Signage Update for Cabinet

Prepared by Jessica Pellien, May 10, 2017

Timeline of Signage Activities:

On September 6, new signage templates were shared with Cabinet. "Cabinet agreed that templates from Library Communications should be used for all signs and brochures. The transition should occur over the upcoming year. Pellien will post the sign templates on the shared server and online."

Out of Order was one of the most popular templated signs.

On October 20, I met with Access Services Committee to review the templates and get their feedback. One concern was color printers – not everyone has access. Our signs have to be available in black and white and/or we can share printing responsibility. As a result of this meeting, Janet Croft and Melissa Just purchased laminators for signs.
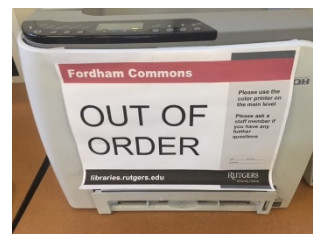
September – March, signage templates were available on the T: drive in the central folder. In spring 2017, we also posted them on the communications department website.

Computer Labs were the most likely place to see templated

February – April 2017, the communications department completed a signage review of all library locations. We visited each location to count and photograph existing signage and compiled the results in an excel chart. We did not count end cap biblio call number signs, but we tried to count everything else.
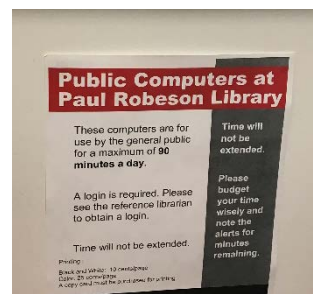
Summary of Signage Inventory:

	How many signs we counted	% of overall using template	# of template sign types	# of non-templated sign types
Robeson	103	27%	9	30
Alex	215	18%	6	78
Kilmer	115	18%	7	23
RWJ	45	16%	5	26
Math	29	14%	4	24
LSM	62	13%	4	34
Chang	80	8%	2	12
Douglass	202	7%	7	63
Art	93	5%	4	32
Dana	242	4%	1	91
Smith*	358	1%	1	68

* Following the signage inventory, Smith redid all of their signs. Their results are significantly different now. Likely they are now the library using the most templated signage.

What We Found:

- There are a LOT of signs addressing single policies (Don't Eat, No trash, No Smoking) that could be consolidated into a single policy sign for the entire library and posted at entrances or in high traffic areas.
- The template signs that were most likely to appear in the libraries were templates we provided – "Out of Order" for example – or signs needed for computing areas.
- Many libraries are not using template signs for their hours/desk information signs.
- Many of our signs are in really bad shape – torn, dirty, sagging.
- Most of our signs do not include a logotype for the libraries or are not compliant with the visual identity. They have funky fonts, different formatting, clip art, etc.
- Group Study Rooms and other rooms that can be reserved/used by students have many signs – some of them providing conflicting information. These could be consolidated into a single sign for the room that includes the room number and all relevant policies.

Overall – our signage remains confusing and is a hodgepodge of appearance. It is not always clear that these signs are official Libraries signs and there is very little consistency within or between libraries. It is obvious that there are many cooks in the kitchen and I suspect a lot of time is spent creating signage that duplicates existing signs.

Next Steps:

We have identified nearly two dozen additional templates ranging from "Staff Only" to "Don't Reshelf Books" that we will create and post to the signage template library. This will create more print-and-go templates for people to use. We are scheduled to create 2 a week through July.

We are creating "Welcome signs" for every library location in two sizes – poster and 8.5 x 11. These can be used to post library hours and/or policies near entrances. These are attractive and effective at the Art Library and Robeson Library so far.

We are creating flexible room signage that allows users to add a room number, policies for that room, and other information.
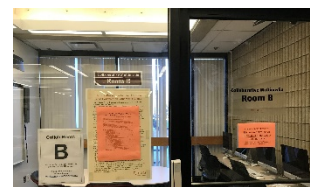
We are also expanding our signage templates to include Powerpoint templates as well as Microsoft Word in hopes that this increased the usability of the templates.
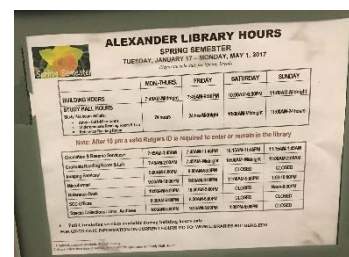
Many libraries are still using old templates for hours.

Many signs are sagging or torn.

An example of a room with many signs that could possibly be consolidated.

Example of negative imagery/language; "For the convenience of our users, please leave this computer on."

We would like to follow up with Access Services to identify areas for further improvement, to offer training if needed, and to encourage their use of the signage templates.

We will send each library director a copy of the full signage inventory for their library/ies so you can review our findings.

We hope to conduct a follow up signage survey in September to document progress one year after the initial cabinet presentation.

The Art Library Welcome Poster in Holder