We are pleased to report back to you on the Marketing/PR team's review of the comments related to communication, and comments defined as kudos, that were received through the Ethnographic Research Project's study of the RUL website.

A subcommittee of the Marketing/PR team reviewed all comments, analyzed them, and (based on this input) made three suggestions for improvements to the Libraries website. At yesterday afternoon's meeting of the Marketing/PR team the subcommittee, chaired by Steph Mikitish, shared their analysis of the comments and their suggestions. The Marketing/PR team strongly supported the subcommittee's report.

The Marketing/PR team thus makes three recommendations for the redesign of the Libraries' webpage:

1) Add RSS feeds to the front page of the website, connected to the addition of news stories
2) Highlight the Libraries presence on Facebook (perhaps by adding the Facebook 'F' symbol) on the frontpage
3) Raise the visibility of the function of recommending, to the appropriate subject specialist librarian, that a book be purchased (perhaps by adding an "Recommend a book for purchase" option, which will lead to a form to be filled out).