

ILTER Web Site/Communications Survey

A working group of the information management committee and the communications committee are reviewing and refreshing the guidelines for LTER web sites. The survey below is intended to help the committee understand the current practices and communications priorities across the Network. We are distributing the survey to both Site PI's and site information managers. Some questions are straightforward, but some will require discussion by the site's leadership team.

Please review the survey together (a printout of the questions is included with the email and linked here) and designate one person to fill in the survey.

* Required

1. LTER Site ID (3 letter code): *

Your answer

2. Survey contact:

Please enter the name and contact information of the person filling out the survey.

Your answer

3. Primary communications contact:

This role may be filled by a different person at different sites. It should be someone who knows what's happening at a site and thinks about what's valuable to communicate. It may be a PI, site administrator, outreach manager, or IM. This is not a defined role or position -- just a guide as to who might be most involved in thinking about communications at your site.

Your answer

4. Primary web site contact:

Please enter the name and contact information of the person who manages your web site.

Your answer

5. What is your website URL?

Your answer

6. Do you use a Content Management System (CMS)?

- Drupal (DEIMS)
- Drupal (not DEIMS)
- WordPress
- Joomla
- We hand code in Dreamweaver or other system
- Other:

7. Are you monitoring website traffic? If yes, using what service or application?

Your answer

8. Average number of unique monthly website visitors for 2016?

Your answer

9. Please share the URLs of your three most highly trafficked pages:

Your answer

10. Do you host an image gallery? If so, what services or CMS modules do you use? Please include a link to your gallery.

Your answer

11. What software or service do you use to maintain bibliographic data for your LTER site?

- EndNote
- Zotero
- Mendeley
- DEIMS
- ReadCube
- CiteULike
- F1000
- Custom database
- Other:

12. What software or service do you use to display bibliographic data on your web site?

- Integration with Content Management System
- DEIMS

Link to Network-wide BiblioDB

Other:

13. What method (or methods) does your site use to generate an online data catalog?

DEIMS

Catalog generated from metadata in local non-DEIMS database

Local copies of EML files used to generate catalog; metadata displayed using XSLT

Metadata retrieved from PASTA and displayed using XSLT

Other:

14. What method (or methods) does your site use to search an online data catalog?

a) DEIMS

b) Catalog generated from metadata in local non-DEIMS database

c) Local copies of EML files used to generate catalog; metadata displayed using XSLT

c) Metadata retrieved from PASTA and displayed using XSLT

d) Other: free text answer

15. Priority audiences. *

Please rank the importance of the following web site audiences for your LTER site. While all of these audiences are important, you have certainly made choices (about language, placement of information, depth of information) that are designed to appeal more strongly to one or a few audiences. Please think about the communications objectives of the LTER site and consult with the PI/site management team when answering this question.

	Highest Priority					Lowest Priority			
	1.	2.	3.	4.	5.	6.	7.	8.	9.
K-12 Educators and Students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local or regional policymakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LTER Scientists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University Students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-LTER Scientists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Groups/NGO's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National policy makers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University administrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Messengers

Communications research indicates that a message is most likely to be heard and considered when the messenger is perceived to be both warm and competent. In practice, that often means that the messenger is similar to (and therefore trusted by) the intended audience. Can you identify individuals associated with your LTER site who have above average potential to connect with the audiences that your LTER site considers to be high priority? If yes, who? Do they have strong media or presentation skills?

Your answer

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Social Media

In 2017, social media is an integral part of the communications landscape and a key way for the Network Communications Office to amplify your sites efforts.

17. Does your site have a Twitter account? What is your handle?

18. Does your site have a Facebook account? Please include a link.

19. Instagram?

Your answer

20. Tumblr?

Your answer

21. YouTube?

Your answer

22. Other social media accounts?

Please use this space to alert us site-related accounts with large social media followings (may be individuals or official accounts).

Your answer

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Opportunities for growth

Although there is no explicit communications position at most sites, many communications tasks are assigned to different individuals. This section is intended to address what skills the site can currently access and what new skills are needed or wanted to improve LTER site-level communication.

23. For each of the following activities, please indicate the level of skills available to your LTER site.

When answering, consider the potential for contributions by LTER students, PIs, communications staff at home institutions, and agency or NGO partners.

	Strong skills	Intermediate skills	Few skills	Don't know.
Writing for Varied Audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Editing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video Production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio Production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data Visualization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphics/Illustration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search Engine Optimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Press Releases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with University or Agency Communications Offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparing for interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. For each of the following activities, please indicate the level of interest in training or professional development at your site.

	Strong interest	Intermediate interest	Little Interest	Don't know.
Writing for Varied Audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content Editing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video Production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio Production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data Visualization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphics/Illustration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search Engine Optimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Press Releases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with University or Agency Communications Offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparing for interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Resources: Please rank the following resources in terms of their potential effect on improving your LTER site's communications?

	1. Greatest Effect	2.	3.	4.	5.	6. Smallest Effect
More personnel time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to better skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased PI attention to communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely awareness of LTER news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Site-Level communication plan (includes identifying key audiences and messages)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Network-level communication plan (includes identifying key audiences and messages)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments

Use this section to clarify or add additional information. What didn't we ask that we need to know?

Your answer