

What is a dissemination strategy

-Strategy, Competence, Staff, Technology, Data

Statistics Denmark

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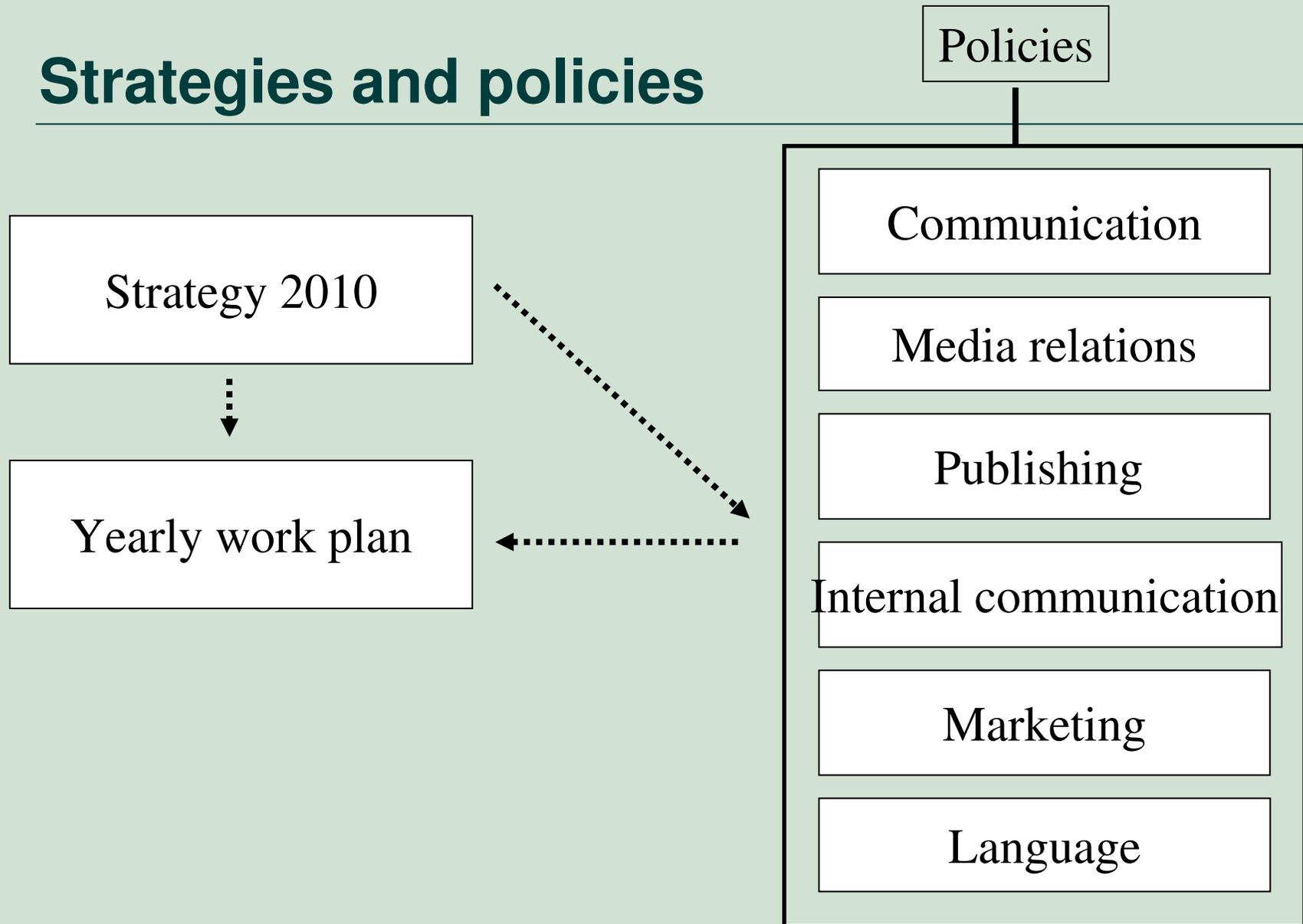


Guided by long term plans

- Strategy 2010
 - www.dst.dk/strategy
- Yearly work plan
 - operational measurable goals

- Mission
- Vision
- Values

Strategies and policies



Mission of Statistics Denmark

- Statistics Denmark produces impartial statistics on society as the basis for democracy and the national economy.
 - *The statistics must be impartial in order to serve democracy and the national economy. This implies that SD is to analyze developments within Danish society on an objective basis, independent from political and special economic interests. Thereby, SD contributes to knowledge, social debates, analyses, research, planning and decision-making among our most important users:*

Strategy 2010 p. 5

Strategy 2010

Vision

- We will enhance Statistics Denmark's value to society by continuously improving user-friendliness and quality.
 - *Our vision highlights the users. Increasing use and satisfaction with our products reflect the user-friendliness of our products available to citizens, public authorities, the media, the business community and researchers, etc...User-friendliness also implies that SD seeks an active dialogue with the users.*

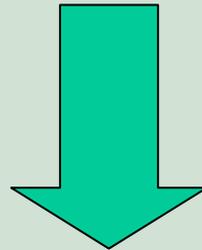
Values

- Official statistics which must be impartial
- Results which make a difference to the users
- Activeness in improving the products and the institution
- High professional quality
- External and internal co-operation
- Good working environment

Strategy 2010 p. 6

Dissemination strategy – Why?

- Statistics should be of high quality, but this is insufficient in itself.
- If the statistics are not used - efforts have been wasted.



If it is not communicated - it does not exist

Strategy 2006

User-oriented dissemination strategy is based on the following principles 1/2

- All statistical data will be available electronically
 - Written dissemination should focus on the most important news.
 - Electronic and paper publications will be coordinated
 - Only one access point to Statistics Denmark. Our homepage
 - Statistics Denmark's library and Information Centre is the centre for the dissemination of international statistics in Denmark.
- Strategy 2010*

User-oriented dissemination strategy is based on the following principles 2/2

- In the dissemination of statistical products – Statistical professionalism and communication expertise are regarded as equally important
- Only one foreign language - English is used by Statistics Denmark
- Erroneous interpretations and misuse of Statistics Denmark's results will be commented as soon as the error comes to light

Strategy 2010

User groups: Two approaches

- Conventional groups:

The citizens

The politicians and public authorities

The business community and organisations

The researchers and students

The press and the media

EU, UN, OECD, IMF and other international organisations

- Functionality needs



Strategy 2010 – an ongoing process

Draft by Director General

Call for proposals to head of divisions

Discussions / workshops inside each division

Proposals collected inside each department

Draft by Director General

Approval / discussion by head of divisions

Final version by Director General

Approval by The Board of Governors

2005



The following initiatives are taken during the strategy period:

- The Internet (website and StatBank Denmark) is the most important media for disseminating statistics. Statistics are published when they are available on the Internet. All published data must be available on the Internet. Most statistics must be available to the users free of charge
- The content of StatBank Denmark is extended, implying that all current statistics in the statistical programme can be extracted from the data bank not later than the first quarter of 2008 and, as a general rule, at a far more detailed level than other published data. We offer round-the clock access to StatBank Denmark all year.

The following initiatives are taken during the strategy period: From print to PDF

- In future, only Statistical Yearbook, Statistical Ten-Year Review, annual publications and theme publications, etc. are issued as paper publications, and they are simultaneously made available on the Internet.
- From January 2007 Statistical News and Statistics Service are not issued in printed form.
- Internet publications with links to StatBank Denmark and Declarations of Content are developed.
- Electronic Bookshop is adapted in such a manner that self-service becomes the dominant form of publication sales ...Prices in connection with the electronic bookshop are lower than those charged for personal service

The following initiatives are taken during the strategy period: From print to PDF

- Free copies are mainly distributed in the form of electronic publications. Subscribers entitled to free copies of paper publications will in future receive an e-mail when a publication is issued. The publication can then be ordered via our website.
- In disseminating statistics English is the only foreign language used by SD. StatBank Denmark and the Declarations of Content are available in a fully developed English version.
- The remaining part of our English-language website is extended.

Strategy 2010: What it does not say

- Technology
- Web 2.0
 - BLOG's
 - What is after Paper? – PDF?

Dissemination strategy – a tactical approach

- Technology:
 - Text / Tabulation / Graphics
 - Scheduling system
 - CMS Content Management System
 - Aggregated output database system
 - System for analysis of press quotations

Dissemination strategy – a tactical approach

- Operational procedures
 - Publishing
 - Schedules, workflows, errors
 - Error handling
 - Contingency planning
 - written procedures

Measuring the strategy

- Strategies are void without measures in the real or virtual world:
- Release Calendar
- Press Impact
- User satisfaction
- Other Indicators?