](#) | [2003](#) | [2002](#) | [2001](#) | [2000](#) | [1999](#) | [1998](#)

**2009**  
Peter V. Krats, Assistant Professor,  
*"Differently Similar: Comparing the Keweenaw and Nickel Belts"*  
  
James E. Seelye, doctoral candidate, University of Toledo  
*"The Snowshoe Priest Revisited: A Reappraisal of Frederic Baraga"*  
  
**2008**  
Cecile Jensen, director, Michigan Polonia.  
*"The Peasant and the Palace: Manor Records in Poland"*  
  
Joseph F. Martin, FSC, Lewis University  
*"Early Polish Immigrants in Houghton County"*  
  
Michelle Hamilton, postdoctoral candidate University of Guelph  
*"Bric-brackers and pot-hunters': Amateur Archaeologists in Nineteenth Century Ontario"*  
  
**2007**  
Paul Lubotina, Adjunct Professor, Northern Michigan University.  
*"Immigration and Integration on the Minnesota Iron Range"*  
  
Kathryn Remlinger, Associate Professor, Grand Valley State University  
*"History with an attitude, eh?"*  
  
Peter Simons, doctoral candidate, University of Chicago  
*"Isolationist or International: The Copper Country's Role in Changing American Perceptions of Europe"*  
  
**2006**  
Matthew Liesch, master's candidate, UW-Madison  
*"19th century representations of landscape and place on the Gogebic Iron Range"*  
  
Eric Nystrom, doctoral candidate, Johns Hopkins University  
*"Maps, photographs, and three-dimensional models: the visual culture of American mining"*  
  
Marcus Robyns, Archivist, Northern Michigan University  
*"Company paternalism and economic competition on organized labor activity on the Marquette Iron Range and the Keweenaw's Copper Country"*


Wednesday, July 17, 13

29




# Research Grants -- Page 3

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[Other Resources](#)  
[Citation Guide](#)  
[Duplication](#)  
  
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## Research Travel Grants Program

[About the Program](#) [Past Recipients](#) [Application](#)

### Application

The Michigan Tech Archives and Copper Country Historical Collections offers annual research support awards to bring scholars and researchers to Houghton, Michigan, to study the Archives' collections. Grants are for up to \$750 and provide support for travel, food and lodging for that purpose. Financial support for the travel award program is provided by the Friends of the Van Pelt Library, a support organization for the Library and Archives of Michigan Technological University. Topical research areas include: Michigan's western Upper Peninsula; industrial history, particularly copper mining and its ancillary industries; social history, including workforce issues, immigration and ethnicity; urban and community development along the Keweenaw Peninsula; transportation; and the environment.

- Download application form: [PDF](#) or [WORD](#)
- Review of applications begins in January
- Awards are announced in March
- Travel must be completed by December of the grant year

Applications are accepted throughout the year. Review of applications begins in January with selection announcements made in early March. The successful candidate must complete his/her travel by December of the award year. Applications received by January 31st will be reviewed for the current year. Those received after January 31st will be considered for the following year. Electronic submission is encouraged.

For further information, please contact:

Julia Blair, Assistant Archivist  
Michigan Tech Archives and Copper Country Historical Collections  
J. Robert Van Pelt and Opie Library  
1400 Townsend Drive  
Houghton, MI 49931  
Tel (906) 487-2505  
Fax (906) 487-2357  
[copper@mtu.edu](mailto:copper@mtu.edu)



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[Group Study Rooms](#)

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[Digital Commons @ Michigan Tech](#)

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## RESEARCH SUPPORT AWARDS

The Michigan Tech Archives and Copper Country Historical Collections offers annual research support awards for visiting researchers and scholars. Awards cover travel, food, and lodging and are intended to increase awareness of the Archives' collections and encourage scholars to take advantage of the abundant array of documents and materials from the region's rich history.

The Archives & Historical Collection has sponsored visiting scholars from throughout the United States and as far away as Sweden and England, examining topics ranging from the role that fraternal orders have played in Lake Superior mining communities, to the development of company housing at Hecla Location near Calumet, to the transformation of former mining districts into vacation and tourist destinations after World War II.

### Past Awards Recipients

**2009**

- **Differently Similar: Comparing the Keweenaw and Nickel Belts**  
Peter V. Krats, Assistant Professor
- **The Snowshoe Priest Revisited: A Reappraisal of Frederic Baraga**  
James E. Seelye, doctoral candidate, University of Toledo

**2008**

**2007**

**2006**

**2003**

**2002**

**2001**

**2000**

## APPLYING

Applications are accepted year-round, reviewed each January for the current year, with awards announced each March.

- Research support awards up to \$750.00
- Awards may be used for travel, food, and lodging
- Travel must be completed by December of the award year

[Application Form](#)

## CONTACT

### Julie Blair

Interim Director  
Archives & Historical Collection  
Van Pelt and Opie Library  
Michigan Technological University  
1400 Townsend Drive  
Houghton, MI 49931-1295

(906) 487-2505  
[copper@mtu.edu](mailto:copper@mtu.edu)

## Sponsor

The [Friends of the Van Pelt Library](#) provides generous financial support for the research support awards.

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# Discussion

