



SUNSHINE PUBLIC LIBRARY WEBSITE REPORT

Liz Garri, Emily Steffenhagen, and Grace Bailey



INTRODUCTION

Goal:

Renovation of Sunshine Public Library website (Richmond, VA)

Prepared by:

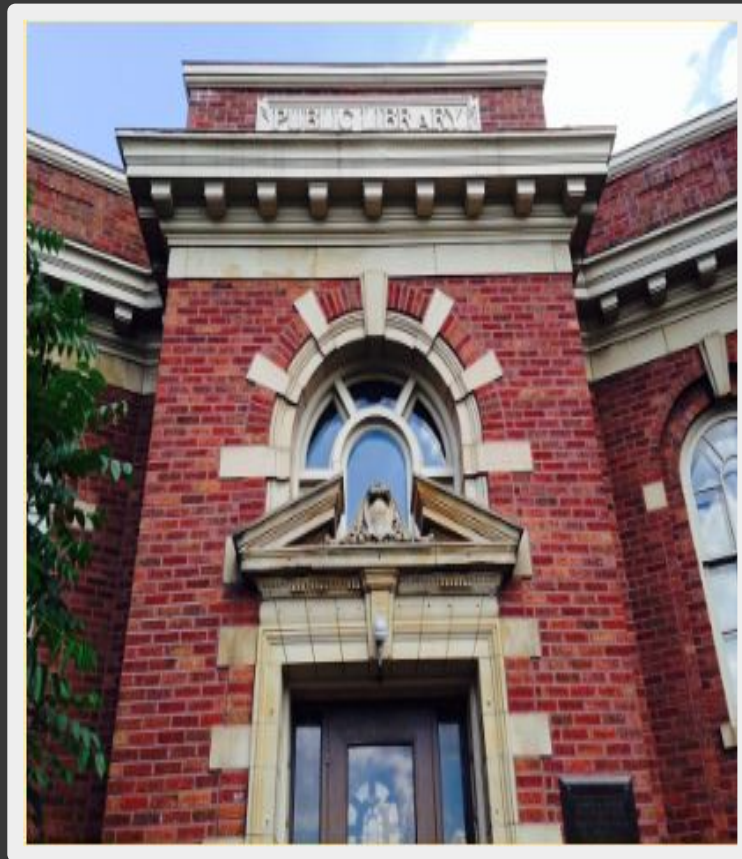
L.E.G. Consulting

Prepared for:

Friends-of-Sunshine Advisory Board

Requested by:

June 20th, 2022

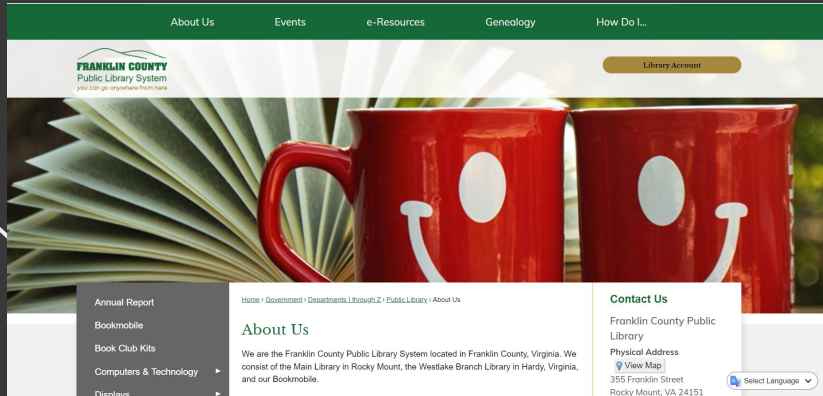




FRANKLIN COUNTY
PUBLIC LIBRARY

FRANKLIN COUNTY PUBLIC LIBRARY

VISUAL APPEAL



- Cohesive color pallet
- Irrelevant pictures
- “Wall” of text
- Inconsistent headings

FRANKLIN COUNTY PUBLIC LIBRARY

CONTENT

The screenshot shows the website's navigation menu with categories: About Us, Events, e-Resources, Genealogy, and How Do I... The main content area is divided into three columns. The left column contains a sidebar with links to various reports and services. The middle column features the 'About Us' section, which includes a mission statement, a history section, and information about the Patrick County Library. The right column contains contact information, including the physical address, phone number, hours of operation, and quick links to social media pages.

[Home](#) | [Government](#) | [Departments \(through 7\)](#) | [Public Library](#) | [About Us](#)

About Us

We are the Franklin County Public Library System located in Franklin County, Virginia. We consist of the Main Library in Rocky Mount, the Westlake Branch Library in Hardy, Virginia, and our Bookmobile.

Our Mission

The mission of the Franklin County Public Library is to provide access to informational, educational, cultural and recreational materials and services in a variety of formats and technologies; to promote reading, literacy, and lifelong learning; and to protect the public's right to know by reading citizenship and providing equal access to information.

Our History

Between 1937 and 1942, philanthropist David K.E. Bruce, who served as U.S. Ambassador to England, France, and Germany and as a special envoy to China in the 1970s, donated eleven library buildings to rural areas of Virginia, including Franklin County. Located behind the courthouse, the facility was constructed from plans furnished by Clatsome and Taylor, Inc, the architectural firm responsible for the restoration of Williamsburg.

Besides the building, Mr. Bruce also donated furnishings, equipment and a collection of approximately 4,200 books, selected by Maczill James, a close friend of his and Assistant Director of the National Gallery of Art. By late 1940 construction was almost complete, and Miss Nancy Menefee was hired as a part-time librarian for a salary of \$75 a month.

Patrick County Library

The library underwent a radical change in 1954, when it joined with the Patrick County Library to form a regional system. The theory was that both municipalities would receive better service more economically and share a bookmobile. This arrangement lasted until 1976. Influenced by a Virginia State Library study and a 1970 law that would guarantee it more state financial aid, Patrick County opted to merge with the Martinsville-Henry County Library. Franklin County had the same opportunity but decided that such a move would mean a loss of local control.

Contact Us

Franklin County Public Library
Physical Address
[View Map](#)
355 Franklin Street
Rocky Mount, VA 24151

Directions

Phone: 540-482-2098

Hours:

Mon, Wed & Fri
9:00a-5:00p
Tue & Thu
9:00a-7:00p
Sat
9:00a-1:00p

Directory

Quick Links

- [Main Branch Facebook Page](#)
- [Westlake Branch Facebook Page](#)

- Address and hours of operation
- Information on events and services
- Inappropriate home page content

FRANKLIN COUNTY PUBLIC LIBRARY

EASE OF NAVIGATION

Annual Report

Bookmobile

Book Club Kits

Computers & Technology ▶

Displays ▶

Friends of the Library

Library Board

Library Card

Library Foundation

Meeting Rooms

News Releases

Policy Manual (PDF)

Westlake Branch ▶

Youth Services at Rocky Mount Branch



- Two main navigation bars
- Arbitrary headings
- “Hidden” search function for catalog



SHEPPARD MEMORIAL
LIBRARY

SHEPPARD MEMORIAL LIBRARY

VISUAL APPEAL



- Unclear modular formatting
- Different shades of blue
- Heading text smaller than content
- Inconsistent font size/type
- Embedded posters instead of text

SHEPPARD MEMORIAL LIBRARY

CONTENT

- Bulleted/list format
- Hours & contact information
- Clear homepage banner
- Covid-19 information
- Accessibility information
- Accessible database
- "Ask a Librarian" tab

SML Accessibility

SERVICES PROVIDED BY THE LIBRARY

The main library branch is Sheppard Memorial and is located at 530 Evans Street. The library website is www.sheppardlibrary.org. The other two library branches are George Washington Carver Library located at 618 West 14th Avenue, and East Branch Library located at 2000 Cedar Lane

Sheppard Memorial Library and branch facilities are handicapped accessible with ramps, designated parking spaces, graded curbing, and automatic doors. Hand-rails can be found leading into a building, and into the mezzanine stacks area. Each facility has clear paths and aisles that meet ADA standards.
(Note: East Branch is most accessible by turning onto Laura Lane from 14th Street. The library is at the end of Laura Lane.)
All branches, except the main library, are on one level. The main library administrative office area, basement, and mezzanine stacks are accessible by elevator.

All facilities have wheelchair accessible restrooms with at least one handicapped stall. The Bethel library has a single restroom.

Book stack aisles meet ADA standards. Patrons may call or ask for staff assistance for obtaining materials above or below reach.

Each facility has at least one library catalog available at seat level. Each branch library has a circulation desk with an area at seat height. All computer tables, study tables and carrels are set at wheelchair height.

Our outside book returns are along the sidewalk curbing allowing easy access for drivers.

In addition to having free Wi-Fi, the library offers free public access computers that have the ability to increase the screen image 300%.


For the visually impaired, the library offers large print reading materials, downloadable audio books, DVDs that include visual descriptions for the blind and visually impaired. For the hearing impaired, the library offers DVDs with closed captions.

The library offers videos, ebooks, audio books, emagazines, full-text magazine and newspaper articles, and the Daily Reflector online. Also available online are test preparation materials, language learning materials, career development materials, a resume builder, genealogy databases, NCJW practice tests, and Healthier U (a consumer health resource).

The Carver branch and the main library offer free blood pressure check stations. Items not found at your preferred library may be delivered within days from another library via courier that runs from Monday through Friday. Courier service to the Bethel library occurs once a week.

Patrons not near a library facility can check the bookmobile schedule to see if service is available in their area. The bookmobile has a room that is set twice a year. Patrons wishing to have this service may request the bookmobile to come to their area when time slots become available. For patrons in wheelchairs or unable to climb into the bookmobile, staff will come out and assist them in choosing materials.

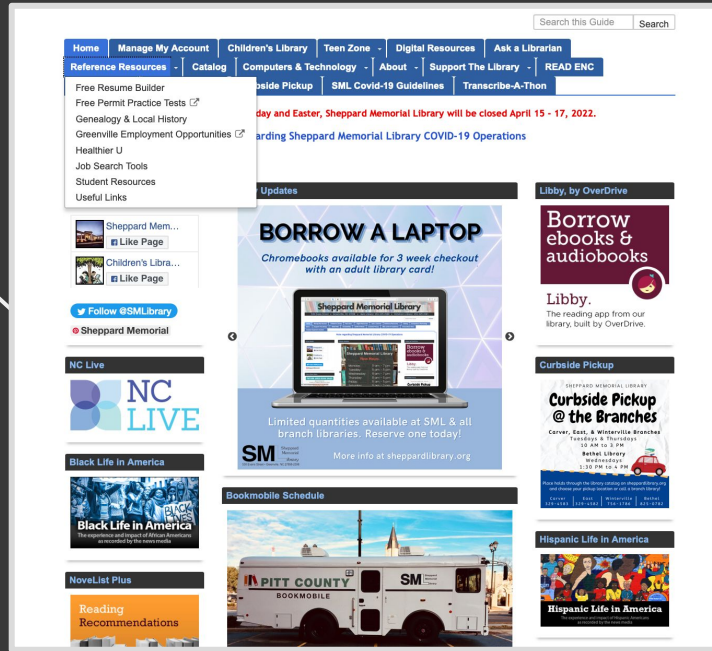
Accessibility Photos



SML has a circulation desk with an area at seat height

SHEPPARD MEMORIAL LIBRARY

EASE OF NAVIGATION



- Eighteen navigation options
- Two “Covid-19” tabs
- “Digital resources” and “Reference resources”
- Lack of organization
- Accessible search function



Central Virginia
Regional Library

CENTRAL VIRGINIA
REGIONAL LIBRARY

CENTRAL VIRGINIA REGIONAL

VISUAL APPEAL

- Appealing color scheme
- Right-shifted calendar
- Tiny text
- Slideshow of flyers that move too quickly

The screenshot displays the Central Virginia Regional Library website. At the top left is the library logo. A search bar is located at the top right. Below the logo is a horizontal navigation menu with links for HOME, DOWNLOADS, KIDS & TEENS, RESEARCH, EVENTS, SERVICES, ABOUT US, and CATALOG. A red announcement banner reads: "COVID Home Test Kits Currently AVAILABLE at both libraries." Below this is a flyer for a "StoryWalk® Launch Event" on Saturday, March 19, 10 a.m. - 12 p.m. at Main Street Plaza, Farmville. The flyer includes details about the event, such as celebrating the launch of the book "Pokko and the Drum" and providing instructions for participants. To the right of the flyer is an "UPCOMING EVENTS" calendar. The calendar shows a list of events for the month of April, including "Baby Story Time" and "Farmville Book Club" sessions at various library branches. The calendar is right-shifted, showing the 12th of April as the current date. At the bottom of the calendar, there are "Add" and "View Calendar" buttons.

CENTRAL VIRGINIA REGIONAL

CONTENT

HOURS & LOCATIONS

Buckingham Library

16266 N. JAMES MADISON HWY.,
DILLWYN, VA 23936

Monday-Thursday: 9 am - 7 pm
Friday-Saturday: 9 am - 5 pm
Sunday: Closed

Farmville Library

1303 W. 3RD ST., FARMVILLE, VA 23901

Monday-Thursday: 10 am - 8 pm
Friday: 10 am - 6 pm
Saturday: 10 am - 5 pm
Sunday: 1 p.m. - 5 p.m.

CONTACT US

Call CVRL

Buckingham: 434-983-3848
Buckingham Fax: 434-983-1587
Farmville: 434-392-6924

Email CVRL

info@cvrl.net

Administration

Director: Rick Ewing
Buckingham Manager: Amy R. White
Farmville Manager: Morgan Hayes

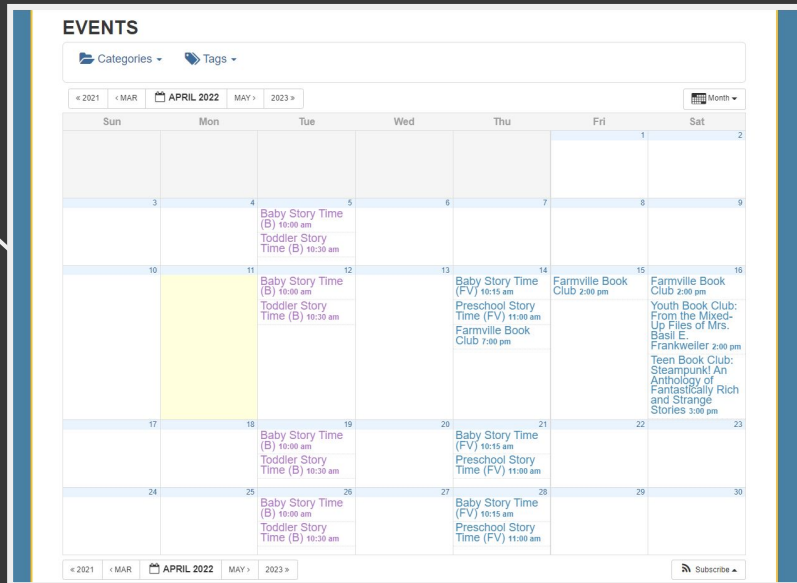
QUICK LINKS

[Access my account](#)
[E-books, audiobooks and more...](#)
[Employment](#)
[Find programs & classes](#)
[Get a library card](#)
[Pay fees](#)
[Place a hold](#)
[Renew materials](#)
[Search the catalog](#)

- Simple and clear logo
- Clear hours of operation
- Apparent contact information
- List of helpful quick links
- Organized subheadings
- Prominent search bar

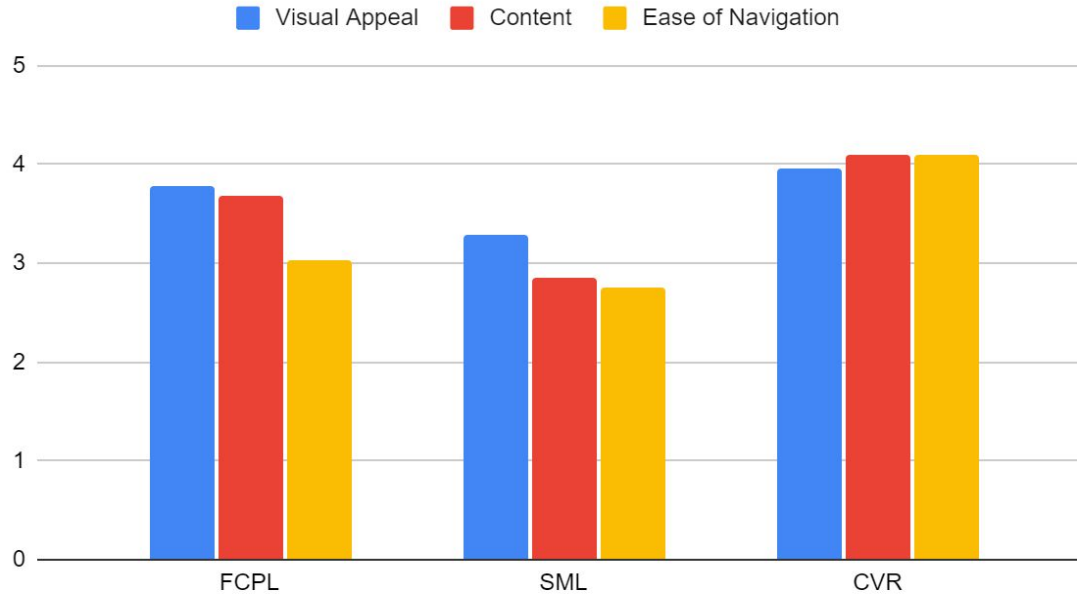
CENTRAL VIRGINIA REGIONAL

EASE OF NAVIGATION



- Intuitive interface
- Uncluttered information
- Drop-down lists under appropriate subheadings
- Color-coordinated calendar
(pink = Buckingham)
(blue = Farmville)

Survey Results



RECOMMENDATIONS

- utilize a cohesive color palette
- incorporate the modular design
- follow an intuitive organization system
- include hours of operation, contact information, and a clear search function



L.E.G. CONSULTING

"GET A STEP UP ON THE COMPETITION!"

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

15990 Birling Street
Richmond, VA 23173
Legconsulting.com