

IPGRI Online Communication Strategy

Second Online Survey: Results

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

This document presents the results of the second online survey held from the 21st to the 26th of July at 12.00 to follow-up to the live discussion happened during the second meeting of the 21st 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.

Questions asked in the survey

Validate the discussed Action Plan

Before replying to the survey be sure to have carefully reviewed:

The Issues Presentation (ZIP 2.5MB)

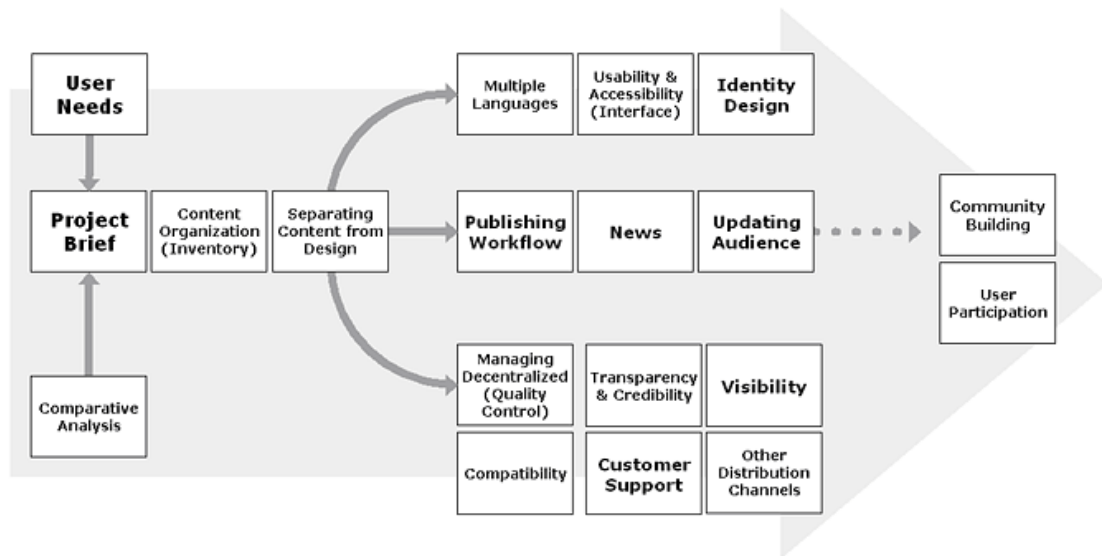
First Survey: Results (PDF)

Prioritizing the priorities (report of 2nd meeting)

1. Do you agree with the Action Plan?

This Action Plan Map contains the sequence of steps/activities to be completed to improve the IPGRI Online Communication Strategy through its Web-site. The map should be read from left to right, showing each stage from the very first and most important to the logically following ones.

Each box must be seen as the activity needed to solve the named issues.



Issue Description

1. Usability and accessibility issues (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.

2. 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.

3. Publishing Workflow

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

4. Separating Content from Design

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

5. Content Organization

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.

6. 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.

7. 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.

8. 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.

9. Community Building

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

10. Visibility – Exposure

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

11. 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.

12. 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.)

13. Other distribution channels

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

14. Transparency – Credibility

Ability to provide complete and comprehensive information about institutional goals, missions, stakeholders. Comprehensive access to contacts information. References and crediting of sources. Provision of references to many external credible sources within core content. Display of “freshness” information.

15. Institutional Identity

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

16. 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 our information abilities.

17. Managing decentralized Websites, 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.

18. Support for multiple languages

Ability to publish content on the Web in multiple languages.

Possible replies:

- 1. I fully agree*
- 2. I partially agree*
- 3. I do not agree*

2. What do you see different?

2. You do not fully agree with the Action Plan.
What would you change in the sequence of steps
shown in the Action Plan Map?

3. Provide your comments

3. What other considerations would you like to do about the Action Plan Map?
Do you see any limitation/constraint?
Is it missing anything?

4. Suggest some solutions

4. Please suggest some possible solutions for the issues presented in the Action Plan.

Results of the Second Survey

As of 27 July 2004, 10.41 (GMT +1, Rome, Italy time)

Rank	Agreement	Replies	%
1.	I fully agree	30	65,2 %
2.	I partially agree	11	23,9 %
3.	I do not agree	5	10,9 %
	Total	46	100 %

legenda:

Agreement: Level of agreement with the proposed map

Replies: Number of replies collected for each reply option

%: Percentage of each reply option.

Detailed Comments for each reply option

2. What do you see different?

*You do not fully agree with the Action Plan.
What would you change in the sequence of steps
shown in the Action Plan Map?*

Replies given by participants of the survey

- 1. That Action Plan Map would not resolve the problems we have. We need more people involved in the web publishing and a tool to facilitate the input process from Regional Offices as well. I think an additional person, as supporter for the content, is a solution. The regional offices needs more visibility on the web site.*
- 2. The support for audiences should be more pervasive. It looks like it is only going to be used for updating content while it should be a key factor when the reorganization of content will be started.*
- 3. I agree with your very technical action plan but wonder about the content of the web site; there is no mention of it. In reality I wonder about IPGRI communication strategy: - what impact do we want our web site to have ? - therefore what do we want to communicate to the public (all stakeholders)?*
- 4. The priorities came out from the initial survey are different from this action plan.*
- 5. Comparative analysis was ranked very low as result of the first survey. How does it come that it now appears in the main position? the same for managing decentralized (quality control) and others*
- 6. Content organization/inventory: I'm not sure how detailed this inventory will be. Will it just be a classification of pages such as 'news', 'database', 'information'? If this is the case then I think it is appropriately placed in the workflow. If it what is needed is more thorough, i.e. content needs rewriting or 'breaking up' into more pages, or deletion and identification of missing pages then this is significantly more time consuming and should not hold up other aspects of the Web redevelopment. This could be done iteratively, with 'main' IPGRI pages first then region by region, 'feeding' reworked pages into the new design.*
- 7. I'm not sure that I understand why identity design comes in so far down the chain. I'm just wondering if identity design issues wouldn't go hand-in-hand with usability. I don't think that design identity should drive the interface, but at the same time I'm not sure how the interface can be designed in isolation of the design identity.*
- 8. I am not sure to understand well how the bulk of sequences (center of the graph)are organized. Will actions be carried out step by step from left to right, or simultaneousy?*

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9. *I think that 'Content Organization' has the same importance than User needs. IPGRI has already a lot to offer, but an inventory + analysis of what should be included there needs to be done at the same time.*
10. *It seems to me that "user" participation should come in much earlier. In fact, I'm not sure I agree with the word "user." I think the whole process should be more participative right from the start, and "users" are actually "contributors" or something similar.*
11. *User Needs- Step one- Identity Design, Step two- Usability and Accessibility(interface) and then multiple Language. The flow of action plan is not clear from the diagram.*

3. Provide your comments

*What other considerations would you like to do about the Action Plan Map?
Do you see any limitation/constraint?
Is it missing anything?*

Replies given by participants of the survey

1. *It looks complete. I suppose that if missing elements are identified in the process or changes in the sequence, there will be adjustments*
2. *The support*
3. *Internet security should be part of the plan to protect IPGRI Web site from any anonymous attacks.*
4. *Probably a more minor issue: there should be some mechanism to ensure language/spelling consistency throughout the Web pages e.g. Web site and not as in all the Web presentations and surveys so far, multiple spellings i.e. Web-site/website/Website/Web site etc.*
5. *Perfect!*
6. *The plan looks very comprehensive and logical.*
7. *I do not think anything is missing. The main limitations would be human and financial resources.*
8. *Timed Agenda*
9. *Linking content to source where it is generated. so that a change in the source should have similar change on the web. Part of workflow I assume.*
10. *I am not sure to understand well how the bulk of sequences (center of the graph)are organized. Will actions be carried out step by step from left to right, or simultaneousy?*
11. *One constraint I have in mind is the manging of decentralized web sites and how this decentralized web sites will be part (contents, look) of IPGRI main web site. What are the experience on managing workflow for a decentralized organisation like IPGRI.*
12. *The regional offices should be more involved. I fully agree with this Action Map Plan.*
13. *I think it reflects what we really need to analyse, ordered by priorities.*

4. Suggest some solutions

Please suggest some possible solutions for the issues presented in the Action Plan.

Replies given by participants of the survey

1. *Use a proper coding when writing the program regarding security measures.*
2. *I would develop a new unit within DIT: the web unit. Composed of a webmaster (developing an update and innovative website, solving problems and customising features, assisting web focal points); a web editor (ensuring consistency within the website and developing appropriate communication content and revising existing pages); a web maintainer (applying routine changes and standards procedures – this can be temporary for the transition period) In addition I strongly recommend adopting a good commercial Content management system.*
3. *1. Evaluate and purchase a CMS: it alleviates the workload for the web master 2. Need to hire a coordinator for the content (web editor) and an assistant for the web master 3. Workshop with content providers to establish what kind of information should be published on the web site 4. Review of the web site with the web editor and authors, the web master and some consultant or the web assistant following the outcomes from the workshop.*
4. *If we REALLY want to have transparency, credibility, visibility, identity design...it is not advisable to move to a decentralized management of the Web site! In fact, the content and the editing of the information has nothing to do with the quality control, which indeed has to be centralized and overlooked by the same TEAM (one person is not enough at all). Moreover, the editor does not necessarily need to be a html/asp skilled person, as well as the Web master a scientist!*
5. *Website is "boring" and hard to follow. There is no HOME page that will always bring you back to a starting point. Has an old look and doesn't grab attention.*
6. *The content should include information on the full range of activities that IPGRI is working on. Responsibility for this should be given to the project coordinators to provide up-to-date information on regular basis (every 3 months). Design should be done so that an outsider can easily navigate to each theme. As it is the web site is designed on our IPGRI structure (which can be very confusing for an outsider; e.g. who would understand what GRST means and what themes are covered?)*
7. *Greater investment in the Web site -- appointment of a Web Editor and provision of funds for consultancies to support key areas of work.*
8. *It will be interesting to have it ready by first of 2005, the time of carrying out our new institute's strategy.*

9. *Linking info sources e.g. IPGRI staff list should be generate from a databse that is also used for email list updating etc. Linking web content distribution to newsletter distribution on CD to reach those with no Internet access. For news etc to maintain updated need more human power in RO*
10. *It is obvious that IPGRI will have to invest in a content management platform if this action plan is to work. However it isn't just a question of providing the needed funds to buy such a system; but to also invest time and energy in training and supporting staff in the new workflows/new way of working that will come about. It is important to remember that another new piece of technology/software will not resolve our present problems. Follow-up and support is required if we are wanting to make positive, long-term changes in the way we manage our information/content.*
11. *Regarding User needs analysis, I think we should take into consideration not only the technical aspects (e.g. number of hits, number of repeat visitors, pages most visited, etc.) but also take profit of the results of the recent survey to stakeholders regarding strategy which could perhaps be useful to reformulate the contents of the web. I am sure that other surveys results could also be exploited for this purpose.*
12. *I am concerned with the position of Identity design (or Institutional Identity), it should come immediately after 'Content organization'. It will give the world our corporate image. Perhaps, I missed something... but, I also think that the figure of the 'Web Editor' is missing from the action plan and this should be placed before publishing. Are the authors responsible for their materials? Can they publish what they want? I personally think that another figure is required here who should be checking the 'message' we are giving to the world.*
13. *To build and maintain an efficient website, it is necessary to regroup a panel of competences: A web designer for the unique look. A web developer to develop a high quality source code really independant of the content which will ensure a quick loading of the page, ease of navigation, compatibility, visibility etc. The web developper should provide a user friendly system of publication for the content manager. A content manager without knowledge in development should be able to add some content. Then, the web developer will have to check the position of the site in the web crawler (google), to fix bugs with the differents versions of the web browsers, to ensure the security of the code, to manage some databases, to develop some improvments and to watch the logs of the website to get an idea of the audiance. he could be also ensure the interactivity of the website, developing some surveys, quizz etc. A content manager who will be in charge of the the quality of the content and who will give the guidelines for the publication. This person should have a strong knowledge in biodiversity and in the IPGRI structure. Nevethless this person should be sometimes assist by experts with skills in some languages, in law etc.*
14. *For other distribution channels issue we can think about the possibility/usefulness to provide on a CDROM the IPGRI web site including a subset of documents. From my point of view for issue regarding the content*

we have first to think about how/when the information appears and goes through different activities/persons. For this we have also to start thinking on the impact of the new structure on this workflow. The new KM activity should clearly manage this issue in order to be sure that identified staff know the way to follow for adding content on the web site. In general I think it will be necessary to clearly identify somebody who will carefully follows information published on web site and who will play a role of thorn in order to provide an up to date web site. As IPGRI seems to shift on biodiversity area our web site should reflect this concept. We have to imagine all the different staff/skill involved in the web site life as an ecosystem!

15. *Hard to say, dont really know enough about it. But it looks like what you're planning is not really the participatory platform for communication among partners that I have in mind. At least not initially.*
16. *Survey Monkey is a good tool to gather user needs. A good survey should be created to find out what users really need or want. Regional offices should be included in this activity as well. Coordination of identity design activities with the PR group.*
17. *I don't know: I think the web site needs at least a quality control about the content. As it is now, the web publishing should include additional staff. Clear division between content and design.*
18. *I think we should provide more resources for the web.*
19. *1. Adoption of a CMS for news publishing 2. Provide more support to the web master, creating at least 2 new positions in IPGRI: web editor and web assistant 3. Review entirely the content of the web site in close collaboration with authors of the content.*

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