

Organization of Topics based on Site Wide Card Sort Results

About the National Archives

- About the National Archives
- Donate to the National Archives
- The National Archives' plan for transitioning to electronic records and e-government
- Other web sites related to the National Archives
- Information about the office that prevents and detects fraud; waste; and abuse
- Information on the office that provides legal counsel to the National Archives
- Initiatives related to the digitization of National Archives holdings
- Statistical summaries of National Archives Equal Employment Opportunity complaint data
- How to do business with the National Archives

Contact Us

- Contact the National Archives

FAQ

- Frequently Asked Questions

Forms

- A collection of useful forms; including order forms and grant/employment applications

Grants

- Grant opportunities at the National Archives
- Information on the organization that provides grants for use of documentary sources

News and Events

- Calendar of Events
- National Archives News
- Press releases
- Press kits relating to exhibits and events at the Archives

Online Exhibits

- Online exhibits related to historical topics
- An online exhibit showcasing digital records and featuring interactive activities

Policies

- Information about the office that oversees information security policy
- How to comment on draft regulations and policies
- National Archives regulations regarding the Freedom of Information Act
- Policies related to how classified information is made available to the public
- Policies regarding documents that are considered sensitive but not classified

Publications

- Publications by the National Archives
- Access to federal laws; presidential documents; and regulations via the Federal Register

Records Management

- Resources for records management professionals
- Information on the Federal Records Centers; a provider of record management services
- An interagency center that provides access to records between agencies

Research

- Photos and transcripts of key historical documents like the Constitution
- Online databases of electronic records
- Information on researching judicial branch records
- Information on researching Legislative branch records
- Resources for performing research at the National Archives
- Index of historical documents and photos in the National Archives holdings; organized by topic
- Finding aids and records relating to World War II war crimes
- Information on researching executive branch records
- Database containing descriptions and facsimiles of historical documents and photos

Resources

- Guidelines for the preservation of archival records
- Resources for genealogists and family historians
- Resources for veterans and their families
- Services provided to Members of Congress
- Resources for federal employees
- Electoral College resources for the public and government officials
- Resources for teachers and students

Shop

- How to order document reproductions; microfilm; and photographic prints
- The National Archives' online store (contains apparel; posters; books; etc.)

Social Media

- National Archives social media page (for connecting via links to Facebook; Twitter; etc.)

Visit the Archives

- Information about the Washington DC facility; events; and holdings
- Information on the nationwide network of Archives facilities including trip planning guides
- Information on Presidential Libraries and Museums

Work at the Archives

- Jobs; internships; and volunteer opportunities

Site Wide Card Sort Analysis

Card	My Preference	Sorters' Top Pick	Sorters' Second Pick
About the National Archives	About the National Archives	About the National Archives	Getting Started
Donate to the National Archives	About the National Archives	About the National Archives	Donate
The National Archives' plan for transitioning to electronic records and e-government	About the National Archives	About the National Archives	Policies
Other web sites related to the National Archives	About the National Archives	About the National Archives	Related Links
Information about the office that prevents and detects fraud; waste; and abuse	About the National Archives	About the National Archives	National Archives Offices
Information on the office that provides legal counsel to the National Archives	About the National Archives	About the National Archives	Policies
Initiatives related to the digitization of National Archives holdings	About the National Archives	About the National Archives	Policies
How to do business with the National Archives	About the National Archives	About the National Archives	How To...
Contact the National Archives	Contact Us	About the National Archives	Contact Us
Frequently Asked Questions	FAQ	About the National Archives	FAQ
A collection of useful forms; including order forms and grant/employment applications	Forms	Work at the Archives	Forms
Grant opportunities at the National Archives	Grants	Grants	About the National Archives
Information on the organization that provides grants for use of documentary sources	Grants	Grants	About the National Archives
Calendar of Events	News and Events	About the National Archives	News and Events
National Archives News	News and Events	About the National Archives	News and Events
Press releases	News and Events	About the National Archives	News and Events
Press kits relating to exhibits and events at the Archives	News and Events	About the National Archives	News and Events
Online exhibits related to historical topics	Online Exhibits	Online Exhibits	Historical Documents
An online exhibit showcasing digital records and featuring interactive activities	Online Exhibits	Online Exhibits	Records
Information about the office that oversees information security policy	Policies	About the National Archives	Policies
How to comment on draft regulations and policies	Policies	Policies	About the National Archives
National Archives regulations regarding the Freedom of Information Act	Policies	Policies	About the National Archives
Policies related to how classified information is made available to the public	Policies	Policies	About the National Archives
Policies regarding documents that are considered sensitive but not classified	Policies	Policies	About the National Archives
Publications by the National Archives	Publications	About the National Archives	Shop
Access to federal laws; presidential documents; and regulations via the Federal Register	Publications	Policies	Records
Information on the Federal Records Centers; a provider of record management services	Records Management	About the National Archives	Records Management
An interagency center that provides access to records between agencies	Records Management	About the National Archives	Records Management
Photos and transcripts of key historical documents like the Constitution	Research	Online Exhibits	Historical Documents
Online databases of electronic records	Research	Research	Records
Information on researching judicial branch records	Research	Research	How To...
Information on researching Legislative branch records	Research	Research	How To...
Resources for performing research at the National Archives	Research	Research	Resources
Index of historical documents and photos in the National Archives holdings; organized by topic	Research	Research	Records
Finding aids and records relating to World War II war crimes	Research	Research	Historical Documents
Information on researching executive branch records	Research	Research	How To...
Database containing descriptions and facsimiles of historical documents and photos	Research	Research	Records
Guidelines for the preservation of archival records	Resources	Policies	Preservation
Resources for genealogists and family historians	Resources	Research	Resources
Resources for veterans and their families	Resources	Resources	Research
Services provided to Members of Congress	Resources	Resources	About the National Archives
Resources for records management professionals	Records Management	Resources	Records Management
Resources for federal employees	Resources	Resources	Resources for Federal Employees
Electoral College resources for the public and government officials	Resources	Resources	Resources For...
Resources for teachers and students	Resources	Resources for Teachers	Resources
How to order document reproductions; microfilm; and photographic prints	Shop	Research	Shop
The National Archives' online store (contains apparel; posters; books; etc.)	Shop	Shop	About the National Archives
National Archives social media page (for connecting via links to Facebook; Twitter; etc.)	Social Media	About the National Archives	Social Media
Information about the Washington DC facility; events; and holdings	Visit the Archives	About the National Archives	Visit the Archives
Information on the nationwide network of Archives facilities including trip planning guides	Visit the Archives	About the National Archives	Visit the Archives
Information on Presidential Libraries and Museums	Visit the Archives	About the National Archives	Visit the Archives
Statistical summaries of National Archives Equal Employment Opportunity complaint data	About the National Archives	About the National Archives	Work at the Archives
Jobs; internships; and volunteer opportunities	Work at the Archives	Work at the Archives	About the National Archives

Respondent Comments

Public

Anonymous_1: I had trouble with Finding Aids & Records relating to WWII war crimes: too specific for these otherwise general categories. No other finding aids listed, why not? Difficulty with How to Comment on Draft Regulations & Policies - whose regulations? Items publicized in Federal Register? How do we indicate sub-categories in the card sort process? For example, I might put press kits and press releases together under a category called Press Information, but it would still be within my Basic Website Tabs set. Not sure how to show that, or whether that level of detail is desired.

Anonymous_2: I wish you had used an accessible interface. This interface is not accessible to blind or keyboard-only users. I had to get a coworker to help me do it. also, this interface doesn't let you put something in more than one place.

Anonymous_17: You might want to hire a professional taxonomist for this. Some of the cards were difficult to sort without some prior knowledge of the Archives. Also, the granularity of the different cards differs which also makes it difficult to sort, e.g, some items were broader, others were narrower.

Anonymous_28: Would have liked to put some in more than one category

Anonymous_40: For the category about research, I would break those topics down into subcategories. I wish this website would allow me to create an even more detailed heirarchy of what the website should look like.

Anonymous_41: This was difficult. Information overload. The front web page needs to immediately move visitors towards their informational goal. But a line called "Information about the Washington DC facility, events, and holdings" encompasses just about the entire website and is not useful. Not sure of usefulness of "A Collection of Useful Forms." If a person is seeking employment, have a link to the employment form on the employment page. Grant form from grant info. page. By trying to put too many direct links on the "home page" you actually limit the new visitor's experience by making it disjointed and frustrating, rather than laying out clear directional paths.

Anonymous_54: need 1621 Georgetown, Va info; native American records; Civil War USCT pictures

Anonymous_57: Too much stuff. Make far fewer thing to start with: About US -- RESEARCH -- EXHIBITS -- ARCHIVES AND RECORDS MANAGEMENT PROFESSIONALS -- GOV AGENCIES

Anonymous_61: Some of these items obviously fit into multiple categories--such as an exhibit on digital records, which I personally could have put into at least two different places.

Anonymous_63: General Research Resources could possibly be divided further, i.e., databases, resources, etc. However, if this will appear on the front page, then the groupings may make the most sense.

Anonymous_64: I don't know what "draft" regulations are, I put it under press because I figured it meant press comments.

Anonymous_86: The National Archives has seemed to move away from research and more towards programs and "lite" history. The de-accessioning of microfilm, including non-digitized microfilm resources, is evident in the selections above. The focus on digital resources is disproportional to the holdings. As a research institution, its resources are amazing. As a tourist destination, it cannot compete with museums and theme parks and historic sites. Judging from the selections above, it appears that NARA still needs to figure out who and what it is, whom and how it serves American citizens.

Government

Anonymous_5: some of these items should be in sub-menus or left out

Anonymous_9: Publications would only be included as online resources if they are available electronically

Anonymous_48: Wow, not enough categories.

Anonymous_64: Too many cards - 50 cards is overwhelming. This is too time consuming.

NARA

Anonymous_6: I have placed FOIA information under "Research", but it should probably also be accessible via the "Information Security" and "Business" categories...Also, "Business" is not the best term, but is meant to represent something to do with legal issues, transparency and openness...

Anonymous_12: too long, difficult to read and see all items at once to better group/evaluate. I became so frustrated with this that I don't wish to continue with the exercise

Anonymous_14: Educational Resources should link all NARA ed resources across the libraries and regions. While I understand the Boing Learning center is foundation run, and a distinct operation, all education should appear seamless to the public.

Anonymous_23: Would have liked to duplicate some of the sites to go multiple places

Anonymous_51: --I would not group the order forms, grant application forms, and employment application forms together. I would place each one separately in the category it belongs with ("Employment" or "Order Online" or "Grants") --It is not clear what is meant by "resources for federal employees" so it is impossible to put it into a category

Anonymous_55: Hard to tell by these titles what the interior pages actually are. Its odd to see something like World War II being considered the same level of category as Contemporary African Art and

Anonymous_69: Need to integrate Education better into the pages as a whole. Based on WebTrends, a significant portion of web traffic to Archives.gov goes to the Education pages (archives.gov/education). Across the agency, that is one of our biggest online customers. Incorporating them as a major audience would increase numbers. As a former teacher, I really only went to the Education page cause it had lessons and the documents were easily there. I never went to ARC, etc because when I did a search, I would just get descriptions and no digital copies for 99% of my searches. The calendar and the regional locations need to be more easily at the top of the page. They don't get anywhere near the right amount of hits. Our national network of locations is one of our main strengths as an agency, esp to educators, genealogists, etc. Plus, the fact that both search and navigation are our main weaknesses. (Did the survey differentiate between searching around the site using the upper right and searching for records using ARC?) Main Constituencies: Researchers, Educators, Genealogy, Veterans, Records Managers/Government. Does legal counsel need to be at the top level of organization? Grant forms with Grants; Employment forms with Employment. Other forms where they belong. Why have a page of just forms.

Anonymous_74: Too many cards. Part of the problem is forcing users to make choices among too many options.

Anonymous_75: Used some of the same categories currently used, but I realize that I should have probably broken the topic down into smaller groups.

Anonymous_76: Did not understand how to combine objects into categories. Starting over.

Anonymous_77: Add "blogs" in the Social Networking card that ends in Twitter, etc. Insert "blogs" between Twitter and etc. N's blog should be first seen. This becomes difficult because it isn't clear what may be behind some of the cards and I'll need more time (beyond April 16) to do justice to this task. How about after the initial card sorts are done, convene a review panel that I'd like to be part of to spend whatever time is necessary to hash out the best course of action. Rick Blondo

Anonymous_86: Collection of useful forms should be split up so that the forms for a particular activity are with the appropriate subject. I.e., order forms for copies of records are with research/getting copies; employment is with "About Us"

Anonymous_93: I would like to see the microfilm catalog link in the "Our Historical Records" section I think the Finding Aids should all be on one page. there only seems to be one on this list. I would like to see all of the educational materials at least linked on one page (NW, NR, NL)

Anonymous_94: 1. "Find stuff" pulls together groups that offer primary sources or information about primary sources in one location. 2. "Separate into..." is where I placed groupings that don't have much meaning on their own if we're thinking of task-based use of the site. Recommend putting FAQs, or info in the FAQs into the category that FAQ information pertains to. Same for forms - put the forms related to the task of the grouping (order forms with "find stuff...") 3. Can we contract out for a call center with a single 800 number? In addition, include in the contact us link (available on all pages through the SSI) pertinent contact information based on (a) geography of National Archives sites; (b) general topic of interest; (c) purpose of visit to the site; (d) how does the user categorize themselves and link the appropriate contact information to this self-categorization drop-down box. 4. "Who are you..." offers information about the agency based on who a visitor to the site is and what they want to accomplish. See notes on folding "conducting research" into this category. I included all the "resources for..." topics in this group as well. If we have a drop-down box that asks the user to select who they are (teacher) and what kind of "business" they want to conduct that day (find photos), possibly with a content management system, just those two elements of self-identification can consolidate into one area the buckets that might interest them. 5. Conducting research. Researchers aren't interested in only one branch of government. For example: government's story on The Civil Rights Act of 1964 and the Voting Rights Act of 1965 can only be understood if someone looks at Judicial records of desegregation suits; legislative records on developing the legislation, executive branch records, especially the FBI and DOJ and various commissions on civil rights issues (RG 220); and presidential library records. By shoehorning a user's web experience into our own organization (which makes sense in light of the laws and regulations governing the many things we do) we are forcing researchers to take a myopic view of history, or, if they are sensitive to the interplay of all branches of government, to guarantee increasing how long it takes for them to make important connections in their research. 6. Visiting the National Archives. Combine the first two cards (nationwide network and DC facility and events) into one XML database from which a user can (a) plan a trip based on location information; (b) view events across the country related to a single topic (the recent lectures, exhibits, and commemorations of Apollo 11 landing on the moon); (c) view events by type of event (exhibit, symposia, lecture.... As we move toward broadcasting these over the internet, the geographical boundaries will be less important than the boundaries of subject or type of event - for example, I went from the Eisenhower Library to the Hoover Library. Each library just happened to be having exhibits on quilts. A visitor who heard me mention this got all excited, and then wondered why both exhibits weren't advertised in the same place. If these exhibits had an online component, it is all that much more important to offer people the chance to see and experience related events, either online or through planning a trip to see all 5 moon exhibits.) 7. Employment: tough category. If EEO stats are there for reporting purposes, this needs to go in a section on National Archives reports, initiatives, congressional testimony, etc. If EEO stats are here to inform current and potential employees about the diversity levels of the agency, then put it here. 8. Info about the organization: include cards for all offices, staffs of the agency. But split up the information currently stovepiped into NW (I think NW is represented by the majority of archives.gov, plus the events in the DC area), the NR site, and Presidential Libraries and group this content based on who a user is and what they want to accomplish. 9. "look at us and tell us..." features information about the National Archives (press releases, National Archives news, various initiatives, and possible commenting by the public on these initiatives. 10. "More places to explore..." actually, I didn't have a category for this one. How are the web sites related to the National Archives? If how they are related fits with task based site, then possibly split out the "related sites" to those pages where the "related" sites are related to that task. 11. Money. The cards say it all. Well, maybe publications should go in the who are you and what do you want to do category.

Summary Information

Number of Responses

Public	28
Government	21
NARA	47
Total	96

Question 1: Rate Your Level of Experience

	Beginner	Intermediate	Expert
Public	6	11	10
Government	18	2	1
NARA	3	20	24
Total	27	33	35

Question 2: Describe your interest in the National Archives?

	Veteran	Genealogist	Historian	Teacher/Student	Govt. Employee	Records Mgr.	No Interest	Other
Public	0	13	2	2	2	3	1	4
Government	0	2	0	0	16	0	1	2
NARA	0	1	1	2	41	0	0	2
Total	0	16	3	4	59	3	2	8

