

**Himmelfarb Health Sciences Library, The George Washington University**  
**Health Sciences Research Commons**

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Himmelfarb Library Liaison Letters

Himmelfarb Health Sciences Library

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5-2014

## Himmelfarb Library Liaison Letter - May 2014

George Washington University, Himmelfarb Health Sciences Library

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**May 2014**

[Himmelfarb Library's web site](#) has a new look! At the beginning of the spring semester Himmelfarb launched its new website. The complete overhaul was based on the in-depth patron survey the Library conducted, enlisting feedback from both students and faculty in the School of Medicine & Health Sciences, Milken Institute School of Public Health, and School of Nursing. The task of redesigning the website was spearheaded by Michael Blake, Web Services Librarian, with the primary goal to improve users' experience locating and using resources.

We are pleased to report our website redesign produced an increase of over 80% in the usage of key resources and our mobile web traffic has sky-rocketed to over 115%.

Faculty Survey Results	Website Redesign
<ul style="list-style-type: none"> <li>▪ 55.67% found it difficult to find research materials</li> </ul>	<ul style="list-style-type: none"> <li>▪ Health Information @ Himmelfarb searches have increased by 103%</li> <li>▪ Database list visits have increased by 15%</li> </ul>
<ul style="list-style-type: none"> <li>▪ 20% found it difficult to find research guides</li> </ul>	<ul style="list-style-type: none"> <li>▪ Research Guide usage has increased 143%</li> </ul>
<ul style="list-style-type: none"> <li>▪ 77% had never visited the library website on a mobile device</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mobile Web Traffic has increased 115%</li> </ul>

To learn more about Himmelfarb's web site redesign, go to the [abstract and poster presentation](#) shown at GW Research Day 2014 or contact, Michael Blake at [blakemw@gwu.edu](mailto:blakemw@gwu.edu).

**TIP OF THE MONTH**

### Faculty Resources

Whether you need help with research, or course reserves our [Faculty Resources](#) tab provides links to helpful resources. Here are a few highlights:

- [Research Resources](#)
- [Faculty Support Guide](#)
- [Active Learning Guide](#)
- [GW Faculty Publications](#)

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