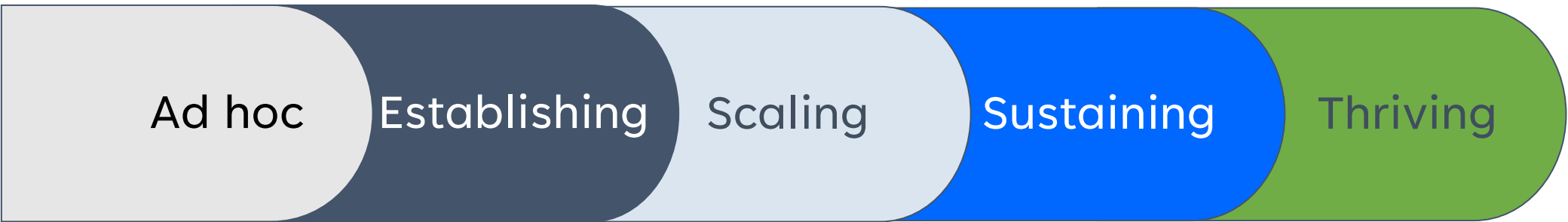


# It's all good: Growing your content strategy practice



Maturity models: progressive, not prescriptive

## Goal identification in four steps

01.

Diagnose

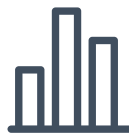


For each of the elements of content strategy, assess your current level.

Then think about your overall level: basic, intermediate, advanced.

02.

Visualize



For each element, what would be a small, but tangible increment of growth?

What would be a stretch goal, either for individual elements or by combining actions for up to three?

03.

Contextualize



Identify dependencies for each element's growth increment.

What boosts or barriers exist in your short-term and long-term environment? Where can you build on or develop strengths?

04.

Set Goals



If necessary, redefine growth increments based on Step 3.

Then determine goals and put them in priority/time order.

### Content Strategy Maturity Model for Academic Libraries

*This model is a tool for evaluating the current state of your library's web content strategy, facilitating conversations, identifying growth opportunities and setting goals. Activities described at each level are incremental and additive.*

Mapped element	Level 1: Ad hoc	Level 2: Establishing	Level 3: Scaling	Level 4: Sustaining	Level 5: Thriving
<b>Planning</b>	Lack of focused planning	Some planning and evidence of strategy (content audits, style guide); may be localized	Intentional and proactive planning coordinated across multiple units	Able to respond to organizational priorities; guidelines, best practices widely accepted	Clear strategic plan or vision for the website and web presence established
<b>Creation</b>	Creation is reactive, distributed, potentially chaotic	Basic coordination of content creation tasks	Foundational content creation workflows in place across organization	Established content creation workflows coordinated through individual, department, other governing body	Full lifecycle of content managed in coordination across all library-authored web content platforms
<b>Delivery</b>	Delivery and findability not considered	Delivery and findability in practice haphazardly or without intentionality	Awareness of delivery and findability strategies, but practice may be intermittent	Consideration of findability and articulation of distinct communication channels or platforms	Intentional, and consistent use of channels and application of best practices for findability
<b>Governance: lifecycle and processes</b>	No governance structures or documentation in place	Governance is informal with no or minimal documentation	Governance documents and workflows may be at a foundational level	Well-established governance documents and workflows	Governance widely accepted with policies, procedures, and accountability
<b>Governance: measurement and evaluation</b>	Evaluation and maintenance not, or minimally, practiced	Basic content maintenance practice; collection of usage data	Maintenance generally reactive; may enable automated link checking; some usage data analysis	Proactive maintenance process in place; regular evaluation via usage data analysis or other methods	Strategic, recurrent maintenance and evaluation processes established
<b>User Experience</b>	User experience (UX) not, or minimally, considered	Some consideration of UX in creation and structure of content	UX regularly integrated into content workflows; reliance on best practices, industry standards	Proactive UX processes in place; defined user group(s) drive decision making	Strategic, recurrent UX processes established; clear articulation of localized end user needs
<b>Institutional commitment</b>	Responsibility for primary website is unclear or indiscriminate	Designated individual or group provides some level of oversight for the primary website	Responsibility for primary website content creation and maintenance assigned to a permanent position (authority varies)	Web content strategy explicitly assigned partly or fully to a permanent position	Basic understanding of content strategy concepts and importance across the organization

**Table 3.** Content Strategy Maturity Model for Academic Libraries (revised)

McDonald & Burkhardt, "Web Content Strategy in Academic Libraries: Methods & Maturity" *portal: Libraries & the Academy*, 22 (4): 995-1033. Openly available via <https://scholar.colorado.edu/concern/articles/mp48sf19w>