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**briefing note to the Librarian and Archivist of Canada**

**Web renewal at Library and Archives Canada**

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| **SUMMARY**   * Approval is being sought to proceed with a revamp of LAC’s departmental website to render it more modern and user friendly, while respecting the mandatory TBS web standards and aligning with the GC online direction. * This briefing note seeks approval to proceed with this revamp, which will support LAC’s Business Plan 2013-16 priorities and organizational objectives. |

**CURRENT STATUS**

While LAC’s website has recently been updated, websites must be treated as living organisms that continue to grow and evolve with time. A need has been identified to further revamp the site with the goal of rendering it more fresh, easier to use and featuring a design that focuses on our online users and the tasks they are seeking to accomplish.

**CONSIDERATIONS**

The behaviour of our website users and the general public continues to evolve at a rapid pace. Users expect websites that are clear, clean, easy to use and easy to navigate. There is room to improve LAC’s website in these areas.

More people now access the web on their smartphones and tablets than on desktops or laptops, therefore revamping the site with a “mobile first” mindset and design is critical. This is further reinforced by a TBS standard that stipulates how best to render online content for mobile. The deadline for implementing this standard is in 2016, which LAC is well on target to meet.

The GC is centralizing and consolidating its web content under the new Canada.ca “supersite”. While LAC’s role regarding archived content and web consolidation is still unclear, it is important to align our web renewal work with the broader GC online direction: task-oriented design, user-oriented design, clearer and simpler navigation and a reduction in unnecessary or duplicated content.

LAC’s website currently meets the four technical web standards dictated by TBS. Therefore, the scope of this proposed revamp is not compliance; rather, it is to improve the website and improve the satisfaction of our online stakeholders.

**OPTIONS**

* Maintain the status quo;
* Undertake small, targeted changes that would incrementally improve the site; or
* Undertake a large-scale web revamp exercise, changing the entire look, organization and layout of the site.

**RECOMMENDATION**

To best align LAC’s web presence with rapidly changing technology and consumer habits online, it is recommended that LAC proceed with a large-scale revamp exercise. This would allow the organization to leapfrog into the next generation of best-practice websites that meet and exceed the needs and expectations of LAC’s online stakeholders.

A more edgy and state-of-the-art website supports three of the five 2013-16 Business Plan priorities (Improve documentary heritage preservation in analogue and digital formats; Improve access to and distribution of content with digital technologies; and Develop the infrastructure and the new competencies required to ensure documentary heritage management in the 21st century). It would also promote the LAC brand, showcasing the organization as trusted go-to source of Canada’s documentary heritage.

**CONSULTATIONS**

Detailed consultations will occur before beginning work beyond the planning phase. Existing documentation can be retrieved from our call centre, online feedback mechanisms and other various sources. Internal employees and external stakeholders will also be consulted as part of the research phase of this project.

**NEXT STEPS**

* Seek approval to proceed with the recommended approach outlined above;
* Develop and seek approval for a detailed project management plan and implementation schedule;
* Begin implementation.

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|  | | Lucie L. Séguin  A/Assistant Deputy Minister |
| * Agree | * Disagree | | |

**X**

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Guy Berthiaume

Librarian and Archivist of Canada