LSIILARC1v2
Determine customer and organisational requirements for content and collections

Overview

Content is required to support information and research services, as well as in response to specific customer demand, and may be free or incur costs. This standard is about identifying the needs of both the customer and the organisation for information. It includes both external and internal information, an organisation's need to maintain a comprehensive record or archive of its activities and developing its collections through the acquisition of new material.

This standard is applicable to people in management and practitioner roles who are involved in identifying the content and collection needs of customers or the organisation in which they work. It is also relevant to people in operational and practitioner roles who provide content to customers and who obtain feedback on its relevance and usefulness.

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Performance criteria

You must be able to:

P1   identify the key stakeholders and diverse customer groups to consult on their needs for content

P2   identify the relevant legislation relevant to the management of the organisation's records and ensure that the records management policy is compliant

P3   identify user communities with particular needs for specific content, including those groups who are traditionally `hard-to-reach' and who tend to be under-represented or invisible in collections

P4   develop systems and processes to gather information from customers and stakeholders on content needs, e.g. through information audits

P5   use these systems and processes to gather information on content needs

P6   actively look for changes in the internal and external environment of your organisation that may signal changes in content requirements and new opportunities for content

P7   identify gaps in content and collections

P8   analyse and structure information on content and collection needs and gaps so that it can be shared and understood by others

P9   communicate customer and organisational needs for content and content gaps to those responsible for content policies

P10 ensure that there is a shared understanding of customer and organisational needs for content across your organisation

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Knowledge and understanding

You need to know and understand:

K1   the sector in which your organisation operates and the organisation's strategy, products, services and processes

K2   legislation which may impact on requirements for content and collections, such as the public sector equality duties (which require pro-active action to promote equality) and which may require services to address issues of under-representation in collections

K3   relevant legislation on what records are required of your organisation's activities

K4   the range of customers and potential customers for external and internal content, records and archives

K5   what content your organisation needs to operate effectively

K6   ways and techniques for identifying and communicating with customers on their content needs

K7   information audit techniques for identifying information needs

K8   techniques for evidence-based content decision making

K9   the information about customers and organisational needs that is already available in your organisation

K10   where you can get information about your customers and alternative sources of content that they may use

K11   how well your customers understand their legal responsibilities in managing the documents and other records they create

K12   how to assess sources of information on your customers to determine their relevance and suitability for use

K13   the implications of collecting, storing and using information on customer needs and how to manage these ethically

K14   how to analyse and assess data and information and turn it into information suitable for decision making

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Additional Information

Behaviours

1. You develop working relationships that enable you to understand customer and organisational needs
2. You recognise the need to prioritise the acquisition of content and collections within budgetary and other constraints
3. You recognise that information about content requirements may be sensitive, and handle it appropriately
4. You recognise the sensitivities around personal or corporate ownership of documents and records and handle them appropriately
5. You recognise the need for content and collections to represent requirements of customers and potential customers

Links to other NOS

This standard has links with standards

MSC F4 – Develop and review a framework for marketing
MSC F10 – Develop a customer focused organisation
in the NOS for Management and Leadership, developed by the Management Standards Centre.

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