Page 1: Informed consent

We are researchers at the University of Toronto Libraries who have been administering LibGuides for almost ten years. The goal of this research project is an environmental scan of content strategies that are being used in academic libraries’ LibGuides instances. We are using Halvorson’s (2011) definition of content strategy: “Content strategy plans for the creation, publication and governance of useful, usable content”.

We are seeking participants with the following characteristics to complete an online questionnaire:

- Works at an academic library in a post-secondary institution
- Some level of responsibility over LibGuides at their institution, either solely or as part of a team
- Has an administrator account in LibGuides
- Able to respond knowledgeably about how LibGuides are governed at their institution
- One respondent per institution

Your responses will be kept in a secure location and not shared with anyone outside the research team. Results of the study will be aggregated and shared at conferences or in a published research paper. Though we will ask you to identify your institution, this information will only be used to resolve multiple submissions from a single institution and to better categorize the type of institution. It will not be shared in the research outputs. You can also choose to leave your email address if you wish to participate in a follow-up interview.

Your participation is completely voluntary. You can choose to abandon the study at any time. Any incomplete responses will be deleted. If you choose to withdraw after you have completed the questionnaire, please contact the research team. We will be able to identify your submission by the approximate time of submission and your institution. We estimate that the questionnaire will take you no more than 15 minutes to complete.

While you will not benefit personally from participating in this study, the results of the research may help you administer LibGuides at your institution. There are no anticipated risks to participating.

If you have questions about the study or your rights as a participant, please do not hesitate to contact judith.logan@utoronto.ca or michelle.spence@utoronto.ca. You can also contact the University of Toronto’s Human Research Ethics Program at ethics.review@utoronto.ca.

1. Do you agree to participate in this study under the conditions outlined above?
   a. Yes
   b. No
Page 2: About your institution

2. Where is your institution located?
   a. <Select from a list of countries>
   b. Other (please specify)

3. What is the name of your institution?

4. Is your institution funded privately or publicly (i.e. by a governmental body)? American institutions are listed in the Carnegie Classification's lookup tool.
   a. Private, non-profit
   b. Private, for profit
   c. Public

5. How many full time equivalent students attend your institution?
   a. 0-999
   b. 1,000-2,999
   c. 3,000-9,999
   d. 10,000-24,999
   e. 25,000-49,999
   f. Over 50,000

6. How many full time equivalent library staff work at your institution? We define library staff as including librarians, paraprofessionals, and part time staff, but not student and casual staff.
   a. 0-9
   b. 10-24
   c. 25-49
   d. 50-99
   e. 100-299
   f. Over 300

7. How would you classify your institution? We are using the Carnegie Classification's definitions.
   a. Doctorate-granting university
   b. Master's college or university
   c. Baccalaureate college
   d. Baccalaureate/Associate's college
   e. Associate's college
   f. Special focus institution
   g. Tribal college
   h. Other (please specify)

8. If there is more than one library unit, branch, or location at your institution, to what extent is there a clear chain of command that has a single person or governing body at the top of the hierarchy?
   a. We have a fully centralized organizational structure.
   b. We have some decentralized units, branches, or libraries.
   c. We have a fully decentralized organizational structure.
   d. This does not apply to my institution because we have only one library unit, branch, or location.
   e. I'm not sure.

Page 3: About your LibGuides instance

9. How many published LibGuides are in your system? Please enter a numeral.
10. How many LibGuides accounts are in your system? Please enter a numeral.
11. How are your guides discoverable? Check all that apply.
   a. Through our library’s discovery layer
   b. On my library’s website
   c. Through a LibGuides homepage linked from somewhere on our website
   d. In my institution’s Learning Management System (i.e. Desire2Learn, BlackBoard)
   e. Other (please specify)
12. Does your institution use LibGuides or LibGuides CMS?
   a. LibGuides
   b. LibGuides CMS

Page 4: About your LibGuides instance continued
13. Are you using Groups in your LibGuides CMS instance?
   a. Yes
   b. No
14. If yes, how many Groups have published guides? Please enter a numeral.
15. Do you use LibGuides’ publishing workflow feature?
   a. Yes
   b. No

Page 5: Publishing workflow
16. Please describe how your institution has incorporated the publishing workflow into the guide creation/editing process.

Page 6: No publishing workflow
17. Why did your institution choose not to use the publishing workflow?

Page 7: Guide creation
18. Do LibGuides at your institution undergo user testing? We are using Krug's (2006) definition of user testing: "one user at a time is shown something (whether it's a Web site, a prototype of a site, or some sketches of individual pages) and asked to either (a) figure out what it is, or (b) try to use it to do a typical task." (p. 133)
   a. Yes, all guides are tested with users systematically
   b. Yes, but only some guides as needed.
   c. Not usually, no.
19. Does your institution have content guidelines for LibGuides? These guidelines contain preferred content attributes used to determine if existing content or proposed future content is appropriate for LibGuides (Halvorson p145).
   a. Yes
   b. No
20. Which of the following is included in the content guidelines? Check all that apply.
   a. Target audiences: who specifically are the guides for?
   b. Messaging: what key takeaways do you want readers to remember?
   c. Topics: what can guides be about?
   d. Purpose: what is the point of the guide? To persuade? To inform? To validate? To instruct? To entertain?
   e. Voice and tone: what is the guide’s writing style?
   f. Source: where is the content coming from?

21. Which structural elements do the guidelines cover? Check all that apply.
   a. Naming conventions
   b. Navigation and information architecture
   c. How to use assets
   d. Subject associations
   e. Guide types
   f. Metadata
   g. Tags
   h. Page design
   i. Group associations
   j. Author profile boxes
   k. Help pages
   l. Reusing content within the LibGuides instance
   m. Other (please specify)

22. How do you ensure that LibGuides authors follow these?

23. Does your institution have any guidelines or protocols in place to review guides before they are published?
   a. Yes
   b. No

24. Please describe your institution’s prepublication guidelines or protocols.

25. Are published LibGuides reviewed periodically?
   a. Yes, all guides are reviewed systematically
   b. Yes, but only some guides, as needed
   c. No

26. Who reviews each guide? Check all that apply.
   a. The guide’s author
b. The LibGuides administrator(s)
c. A panel of peer reviewers
d. Other (please specify)

27. What are the guides reviewed for? Check all that apply.
   a. Accuracy
   b. Consistency
   c. Currency/Timeliness
   d. Relevance to audience
   e. Usage statistics
   f. Other (please specify)

Page 13: Content strategist

28. Is there someone responsible for online content strategy at your institution?
   a. Yes
   b. No

Page 14: Content strategist continued

29. Is LibGuides included in their purview?
   a. Yes
   b. No

Page 15: LibGuides responsibility

30. Are there individual(s) who oversee or manage LibGuides at your institution?
   a. Yes, both content and software administration
   b. Yes, but only content
   c. Yes, but only administering the software
   d. No, authors are responsible for their own guides

Page 16: LibGuides responsibility description

31. What is/are their job title(s)? Please separate by semicolons if multiple.
32. On average, how many hours per week in total do these individuals devote to administering LibGuides? Please enter a numeral.

Page 17: Final thoughts

33. Is there anything else you’d like to tell us about LibGuides and content strategy at your institution?

Page 18: Follow up

34. May we contact you for a follow up interview?
   a. Yes
   b. No
35. If yes, please leave your email address