

# Memorandum

**TO:** Jamie McArthur, Media Design Services

**FROM:** Douglas Hopkins, Director

**DATE:** October 21, 2014

**RE:** Virtual Tour of the Library

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Jamie:

I have been thinking about the suggestion made at the Board of Trustees meeting the other night that we hire an outside company to design a virtual tour of the library. The virtual tour might consist of several modules featuring different topics. I have listed some of the topics on the next page.

Let me know what you think.

Doug

## **TOUR TOPICS**

### **Building Interior**

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Shots of the interior should include a panorama of our wonderful lobby, and then should move inside to show the collections, the kids' area, the community room, the computer labs, the genealogy room, the office suite, and the boardroom.

### **Building Exterior**

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The new building is very prominent, and we should have a 360-degree tour of the exterior, including the grounds and the pond. We should also mention the Alvarado architectural firm that we employed to design the building.

### **Library Technology**

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Some of the technology that we show will be physical features, such as computer labs, but some will have to rely on screen shots of technology in action, such as downloading e-books, using the research databases, and some of the adaptive technologies that are available for the disabled. I think it is important that we have a special section that focuses only on the technology. This topic will be of special interest to our youngest and oldest patrons.

### **Bookshop**

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The Friends bookshop is a centerpiece of our new library, and needs to have its own module in the virtual tour.

### **Website**

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It may seem odd to include this. It is already a 'virtual' version of the library. However, the website is a significant part of the library experience. A tour on how to use and navigate the site is critical.