

IPGRI Online Communication Strategy

Third Online Survey: Results

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

This document presents the results of the third online survey held starting from the 30th of July to follow-up to the live discussion happened during the second meeting of the 28th 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 FINAL Action Plan

Please review in detail these two items before responding to the survey.

User needs to the fore – Third consultation workshop

http://www.ikonosnewmedia.com/ipgriweb/2004/07/28/user_needs_to_t.htm

Presentation of the Final Action Map with explanation of each step/activity (PDF, 950 KB)

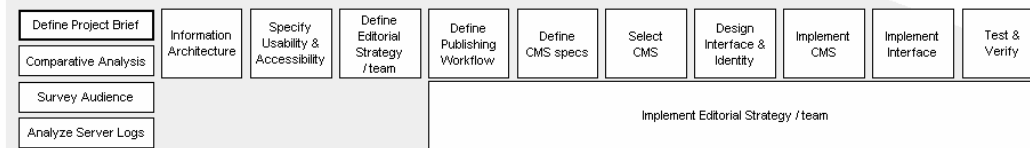
<http://www.ikonosnewmedia.com/ipgriweb/ipgri-final-action-map.pdf>

Do you agree with the FINAL Action Plan?

This is the final Action Plan Map we have arrived at through this process. It represents the sequence of steps/activities required to re-solve all of the critical issues identified in the previous phase.

(The map should be read from left to right. Items are displayed in order of chronological importance.)

IPGRI Online Communication - Final Action Plan Map - 28 July 2004



Please tell us whether you agree with the FINAL Action Plan

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 FINAL Action Plan.
What would you change in the sequence of steps
shown in the FINAL Action Plan Map?

3. Provide your comments

3. What other considerations would you like to do about the FINAL Action Plan
Map?

Do you see any limitation/constraint?
Is it missing anything?

Results of the Third Survey

As of 13 September 2004, 10.00 (GMT +1, Rome, Italy time)

Rank	Agreement	Replies	%
1.	I fully agree	7	46.7%
2.	I partially agree	8	53,3 %
3.	I do not agree	0	0
	Total	15	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 FINAL Action Plan.
What would you change in the sequence of steps
shown in the Action Plan Map?*

Replies submitted by survey participants

- 1. The CMS should not be considered the unique solution to publish on the web: indeed we have more than 300 dynamic web pages that publish data from more than 150 tables of several databases(SQL Server, Access databases, etc.). There are also detached web sites that are not ipgri, but hosted by ipgri that apply our policy and guidelines about the web publishing.*
- 2. I would like to see the new Web editor, or Web editorial team, involved during the information architecture phase. Even if the information architecture is carried out by a consultant, many of the decisions that are made would be useful to a future Web editor. If the Web editor is going to be responsible for maintaining this structure of content or will ensure that the structure is maintained with new types of content that may emerge in years to come it will would be useful to involve them in the information architecture decision-making process.*
- 3. Comparative analysis should be done before start of the project to establish what others have done and how that can fit to meet our requirements. Server logs analysis can be done through third party software and should be done for all sites.*
- 4. Although I understand that this has all to do with process and not with content it remains unclear to me what the precise role of the website will play in the broader IPGRI strategy. In my opinion this decision will have a direct impact on the way forward.*

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 submitted by survey participants

1. *No.*
2. *Main constraint is finding the resources,(be they human or financial) required to carry out this much needed process. Without senior management support and commitment this process will not be possible.*
3. *As a component of the project brief there should be steps of defining the budget available (for redevelopment and ongoing maintenance) and creating a schedule for the steps in the action plan. Without these components it would be difficult to assign actions to consultants or permanent staff. I would prefer to see the project brief outlining the Web team, even if they are not selected at this stage. This would allow responsibilities for each of the action steps to be assigned. I suggest a careful review of the project brief is made at steps in the action plan. For instance once a content audit/inventory has been carried out this might indicate additional user needs. (Why was this content put on the Web? In response to user requests, for example?). During the design and interface creation then obviously the project brief needs to be revisited to ensure all points have been considered. I am still concerned about the content inventory/audit that will be required to work out the information architecture. With the number of pages we have this could be very time consuming. Missing content will also need to be written, particularly for 'main' pages, before a new site can be launched. Will it be possible to do a broad overview of the type of information we have on our pages (e.g. news, database, scientific info, public awareness) and then leave a more thorough analysis to the editorial team as they rework information into the new CMS?*
4. *The main constraint will be to identify an effective workflow for a de centralised organisation like IPGRI. Take also into account the diversity of our regional offices which answering different needs and cultural's different approach of the organisation goal and keeping them as much as possible in the same editor line.*
5. *Need to add survey of information sources within IPGRI.*
6. *Please see my comments in question 2. I think your approach is sound and comprehensive but possibly too theoretical. If I understood the action plan correctly, it is largely or entirely based on an assessment of current weaknesses and less on what we ideally would like to see. The latter might need a bottom-up approach and involve as many as possible people, also from the Regions and the thematic areas. It seems that we are a bit weak on the latter.*

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Critical Issues Identification Process - Third Online Survey Results and Comments

7. *As stated during the third consultation meeting I believe that we/you should bring Senior Management into the discussion as soon as possible. I tried to play that role (to a certain extent - as far as possible) during my interventions but feel that this should be really Emile who has to be directly involved. Paul, are you keeping him informed?*

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