



LIBRARYMARKET

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Product Features

Library**Website**
Library**Calendar**

Section One

Library**Website**



OUR WORK



Madison County Public Library

Designed bright, colorful logo and matching website theme to reflect the library and its community.

Richmond, KY

www.madisonlibrary.org

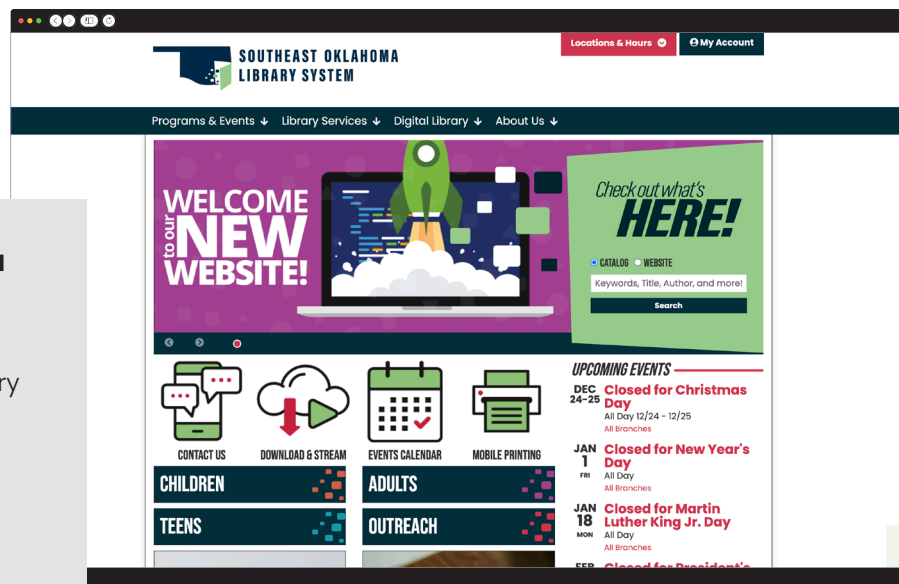


Southeast Oklahoma Library System

Website design and development for a 15-library system covering seven counties in Oklahoma.

McAlester, OK

www.seolibraries.com



Check out our website for even more examples of our work & product details! www.librarymarket.com

OUR WORK

CONTINUED



Ames Public Library

Website designed with green tones, pops of color, and geometric elements to match existing brand and building.

Ames, IA

www.amespubliclibrary.org



Sayville Library

New logo combining a light bulb and local street map in saturated brights with matching website theme.

Sayville, NY

www.sayvillelibrary.org



Check out our website for even more examples of our work & product details! www.librarymarket.com

FEATURES

LibraryWebsite

LibraryWebsite is an extremely adaptable platform for your library to promote its services and connect patrons with the resources you provide, all within an elegant design and intuitive navigation framework. Through a thorough information-gathering and discovery process, we pinpoint the best way to implement our features for your library. Our team will work with you to craft all of the content for launch, then provide staff training so the website can continue to grow with the library. If you have any questions about the features below, please do not hesitate to contact us!



Modern, Clean Theme with Logo & Color Scheme

During the initial phase of your project, our designers develop a design strategy for your new website. Using your logo and brand, including the color palette, text hierarchy, and graphics, our staff creates a modern, accessible design for presenting your library's content. Our key focus is creating a UX that allows users to find what they are looking for and attractively reflects the library and its personality.



Efficient Navigation

Library Market's websites are optimized for ease-of-navigation. From uncluttered layouts to a fixed top menu bar with hover styling, pages are designed to help users find what they need. Our streamlined design and consistent UX helps minimize scrolling and clicking.

The header and footer include the library logo, top navigation menu, hours, contact information, search tool, social media links, and other vital information. The homepage serves as a portal for patrons to access highlighted services, in part through a prominent slideshow feature. An announcement region allows emergency information to be displayed. Custom, dynamic tools such as upcoming events feeds, quick links, newsletter sign-ups, and feedback forms can be added to pages, allowing the library to point users to promoted resources and services.



Speed & Reliability

Our websites offer your staff and patrons a seamless web experience with no lags in response time. Presently, we host on Pantheon, a premier containerized environment that offers in-built protection for database failures and server traffic fluctuations.

FEATURES

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LibraryWebsite



Mobile & Tablet Users

All Library Market websites are fully responsive, which means they are mobile and tablet-friendly. The content and layouts adapt to screen size, stacking vertical elements as needed for narrower displays. On mobile, some areas may be collapsed to best adapt to screen size and ensure an equitable experience for all users, regardless of their device.



Third Party Integrations

Library Market websites allow you to incorporate and highlight your third-party vendor resources like databases and streaming services. Using custom library content types, we enable your patrons to locate and access these resources easily. Many of these services offer JavaScript, iFrame, or GET widgets and functions, which can be included in strategic locations. Integrations need to be evaluated on a case-by-case basis for suitability. Some examples of possible integrations include EBSCO Discovery Service, live chat (via LibraryH3lp, Tidio, Bold360, and others), LibraryAware, Niche Academy, and fundraising platforms.



CRM & Email Marketing Integration

Our websites allow for easy integration of your contact management system with the ability to add third-party forms to allow for email and newsletter sign-ups. Library**Calendar** also includes customized reporting that can be incorporated into marketing strategies.



Events & Reservations Calendar

Library Market's integrated Library**Calendar** system allows you to create and manage events with ease. Display options include a calendar view and upcoming events feed that can be placed on the homepage and throughout the site. Registration can be enabled on any event and incorporates email reminders and notifications. With Library**Calendar** room reservations, patrons can see which rooms are available and submit reservation requests. Staff notification emails are sent automatically. Downloadable reports are available for all calendar functions. For more information, see pages 17-27.

FEATURES

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LibraryWebsite



Content Types

Library Market's websites include several custom content types built exclusively for libraries. Adding content is as easy as filling out a form, and each content type includes a built-in display. Some of these content types include:

- **Book Rivers** - a sliding "river" tool or a grid layout. This content type allows staff to build lists to promote various parts of the collection; this can be used as a replacement for (or in conjunction with) third-party services like Select Reads, Bookletters, or LibraryAware.
- **Databases** - lists databases and other online resources, including in-house ones and ones provided by consortia or groups. Displays each as a block with an image, description, and link. These blocks have taxonomy terms associated with them that allow databases to be searched, filtered, and placed on multiple pages. An optional detail page can provide resource-specific help, guides, and tutorials. Streaming and downloading platforms like OverDrive, hoopla, Kanopy, and others can be included here or as a separate content type.
- **Gallery Items** - displays art, images, and other media items as a block, including basic information along with a link to a detailed item record. Like databases, these blocks have taxonomy terms associated with them that allow items to be searched and filtered.
- **Blogs/News** - allows staff members to create and manage blog posts and news updates. Taxonomies such as category or age group will allow blog posts to be filtered and placed on pages across the site.
- **Staff/Board** - manages a personnel directory that can include titles, contact information, profiles, and images for library staff members and board officials.



Page Designs & Templates

The website design mockup will include layout designs for the homepage, landing pages, content pages, calendar view pages, event detail pages, and any other high-level pages requested by the client. Appropriate templates for these pages are created for the site, in addition to any others that are needed. These templates are designed to be flexible and allow for layouts that are fully customizable to support the page's content needs.

FEATURES

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LibraryWebsite



Integrated Forms

Library Market websites come equipped with robust integrated webforms allowing you to collect data on a secured platform. We will help you move existing forms during our content development and migration processes, optimize them, and help you identify new opportunities to collect necessary information and automate standard functions.



Social Media Integration

Library Market solutions include tools that allow you to integrate your social media platforms into the website. This includes placing links for Facebook, Twitter, Instagram, and others in consistent locations across the site and providing staff and patrons the tools to share library events on Facebook and Twitter. This process requires staff management and cannot be fully automated; however, a service such as an Add This bar may streamline it.



Integrated Catalog & Website Search

Users are able to search the catalog for library materials and the website for events and information from an integrated search box. This feature is placed in a high-frequency location (such as below or in the header) that is present on every user-facing page.



Administrative Interface

Library Market provides tools to allow you to manage your website easily. This includes an intuitive block layout to customize existing pages and create new ones with ease. Blocks can include text, photos, videos, and links; custom “view” blocks based on our content types allow you to display databases, events, job openings, staff info, board minutes, etc. The site will also include Drupal’s webforms module, allowing staff to create and collect responses from custom forms.



Staff Accounts

Library Market will create one top-level site administrator who has full access and can create new users. These user accounts have granular access, meaning multiple people can maintain the site with different editing ability levels. From the top-level administrator to general staff users, all staff members must log in with user names and passwords to secure staff functions and any patron information. Our sites include five default roles and the ability to add new roles (and permissions for those roles) to accommodate specific workflows required by the library.

FEATURES

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LibraryWebsite



Discovery & Data Gathering

Library Market will meet with the library's website team to discuss the library's brand, the library's marketing and website goals, and the new website's desired look and feel, including what items need to be included on the homepage. We will provide multiple exercises to gather internal and external data to inform the library, such as:

- Staff and patron surveys
- "Likes & Dislike" of other Library Market sites
- A complete audit of the current site with recommendations for updated information architecture and content



Content Migration

Library Market will work with the library to build a content package that may include content to be exported from the existing website and new content developed by the library. We will make site map recommendations based on our experience with best practices in libraries. Library Market's content manager will place all content from the package on the new website with appropriate caps placed on archived content such as board minutes or blog posts; staff receives thorough training that allows them to place any new content after site launch. Library staff will export overall calendar content to the new Library**Calendar** system, including events, registrations, and room reservations (an optional, add-on migration service is available for a limited set of other calendar platforms—see Library**Calendar** section for more detail).



Usability Testing

The website will undergo a comprehensive system of testing to ensure that all features, styling, and content are functioning and responsive across a range of modern browsers (Chrome, Firefox, Edge, and Safari; limited support available for IE10/IE11) and devices. Library Market will test the site and provide the library access to the production site to perform testing. Library Market incorporates client feedback into site revisions.

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LibraryWebsite



Style Guide

As part of the design process, Library Market will provide the library with a website style guide that lists the design specs. This includes the color palette, text hierarchy (H1-H6), padding, button styles, image specifications, etc.



Training & Support

Library Market's customer service team is available via phone, email, and our help desk system. All of our clients receive periodic updates with new features and improvements as they become available. Additionally, extensive live staff training and user manuals are included with every website implementation.



Accessibility

Library Market designs and develops websites in compliance with WCAG 2.0 guidelines so that users can access the site using assistive technology and alternate navigation methods. We ensure that all styles and features pass Level AA Success Criteria and Conformance Requirements as outlined in the Americans with Disabilities Act and Section 508 of the Workforce Rehabilitation Act. We will provide resources to help the library maintain accessible content post-launch (using site hierarchy appropriately, maintaining passing color contrast, and writing appropriate alt text for images).



Site Security

Site security (HTTPS) is included through Pantheon and does not require the purchase of an SSL certificate. We protect the site from spam and abuse by using CAPTCHA and reCAPTCHA 2.0. Please note, the site can only be secured if all third-party integrations with embedded website functionality (the catalog, donation forms, other widgets) are also stored on HTTPS. This is required for any site using eCommerce functionality.



Hosting & Maintenance

Included with the annual hosting fee are updates of server software, CMS, and plugins that keep the website current, as well as ongoing support

FEATURES

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Optional Services

Slide Package - our designers will create a set of 10 professionally designed slides for events or services determined by the library for use on the homepage.

Support Retainer - 36 hours of post-launch development or design work for any client requests for new features.



Technical Specifications

Content Management System	Drupal 10
Open Source Modules	✓
Database	MySQL-compatible
Language	PHP 8
Hosting	Linux using Nginx
Edge, Firefox, Chrome & Safari Supported	✓
Site Tracking	Google Analytics
Site Hosting	Pantheon

Section **Two**

Library**Calendar**



SAMPLE SCREENS



UPCOMING EVENTS LIST VIEW

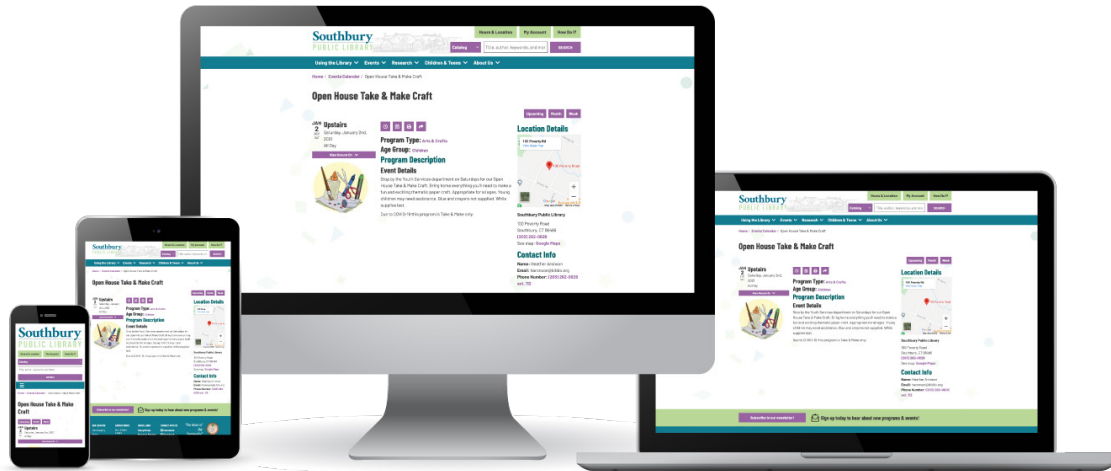
View online at <https://www.saginawlibrary.org/events/upcoming>



MONTH CALENDAR VIEW

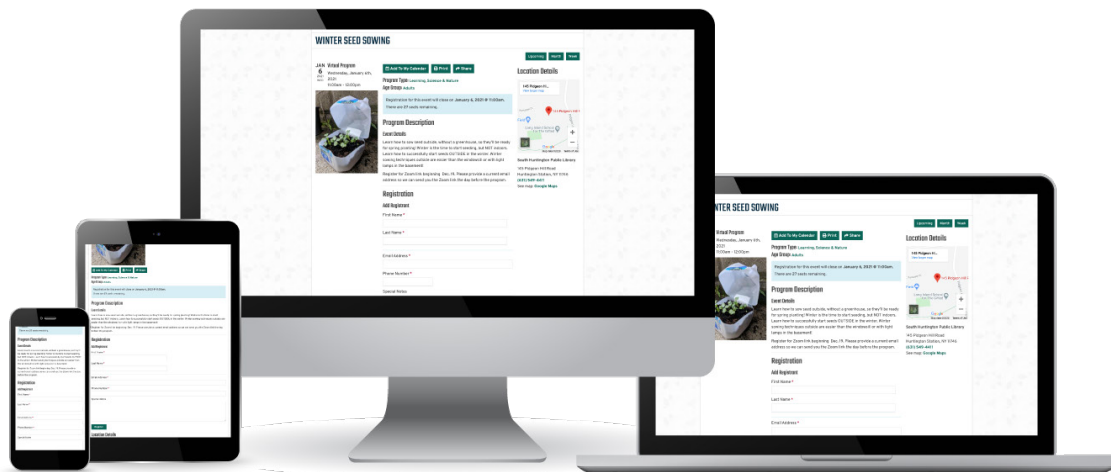
View online at <https://www.amespubliclibrary.org/events/month>

SAMPLE SCREENS



DETAILED EVENT VIEW

View more examples online at <https://www.southburylibrary.org/events/month>



EVENT REGISTRATION

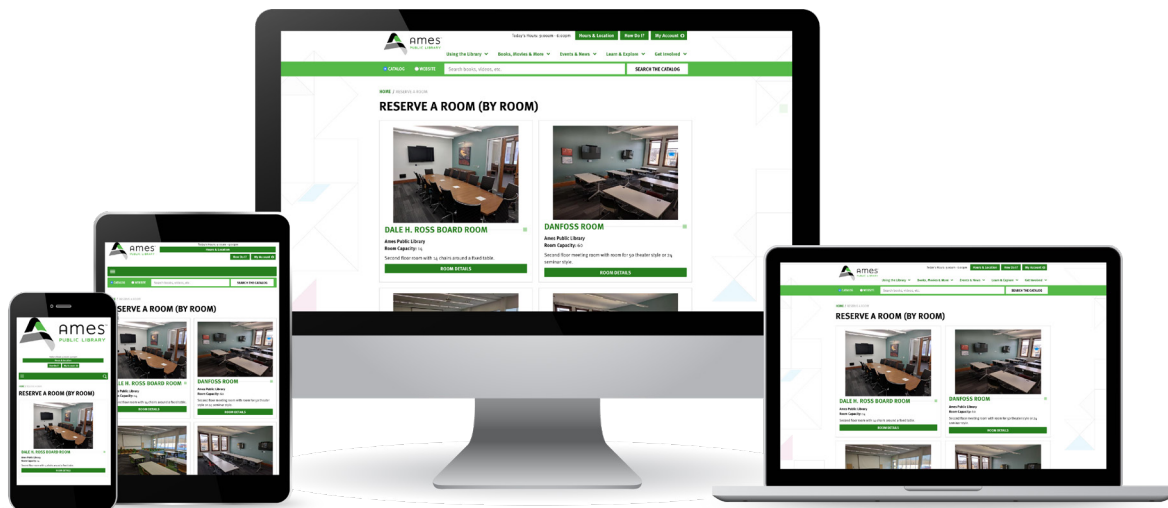
View more examples online at <https://shpl.info/events/month>

SAMPLE SCREENS



RESERVE A ROOM OPTIONS

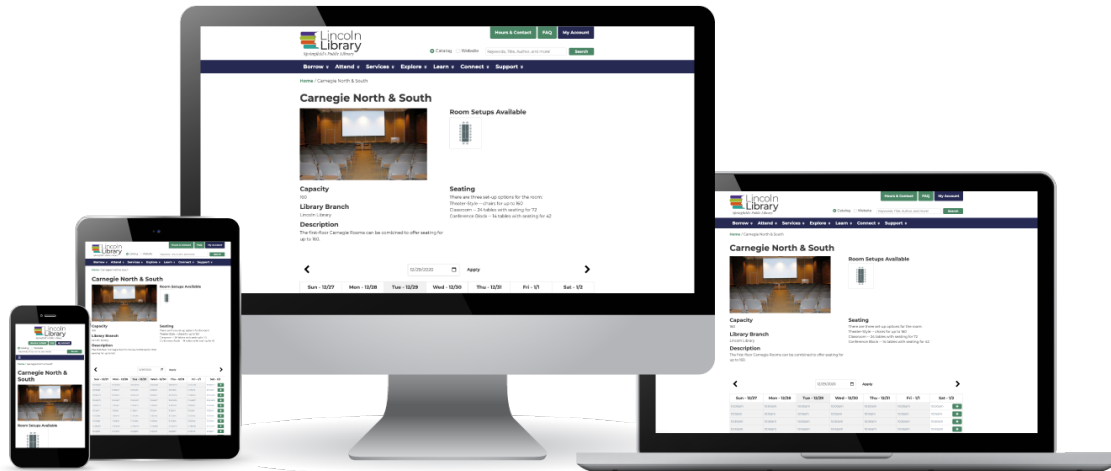
View online at <https://www.tcpl.org/reserve-room>



ROOM AVAILABILITY

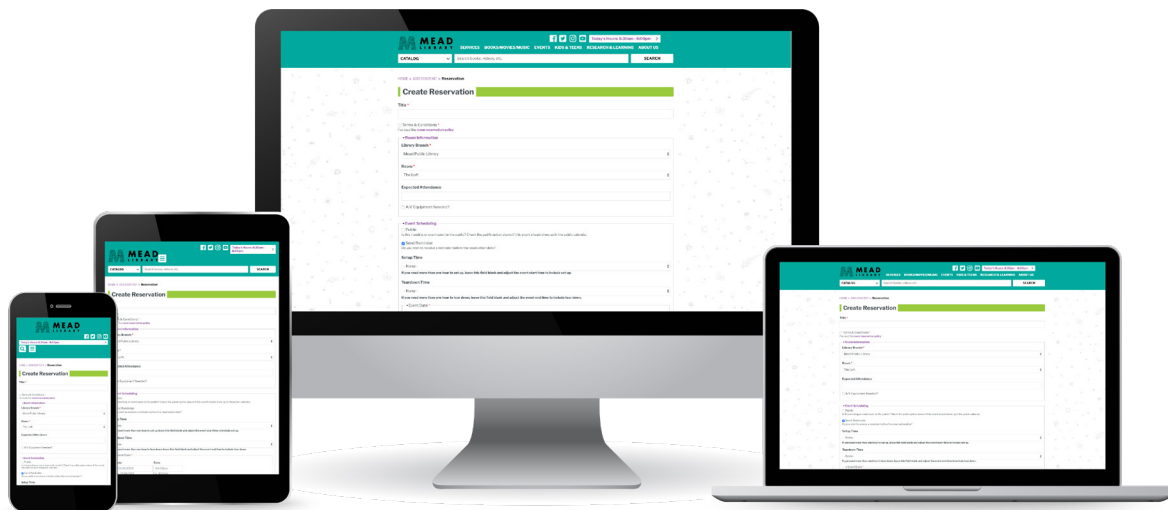
View online at <https://www.amespubliclibrary.org/reserve-room/room>

SAMPLE SCREENS



ROOM DETAILS VIEW

View online at <https://www.lincolnlibrary.info/reserve-room/carnegie-north-south>



ROOM RESERVATION FORM

View online at <https://www.meadpl.org/reserve-room/new>

FEATURES

LibraryCalendar

Each instance of LibraryCalendar is customized to meet our clients' specific needs and provide a user-friendly experience for both patrons and staff members. LibraryCalendar comes with two modules which are managed from the same calendar, eliminating room and event conflicts and giving staff a clear picture of events and reservations across the library:

Events – allows your staff to create and manage events with ease. Each department can add and customize its events. Registrations, reports, and automated communications tools provide library staff with a single portal for event and calendar management. Patrons can find, view, and register for events from their desktop, laptop, tablet, or smartphone.

Reservations – enables patrons to see which rooms are available and submit room reservation requests. Emails are automatically sent so that staff can approve reservations.



Events

Staff users can create and customize events by filling out a form with the following options:

- **Administrative Settings:** record internal notes and categories, track attendance, and event status
- **Scheduling:** create all-day, multi-day, or regular hours events; create single events or a series
- **Room:** select location (branch, branch + room, virtual, or offsite) and equipment and room setup as needed
- **Registration:** use a standard form and settings or customize parameters and restrictions
- **Categories:** set main filter categories for age group(s) and program type(s)
- **Details:** select from a library of standard images, descriptions, and disclaimers and/or customize image and details; provide contact information and upload files



Room Reservations

Patrons can request to reserve a room by filling out a form with the following options:

- Accept policy Terms & Conditions
- Schedule based on library rules:
 - ◊ Soonest allowed reservation
 - ◊ Farthest allowed reservation
 - ◊ Longest allowed reservation
 - ◊ Shortest allowed reservation
 - ◊ Number of reservations allowed in a set period

FEATURES

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LibraryCalendar



Taxonomy Structure

- Select from public rooms, including the ability to request equipment and room setup
- Provide required contact information (name, library card, email/ phone, address, birth date)
- Select organization type and provide 501(c)(3) EIN, if required
- Provide a description of the meeting and notes
- Short forms available by request for specific room types (like study rooms)

Staff administrators can add or edit program types, age groups, rooms, image/description library, and library hours at any time. These taxonomies will populate throughout the Library**Calendar** system rather than needing to be updated in multiple locations. A new event type, for example, will appear automatically in the event creation form and the calendar filters.



Room Equipment & Setups

The Library**Calendar** system can manage room equipment, allowing patrons who are reserving rooms to request laptops, projectors, and other items. Private equipment can also be added for use by staff for events. These items can be tied to individual rooms or shared with validation to ensure no equipment conflicts. Rooms can also be assigned setup options (use our standard icons or provide your own) so that staff creating events and patrons requesting rooms can select a particular room configuration.



Multiple Branch Support

Rooms and events are assigned to branches. Library**Calendar** can accommodate any number of branches and gives staff the ability to add new branches or rooms at any time. Patrons can easily filter events or rooms based on branch location. An additional branch modal tool for selecting preferred locations before viewing the calendar is available for large systems with 10+ branches.

FEATURES

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Staff & Patron Notifications

Automated email notifications can be sent for the following situations:

- The library can send custom email notifications to event registrants at any time.
- The patron receives an email before an event they registered for.
- The patron receives a reminder email before a non-registration event they chose to be notified about.
- The patron receives an email if their registration status is updated (moved up from waitlist, cancellations, etc.)
- The library receives a reminder email when a patron requests a room reservation.
- The patron receives an email when they request a room reservation.
- The patron receives an email when a room reservation request is approved or denied.
- The patron receives a reminder email before a reservation they requested.

Library emails are directed to specific email addresses as requested by the library. You can set custom “trigger” times for reminder emails to send, but they are 24 hours before by default. Email language is standard based on case (aside from custom registrant emails), but custom language can be inserted in most emails globally or per event/reservation. Customizable confirmation pages that are presented to patrons immediately following a registration or reservation request are also available.



Shareable Assets

The Library will be able to share assets from within the CMS to external websites and services via RSS, XML, iCal, or JSON data feeds. Includes multiple query parameters for filtering results. Please note that Library Market cannot guarantee how any third-party code will parse or style feed results.



Patron Interaction

Library**Calendar** offers the following interaction options for public events: Share to Twitter or Facebook, Print, Email, Add to Calendar, and Remind Me.

FEATURES

CONTINUED



Multi-tier Permissions

User accounts can be created by any top-level administrator of Library**Calendar**. Library Market will create a minimum of one top-level administrator during the staff training phase of the project and can add different types of users with levels of granular control, including:

- Staff User who can view calendars and register patrons for events
- Event Creator who can make and edit events and access reports
- Reservations Administrator who can view and approve room reservation requests
- User types are fully customizable for the library's needs.



Event Reporting

Detailed reports are available, including data for Events, Registrations, Reservations, and Room Setup. Export data, bookmark commonly-used reports, and customize what should be available in each report. Some custom reports are available by request.



Fully Responsive, No Apps Needed

All Library Market products are fully responsive, which means that they are mobile and tablet-friendly. Layouts stack vertically on smaller devices, but all of the information is still present, providing a consistent patron experience regardless of their device. It eliminates the need for a secondary calendar app!



Accessibility

Library**Calendar** meets WCAG 2.0 AA compliance criteria. Please note that we are required to use your brand colors in an accessible way that meets or exceeds appropriate color contrast ratios.



Minimum Browser & Device Support

Modern browsers, including Microsoft Edge, Google Chrome, Apple's Safari, and Mozilla Firefox are all supported by Library Market products. Library Market develops in accordance with the standards set forth by the W3C and thoroughly tests our software in all modern browsers.

FEATURES

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LibraryCalendar



Fast & Reliable

Library**Calendar** is configured to offer your staff and patrons a seamless web experience with no lags in response time. The central calendar that controls both events and room reservations is updated in real-time, eliminating scheduling conflicts. We host on Pantheon, a premier containerized environment that offers in-built protection for database failures and server traffic fluctuations.



Support

Library Market's customer service team is available via phone and our email help desk ticketing system. All of our clients will receive periodic updates with new features and improvements to Library**Calendar** as they become available.



Training

Extensive staff training is included with every Library**Calendar** implementation. This includes a minimum of training the calendar administrator on all functions and providing a user manual; additional training for specific staff functions is available as needed.



eCommerce (Optional)

This add-on module allows for online payments through a third-party payment processor. Pass-through API allows payment forms to be placed on Library**Calendar** and stores purchases with a transaction ID. For room reservations, the payment structure is determined by library policy and can include rules for charging based on location, room type, room, organization type, equipment, and hours in use. Additional eCommerce configurations outside these rulesets can be implemented but will be quoted separately and according to an estimated number of hours required for development time. Patrons can make requests and see their calculated charges and will be directed to the payment form through email once the library approves their request. For event registrations, payment functionality, specific charges, and other settings are enabled on a per-event basis. Supported payment processors include Braintree (preferred) and Square. Please note that waitlist functionality is not available for paid events.

FEATURES

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ILS Integration (Optional)

This add-on module connects Library**Calendar** to patron data using APIs provided by standard ILS systems or SIP2. Integration provides a streamlined user experience for both event registrations and room reservations. Features include:

Forms request patron barcode and PIN at the beginning of registration or reservation and validates account information before allowing registration or reservation:

- Card number exists in system
- PIN matches card
- Card is not expired
- Fines are not above an allowed amount (set by library)
- Card belongs to appropriate home library and/or patron group

Pulls patron contact information from the ILS as available to pre-fill the form fields for:

- Patron name
- Patron phone number
- Patron email address
- Patron birth date



Evanced Data Migration (Optional)

Library Market will use a custom-created migration module to transfer existing events, registrations, and reservations from Evanced or Signups & Spaces into Library**Calendar**. This will include an initial test run during the development process and a final migration before the launch. The library is responsible for providing Evanced data files in the appropriate format. A migration map will be created during the process to account for any differences in room names, program types, age groups, etc.