IPGRI Online Communication Strategy

First Online Survey: Results, Part 2
Comments on Solutions

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Introduction to the First Online Survey Report – Scope and Expected Use

This document presents only the comments on solutions submitted to the first online survey held from the 14th to the 20th of July at 14.00 to follow-up to the live discussion happened during the first meeting of the 14th of July.

The process, facilitated by IKONOS New Media, is headed to build the guidelines to define an Online Communication strategy for the IPGRI organization.

Detailed Comments on Solutions for each Issue

The following list of issues is presented according the final map arrangement.

1. Project Brief

This “issue” emerged only after the first meeting so it was not present in the first survey.

2. Comparative analysis

Evaluation and comparative analysis of other organizations operating in the same field(s) in order to better identify areas in which to strengthen IPGRI information abilities.

Comments by survey participants

1. *share web planning with these organizations*
2. *consultancy contract*

3. User needs (Understanding, monitoring and evaluating end user needs)

Ability to effectively monitor/track visitors accesses in a reliable and easy to use fashion. Good automatic segmentation of this data in order to provide useful information to different parts of IPGRI communication and publishing staff. Easy accessibility of this data to ALL stakeholders.

Comments by survey participants

1. *I think web tends is already vailable to users, in any case that is too much a detailed report - maybe something a little shorter would do better*

2. *with a very good content management programme*

3. *monitoring system. Web editor, to act on the information received.*

4. *Can this monitoring service be contracted to make sure it is regularly done?*

5. *We need accurate monitoring of our Web site usage. There is an CGIAR ICT-KM, World Bank-funded project that aims to address this issue for all Centers' Web sites, we should ensure we collaborate with this endeavour too. We need to conduct end user testing in a process of continually improving our Web site.*

6. *In my opinion it a necessary exercise but it's also a real specific job and can take a lot of time to interpret in a reliable way all the information provided. The real interest appears to me in terms of evolution from a year to the next. AT INIBAP we monitor the visits to the inibap web site since its launching in 2000, which allows us to have a global view of the impact of our efforts since 4 years.*

7. *The question statement gives all important consideration. Traffic monitoring: software is available for that User questionnaire or web site user rating facility on the homepage (very common on the web)*

4. Content organization (Inventory)

The effective organization of content according to end user expectations, tasks, needs. Optimization of terminology and labeling. Restructuring and improvement of content categories and hierarchy of subdivision. Ability for readers to access content according to multiple organization viewpoints.

Comments by survey participants

1. *Adding more categories between the different themes that IPGRI have.*
2. *have full time web editor*
3. *try to standardize as much as possible the different pages at different levels so that the user never feels lost.*
4. *test structure on various user groups, esp. from outsite IPGRI/CG*
5. *Consulting good experts on communication...*
6. *with a very good content management programme*
7. *user needs analysis. better metadata. content management system.*
8. *An HQ-based Web editor or information manager. They would assist content providers to structure their pages according to audience needs and help assign correct categories; they would ensure new material fits correctly within the Web structure. They could identify any overlaps and redundancies and gaps in information.*
9. *We have to identify the new responsible of domain of activity of IPGRI and see how things can be linked together in order to give an overview of us and starting point to go further in details.*
10. *The audience is multiple, multilingual, multicultural, etc so groups of visitors for which IPGRI wishes to create a "visitor loyalty " should be idenfied along with their information needs and surfing habits. The web content access would be adapted to those groups. The Regional*

5. Publishing workflow

Ability for authors and content editors to easily publish their content.
Strong considerations for ease of use and time to publish.

Comments by survey participants

1. *pages should have a life time asigned at the time of publing such that reminders are sent out when updates are due. a more decentralised system of updating is prefered. it is ok to have an approval procedure for completely New webpages*

2. *have a user-friendly tool for editing and publishing*

3. *A central web content manager, to do ensure that material published has the correct management approval, is good quality text etc etc We can have distributed web focal persons, by group or programme, but there must be a central filter. Furthermore, this person needs to be the watchdog on prompting groups/prgrammes to update information.*

4. *make each different group indipendent in publishing, while under the supervision of a common editorial group*

5. *The webmaster position should be supported by a professional web-editor and a webmaster assistant in this way the routine work could be assured and the quality check preformed and assured in very short time*

6. *content management system with automated workflow. dedicated Web Editor.*

7. *I wonder how much we would have to compromise between look and practicality. The trend is that projects will have subsites. And so will the new Programs, I suppose. Templates will help a lot but guidelines and some support services (editing, proofreading, etc.) will be neccessary to generate new pages. We will need resources --human and financial-- to maintain the web in the conditions we want and lots of coordination among the Institute!*

8. *A Web CMS with approval steps and automated publishing to the Web should be implemented. Removal of the need to check the design of the page should speed up the approval process: content alone will need to be checked.*

9. *A training for authors and all involved stakeholders is of course necessary and should convince them of the necessary standardization of the design provided. But I 'm convinced that it is not sufficient and that one person has to play a role to bring dynamism and be a driving force in this kind of information network in order to ensure its good functioning.*

10. *The process has to be simplifed to ensure an up to date information and dynamise the provision of new information to the site. The content has to be managed by a site moderator.*

11. *Define a workflow of information from project leader to website responsible could be a first step. Perhaps a web content management tool could be helpfull.*

12. *Good CMS system*

6. Managing decentralized Websites publishing (Quality Control)

Critical issues related to management of multiple publishing units geographically distributed which presently operate often according to their specific needs and requirements. Lack of effective quality control and web publishing standards coherency.

Comments by survey participants

1. *the Web master should be assisted by other staff with different tasks, under his coordination and supervision.*

2. *Web editor with strong management backing.*

3. *Producing guidelines and sending them out from HQ is not a solution. We need to spend time circulating any standardization procedures, making sure the reason for this standardization is clear. We need to provide encouragement for staff to become familiar with guidelines and ensure they receive management support for spending time working on the Web. It would be useful for them to have an HQ Web contact to whom they feel comfortable asking questions and for help. Sometimes Web focal points do not have the authority to enforce standards on more 'senior' colleagues' Web inputs: an HQ Web editor could support them in this respect. If we can provide ways for focal points to input content (such as a CMS system) without needing to be involved in design this will overcome problems of quality control in this area.*

4. *Have a institutionnal design but offering some flexinbility to reflect the regions specificity.*

5. *The lack of effective quality control and web publishing standards coherency should be resolved by the use of a content management system (cms). Regional offices should be able to make input in their speicific directory using the templates previous implemented*

7. Separating content from design (CMS)

Clear distinction between the content authoring/editing, overall design and look and feel, and IT infrastructure.

Comments by survey participants

1. *have focal persons for content, design and IT in each region*

2. *Create a web content manager position at a sufficiently high level to cope with responsibilities as above - and put them reporting directly to the Management level. The PR aspects on 1st 1-2 pages to be delegated, but in required coordination with Content Manager. Technical aspects of web to be serviced by the Computer Services - technical changes to only be made in response to Content Manager decisions, which in turn need to be based on input from IPGRI and external users.*

3. *The webmaster position should be supported by a professional web-editor*

4. *content management approach. workflow system. Web Editor.*

5. *This is a challenge, I see this as a process we have to go through but we have no choice.*

6. *Implementing a Web CMS will allow users to enter their content without needing to know even basic HTML, and ensure consistently designed pages. Pages should be designed using style sheets so that they can be reformatted easily. Availability of different style sheets for printing etc. would also enhance user experience.*

7. *Identify partners or technology or way of doing things for splitting contents from presentation.*

8. *Clear understanding on look and feel, good CMS system*

8. Compatibility

Ability for all Internet users to access the IPGRI Web site content fully from any Internet browser. Support and implementation for official Web (W3C) standards.

Comments by survey participants

1. *Use of appropriate design programmes to ligten the web material*
2. *Total remodelling*
3. *again, we need a professional designer who has experience of these issues*
4. *a very good content management programme,*
5. *Same as above*
6. *Currently the IPGRI Web site is only tested in two browsers, this must be broadened to include all of the browsers employed by our Web users (requires accurate user stats too). Introduction of a Web CMS system would remove the need for content providers to know about HTML, and ensure consistent, accurate coding of pages.*
7. *Technology : XHTML/CSS*
8. *Perhaps look to other technology than ASP.*

9. Support for multiple languages (Languages)

Ability to publish content on the Web in multiple languages.

Comments by survey participants

1. *translate the first two clicks and other key conten only.*
2. *develop policy with cost assessment.*
3. *Resources for this are currently an issue. Some, but limited, funds might be available from partner organizations for translation. A better solution would be to take advantage of the IPGRI restructure to ensure that we make better use of editorial facilities in the institute. For instance INIBAP has a bilingual (French and English) editor, and the the Americas office has bilingual communications staff. Involving these people in the Web could ensure that content for the Web is provided in different languages, but is still quality controlled.*
4. *A multilingual (at least 4 languages) could address the needs.*
5. *The multilingual aspect has to be taken into consideration at the very first step of the site design. Open the site source for an easy translation into "non official" languages by partners.*
6. *a multilingual site*
7. *more languages*

10. Usability and accessibility (Interface)

Ease of access to the site, performance, page load times, accessibility to users with slow access, ease of navigation, ease of finding information, accessibility compliance for handicapped users. Legibility of information, information design issues (quantitative data display), consistency of representation.

Comments by survey participants

1. *I think that this is easy to do, simply to change the first page*
2. *Some topics can be amalgamated for more compactweb pages.*
3. *Total redesign - content and technology - with the above issues as a PRIORITY*
4. *try to have a standard format and follow as much as possible the guidelines provided.*
5. *site should be designed by a web site designer, not a print designer*
6. *I wouldn't know how to suggest a solution, maybe the Free text search function should be more visible from the homepage*
7. *Slecting only a set of information and also target audiences.*
8. *a very good content management programme, complete reorganization of the website*
9. *see above*
10. *A compromise between a nice or a fancy look and an easy place to get in and navigate. I suppose this also means a structure that ensures easy navigation, and powerful tools that do the job for the user*
11. *The site should mirror design elements of well-known information sites so that users know that the search box will be top right, that clicking on the logo will take you to the home page etc. so that users don't need to learn how to use our site. Guidelines, such as Jakob Neilsen's recommendations for homepage design, should be employed for the IPGRI Web site. Links particularly from the home page and 'top' levels should be clear to readers who are not familiar with IPGRI. Acronyms, e.g. AMS, should be avoided. These links names should be decided by communications/public awareness specialists, who are familiar with communicating scientific information to lay audiences.*
12. *- Do not use frame to avoid problems for printing or bookmarking - If the code is well tagged the site should be well accessible for handicapped users*
13. *Homepage more coloful and avoiding terms that are "obscure" for a wide audiance e.g. Public awareness Make explicit titles from which the visitor*

would like to go further in the navigation, not just "Crop/species" or "results of stakeholders survey"...

14. *From now it seems that website use a 3 parts page. I mean the top of the page shows the main area of activity of the institution, the left part of the page shows shortcut and the middle of the page contains the full text of the domain selected.*

15. *Restructure the entire website. Optimization of ASP pages to make sure effective ASP code is written to generate dynamic pages. Evaluation of database if there is one that supports the website.*

16. *Dynamic navigation structure*

11. Other distribution channels

Enhanced ability to publish, repurpose content across multiple formats and information products.

Comments by survey participants

1. *content management system using XML to integrate different 'information outputs', including web pages, publications etc.*

12. User participation

Ability for the end users to actively participate and contribute to the information provided by IPGRI. Feedback options. Ability to contribute original content. Comments.

Comments by survey participants

1. *none*
2. *Feed back option are always useful to adapt/correct the wbe site or the content to visitor requirements. A placxe could be dedicated to vsitors to place comments and/or updated information.*
3. *No idea*

13. Institutional identity (Identity and interface design)

Effective use of design to provide IPGRI Web site with a corporate identity and a professional, prestigious, unique look.

Comments by survey participants

1. *competition for ipgri web page identity*
2. *With our Design/layout Specilist acting as a Coordinator.*
3. *The webmaster should be supported by a professional web-editor (for language and language-style as well as content supervision and standardization) in addition a webmaster assistant (performing defined and not innovative tasks). In this way the routine work could be assured and the quality check preformed and assured in very short time*
4. *use of content management system to separate design from content. develop skills in design for the web.*
5. *The design has to reflect the insitution objectoves/mandate and has laso to follow some "fashion design" to be attractive (without being a fashion victim :)). If the design or navigation concept is obsolet/old fashion, it will not be attractive.*

14. News (News publishing)

Ability to originate, select, republish and aggregate from qualified sources top news stories on critical issues and topics of relevance to IPGRI's audience(s). Ability to distribute such news through multiple and complementary channels (email, Web, RSS, alerts, XML, Microsoft web services, etc.).

Comments by survey participants

1. *link to other sites who can do this better*
2. *with a very good content management programme*
3. *sign-up facility for news feeds. RSS XML content management system*
4. *see above. All the listed new technologies should be applied according to its relavance to IPGRI web site objectoves.*
5. *CMS could cover this issue*

15. Updating the audience

Capability to provide multiple and easily accessible news distribution channels that serve to keep an open communication channels with readers, partners, supporters, stakeholders and donors.

Comments by survey participants

1. *active marketing of content. newsletters, alerts, RSS etc. use of XML for content reuse.*

2. *Implement Web services for the web site to also offer an entry towards other information sources/programmes, and help the visitor to get back specific information/data. This would assist the vsistor to enlarge his search for information on a specific topic related to IPGRI activties, Agrobiodiveristy.*

16. Customer support

Provision of well-organized, user-friendly support to new visitors or other end users to help them in a) finding information on the site, b) contacting specific people in the organization c) making requests for support or for receiving other info.

Comments by survey participants

1. *A study of people visiting IPGRI website should be usefull to know what is right and what is necessary to improve.*

2. *Site map available More direct information IPGRI's mandate, objectifs, contact persons. if you clik on "about IPGRI", you gat a long list of tilte and the first one is "about IPGRI" so you do not directly access the explanation, you are looking for. If you add names of contact persons, these persons have to indentify the answer-to-request as an activity because this will increase the number of information requests directly addressed to them and they have to be ready to spare time to answer.*

17. Community building

Capability for the organization to create loyalty among its readers. Ability to involve and engage readers on an ongoing basis.

Comments by survey participants

1. *system of 'alerts' to encourage repeat visits. newsletters. discussion fora.*

2. *The loyalty among readers can be build through some "profil" definition. Offer readers the possibilioty to suscribe to the IPGRI web site news and erceive a notification when a new information in their area of interest has been posted on the web site.*

3. *Good scientific info availalbe on the site. New information is availalbe on the site users participation*

18. Transparency and credibility

Ability to provide complete and comprehensive information about institutional goals, missions, stakeholders. Comprehensive and consistent access to contacts information. Consistent references and crediting of sources. Provision of references to many external credible sources within core content. Display of “freshness” information (when published + when last revised).

Comments by survey participants

1. *rework institutional info. pages. content management system should require aspects of source, contact etc.*

2. *We should attempt to apply PROMPT criteria to our Web pages (Presentation -- Relevance -- Objectivity -- Method -- Provenance -- Timeliness). Although readers would only apply these concepts subconciously it give us a quick indicator of how we might be perceived.*

3. *Content managment. Legal notice IP Laws on web sites content and links.*

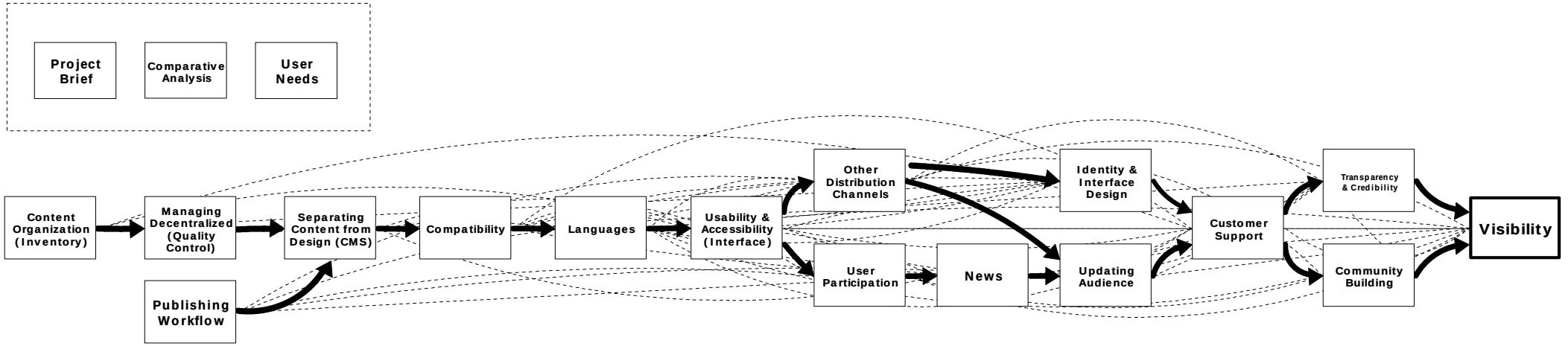
19. Visibility (and Exposure)

Ability of end users to easily find IPGRI online content by using major Internet search engines.

Comments by survey participants

1. *reduce the web content to key themes only*
2. *none*
3. *- Web site and specific pages submitted to national and international search engines - Promotion of the Web site using several tools: announcements, emails, stickers and bookmarks, cd-roms, ...*
4. *nothing*

Appendix A: The Issues Map highlighting their relationships and the Critical Path



Appendix B: How issues have been ranked previously

Importance ranking

As of 20 July 2004, 14.00

Rank	Issue	Score	*Comments*
1	*1* . Usability and accessibility	**105**	*44*
2	*18* . Support for multiple languages	**91**	*22*
3	*5* . Content Organization	**90**	*27*
4	*15* . Institutional Identity	**83**	*20*
5	*3* . Publishing Workflow	**82**	*27*
6	*10* . Visibility – Exposure	**79**	*19*
7	*2* . Compatibility	**76**	*25*
8	*4* . Separating Content from Design	**65**	*24*
9	*11* . Updating the audience	**63**	*12*
10	*12* . News publishing	**63**	*19*
11	*6* . Understanding User Needs	**62**	*20*
12	*14* . Transparency – Credibility	**56**	*15*
13	*8* . User Participation	**51**	*14*
14	*7* . Customer Support	**46**	*14*
15	*17* . Decentralized Web sites	**41**	*17*
16	*9* . Community Building	**40**	*15*
17	*13* . Other distribution channels	**40**	*6*
18	*16* . Comparative analysis	**39**	*5*

legenda:
Rank: position in the ranking based on the score
Score: 5 points for each “very important” plus 4 points for each “important”
Comments: total number of comments received by each issue. The brighter is the higher.

Relevancy Ranking

Rank	Issue	Score	*Comments*
1	*1* Usability and accessibility	**92**	*44*
2	*5* . Content Organization	**83**	*27*
3	*3* . Publishing Workflow	**79**	*27*
4	*18* . Support for multiple languages	**77**	*22*
5	*2* . Compatibility	**77**	*25*
6	*10* . Visibility – Exposure	**74**	*19*
7	*15* . Institutional Identity	**70**	*20*
8	*12* . News publishing	**68**	*19*
9	*11* . Updating the audience	**66**	*12*
10	*8* . User Participation	**66**	*14*
11	*4* . Separating Content from Design	**64**	*24*
12	*6* . Monitoring and evaluating	**64**	*20*
13	*14* . Transparency – Credibility	**57**	*15*
14	*13* . Other distribution channels	**57**	*6*
15	*7* . Customer Support	**54**	*14*
16	*9* . Community Building	**51**	*15*
17	*16* . Comparative analysis	**49**	*5*
18	*17* . Decentralized Web sites	**48**	*17*

"Relevancy" score evaluation method:
4 points - very important
3 points – important
2 points – neutral
1 point - not very important

Balanced Ranking

Rank	Issue	Score	*Comments*
1	*1* . Usability and accessibility	**38**	*44*
2	*5* . Content Organization	**33**	*27*
3	*18* . Support for multiple languages	**29**	*22*
4	*10* . Visibility – Exposure	**26**	*19*
5	*3* . Publishing Workflow	**25**	*27*
6	*2* . Compatibility	**23**	*25*
7	*15* . Institutional Identity	**22**	*20*
8	*12* . News publishing	**20**	*19*
9	*11* . Updating the audience	**18**	*12*
10	*8* . User Participation	**16**	*14*
11	*6* . Monitoring and evaluating	**14**	*20*
12	*4* . Separating Content from Design	**10**	*24*
13	*14* . Transparency – Credibility	**9**	*15*
14	*13* . Other distribution channels	**9**	*6*
15	*7* . Customer Support	**4**	*14*
16	*9* . Community Building	**3**	*15*
17	*16* . Comparative analysis	**1**	*5*
18	*17* . Decentralized Web sites	**0**	*17*

"Balanced" score evaluation method:
+2 points - very important
+1 points – important
0 points – neutral
-1 point - not very important
-2 points - irrelevant

Scientific Ranking

Rank	Issue	Score	*Comments*
1	*1* Usability and accessibility	**3,41**	*44*
2	*18* . Support for multiple languages	**3,35**	*22*
3	*5* . Content Organization	**3,32**	*27*
4	*15* . Institutional Identity	**3,18**	*20*
5	*10* . Visibility – Exposure	**3,08**	*19*
6	*3* . Publishing Workflow	**3,04**	*27*
7	*4* . Separating Content from Design	**2,91**	*24*
8	*11* . Updating the audience	**2,87**	*12*
9	*2* . Compatibility	**2,85**	*25*
10	*12* . News publishing	**2,83**	*19*
11	*17* . Decentralized Web sites	**2,82**	*17*
12	*6* . Monitoring and evaluating	**2,78**	*20*
13	*8* . User Participation	**2,64**	*14*
14	*14* . Transparency – Credibility	**2,59**	*15*
15	*7* . Customer Support	**2,57**	*14*
16	*9* . Community Building	**2,55**	*15*
17	*13* . Other distribution channels	**2,48**	*6*
18	*16* . Comparative analysis	**2,33**	*5*

"Scientific" score evaluation method:
Results from the "relevancy" ranking averaged on the valid replies received.

Details:
4 points - very important
3 points – important
2 points – neutral
1 point - not very important

Each issue's score is than divided by the total number of valid replies for that issue