Building an Ecosystem: Strategies for Managing Complex Web Environments

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Session Agenda

• Library context
• Governance problem space
• Ecosystem and listening tour
• Benefits of ecosystem and listening tour
The Libraries’ Context

• Undergoing a website redesign
• 4th major redesign
• Used continuum of models
• New challenges
# Web Governance during redesigns

## Web Redesign Framework

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<th>Web Redesign Framework</th>
<th>Discovery and Research</th>
<th>Interaction Design</th>
<th>Visual Design</th>
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Ecosystem to Define the Governance Problem Space

• What does the Web Governance Team govern?
• What is the scope of the Libraries’ services?
• Who are all the stakeholders?
What is a “web ecosystem”? 

**Ecosystem**
An ecological community together with its environment, functioning as a unit.

**Web Ecosystem**
The set of online services and their technological infrastructures, functioning as a unit.
How we built the ecosystem: Listening Tour

Groups

• 18 focus groups
• Started with pre-defined list
• Number of groups grew as we learned more

Methodology

• Made a list of what we thought the group did
• They told us what they actually did
• Modify the spreadsheet/booklet to match
Libraries’ Ecosystem: Big Picture
## Libraries’ Ecosystem: Details

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<th>Researcher’s Tools</th>
<th>TDL</th>
<th>Scholars @ TAMU</th>
<th>PlumX</th>
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Benefits

Of both the ecosystem and the listening tour

• Transparency
• Engaged collaboration
• Transition to new paradigms
Benefits: Working Together
Benefits: New Products

- Collections
- Researcher's Tools
- Discovery
- Outreach and Marketing
- Infrastructure
- External Integration
- Instruction
- Collaborative Websites

hot new thing
Benefits: Sunsets
Benefits: Project Management

1. **Idea or Comment**
   - Idea Document
     - Pre-work / Proof of concept through appropriate groups and units
     - Notify all relevant stakeholders (WISP, facilities, collections, etc.)
   - Eventually
     - Yes
       - Deviate project out of normal workflow
       - Library Project Plan
     - No
       - Place in backlog
       - Reject idea
   - How long will the idea take?
     - 1 week
     - > 1 week
     - 1 or 2
     - 3+
   - How many people are needed to make decision?
     - 1 or 2
     - > 1 week
   - Review idea: Does this project have merit?
     - Yes
     - Notify all relevant stakeholders (WISP, facilities, collections, etc.)
     - Task
       - Task
       - Workgroup carries out task
     - Project Charter
       - Conduct
         - Level 1
         - Level 2 or 3
         - Level 4
     - Complexity and Risk Assessment
       - Project Move to Executing Stage
       - Develop Library Project Plan

2. **Update Idea**
Questions?