



Innovation Project Application

Library: Panhandle Public Library Cooperative System

Project Manager: Mary Balint

Phone: 850-482-9296

Email: mbalint@pplcs.net

Name of Project: PPLCS Portal

Project Amount requested: \$3,000

Scope of the Project: In order to more effectively market the many electronic resources that PPLCS offers, and to comply with the recent requirement that all Florida Special Districts have ADA accessible websites, PPLCS would like to utilize the services of a web designer to create a dynamic new webpage. The redesigned webpage would be created using WordPress or similar so PPLCS staff can easily add and update information going forward, and it would still be hosted by the same provider as the current site. The web address of www.pplcs.net would also remain the same. This redesign would also allow users who navigate the site on a mobile device the same functionality as those who view it on a standard computer screen. Additionally, funds permitting, we would like to have several QR codes created that lead mobile users to the PPLCS website and to the web addresses of specific electronic resources. These QR codes would then be turned into eye-catching stickers that can be placed around the service area to bring awareness and visibility to PPLCS and highlight the electronic resources that are available to cardholders.

What need in the library/community will this project address? PPLCS offers two different eBook/E-audio platforms, a genealogy database, access to sign-language and foreign-language learning sites, and a collection of how-to videos on music and art instruction, just to name a few. There are still many people in our service area who are unaware of these free resources despite our best efforts. The current PPLCS website looks rudimentary and is difficult to navigate for those with dexterity issues who use a keyboard rather than a mouse to access the site. Promoting a new mobile-ready and ADA accessible website will attract a previously underrepresented group of users to PPLCS's electronic resources. A professional web designer can ensure that the services and information on the PPLCS site is easily navigable for *all* patrons and that the pages are visually pleasing and user-friendly. The addition of QR code stickers promoting the PPLCS website and resources, and placed strategically around the community, would target those who have never even stepped foot in the library itself.

Resources required: The resources required would be the services of the web designer and/or the

services of a QR code designer (if there is such a person, I don't know who creates these.) The stickers could be ordered from a number of different vendors.

Activities/Timeline (include estimated completion date): The timeline of the project is dependent upon the schedule of the web designer and how quickly he/she can meet with PPLCS staff, Library Directors, and Board members to discuss ideas. After fleshing out ideas and receiving feedback the final site can be developed. I imagine there would be a period of troubleshooting and editing once the page is created to ensure everything displays and operates smoothly.

How will the library sustain this project? Once the page is created there are no additional costs anticipated. The stipulation that the site must be created using WordPress or a similar program ensures that PPLCS staff can easily add or modify existing information going forwards.

Library Director's signature: Mary Balint Date: 11/2/18

[Signature] Date: 11/5/18
Signature of agent, office, or board to whom the Director reports

For PLAN use only:

Approved _____ Not Approved _____

PLAN Executive Director _____