

## FINAL RECOMMENDATION

**Recommendation of the Action Plan Team:** Advocacy, Partnerships and Marketing

**State of Issue #:** A-I9, Item #171

**Recommendation # :** R-171

**Submitted:** 7/27/01

Statement of Issue: USFA document distribution needs to target specific audiences in order to maximize the visibility and utilization of appropriate materials.

Recommendation: Develop a guide for web publication catalog users.

Background: There are very few calls/e-mail from people complaining about user-friendliness. The ordering procedure is fairly straight forward: click on Shop/Order to begin; browse by Subject, Media Type or Keyword; enter how many copies you want of an item; click Add Selected Items; click on Continue Shopping or Place Order; click Review Order, and click Place Order. There's also a Help Page that walks people through this step by step. Fifty-nine thousand people successfully placed orders for over 2 million publications using the web site in FY00; over 53,000 so far this fiscal year for 1.5 million publications. There is no data to support the need to develop a guide for users.

Steps to Achieve: Not Applicable

Estimated Time Frame: None

Estimated Cost: \$0

Outcome: Not Applicable

Conclusion: There is no data to support the need to develop a guide for users. An email address is provided on the site should the user need guidance to order materials and this is a very rarely applied.

Submitted by: Action Plan Team: Advocacy, Partnerships and Marketing  
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The Advocacy, Partnerships, and Marketing Team would like to thank  
Ms. Maury Grundy for taking time to help us with this recommendation.

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Approved/Date

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Disapproved/Date