

Memo

To: Montana State Library Commission

From: Jennie Stapp, State Librarian

Date: January 18, 2019

Re: Montana State Library (MSL) Trust Request for web consulting

The last major rewrite of the MSL website occurred in 2013. Approximately four years ago, the State Library spent \$5,000 to hire Edge Marketing to recommend changes to limited design elements including the navigation and images used on the website. Since that time MSL has reorganized and our services continue to evolve. With our entire collection available online, we must ensure that our web presence, the entrée to most of our information resources and library services, is easy to navigate, makes use of current web trends, maximizes search engine optimization, and is user-friendly. MSL does not have web design expertise on staff nor do we believe it is prudent to hire or train staff for this purpose because the need is relatively infrequent.

To that end, MSL requests authority to spend up to \$25,000 from the MSL Trust to conduct a limited solicitation to hire a consultant to completely redesign a new MSL website. MSL is open to options regarding the architecture of the site as long as it meets our goals and follows the State's guidelines required to make use of the mt.gov domain.