

# EU-Israel Twinning Project Activity E5

Development of Dissemination Strategy  
Jerusalem, 17-20 November 2014

## Terms of Reference and agenda

- MR 22:Dissemination strategy and policy – redrafting
- MR 23:Users' satisfaction with the web site
  - Plan / methodology
- MR25: Dissemination database
  - Roles and organisation of work
- Follow up on creation of cubes for data warehouse

## Findings and conclusions (MR22)

- Discussions with Dissemination committee on
  - Integrating dissemination and communication in one strategy
  - The dissemination strategy to relate to the general all-over strategy 2020
- Structuring the dissemination strategy around
  - Users.....Who
  - Content.....What
  - Access.....How
  - 2015-20(?).....When
- Redrafting the dissemination strategy: MR 22 done

## Findings and conclusions (MR23)

- Users' satisfaction
- Goal: Improvement of the service given to website users
    - A plan for monitoring user satisfaction on the web site was decided
    - Benchmarks, success criteria suggested
  - Purpose is to improve based on:
    - Use..... Monitor *what* they use
    - Usage..... *How* they use it
    - Satisfaction.... How they *succeed* (general and specific products)
    - Needs ..... What they *want* and do not get (today)

## Findings (MR 25):

- Data is available in a format that can easily be turned / aggregated into cubes and be used in “stand alone” databank and as data source for web site content
- Staff can easily familiarize them self with the CUBE concept
- Cube created based on ISOPED data – 4 dimension and time during activity E.5

## Demo cube - Education

Students in Israel after Sex, Grade, Population Group, Supervision og Time

Select variable: About table

Mark your selections and choose between table on screen and file format. Marking options  
For variables marked with \* you need to select at least one value

| Sex              | Grade             | Population Group | Supervision             | Time *           |
|------------------|-------------------|------------------|-------------------------|------------------|
| 1 all 2 freely 0 | 1 all 15 freely 0 | 1 all 8 freely 0 | 1 all 4 freely 0        | 1 all 9 freely 0 |
| Male             | 1st Grade         | Arabs            | State                   | 2011             |
| Female           | 2nd Grade         | Arabs            | State Religious         | 2010             |
|                  | 3rd Grade         | Arabs            | State Religious / other | 2009             |
|                  | 4th Grade         | Arabs            | Arabs                   | 2008             |
|                  | 5th Grade         | Arabs            | Arabs                   | 2007             |
|                  | 6th Grade         | Arabs            | Arabs                   | 2006             |
|                  | 7th Grade         | Arabs            | Arabs                   | 2005             |
|                  | 8th Grade         | Arabs            | Arabs                   | 2004             |
|                  | 9th Grade         | Arabs            | Arabs                   | 2003             |
|                  | 10th Grade        | Arabs            | Arabs                   | 2002             |
|                  | 11th Grade        | Arabs            | Arabs                   | 2001             |
|                  | 12th Grade        | Arabs            | Arabs                   | 2000             |
|                  | 13th Grade        | Arabs            | Arabs                   | 1999             |
|                  | 14th Grade        | Arabs            | Arabs                   | 1998             |
|                  | 15th Grade        | Arabs            | Arabs                   | 1997             |
|                  | 16th Grade        | Arabs            | Arabs                   | 1996             |
|                  | 17th Grade        | Arabs            | Arabs                   | 1995             |
|                  | 18th Grade        | Arabs            | Arabs                   | 1994             |
|                  | 19th Grade        | Arabs            | Arabs                   | 1993             |
|                  | 20th Grade        | Arabs            | Arabs                   | 1992             |
|                  | 21st Grade        | Arabs            | Arabs                   | 1991             |
|                  | 22nd Grade        | Arabs            | Arabs                   | 1990             |
|                  | 23rd Grade        | Arabs            | Arabs                   | 1989             |
|                  | 24th Grade        | Arabs            | Arabs                   | 1988             |
|                  | 25th Grade        | Arabs            | Arabs                   | 1987             |
|                  | 26th Grade        | Arabs            | Arabs                   | 1986             |
|                  | 27th Grade        | Arabs            | Arabs                   | 1985             |
|                  | 28th Grade        | Arabs            | Arabs                   | 1984             |
|                  | 29th Grade        | Arabs            | Arabs                   | 1983             |
|                  | 30th Grade        | Arabs            | Arabs                   | 1982             |
|                  | 31st Grade        | Arabs            | Arabs                   | 1981             |
|                  | 32nd Grade        | Arabs            | Arabs                   | 1980             |
|                  | 33rd Grade        | Arabs            | Arabs                   | 1979             |
|                  | 34th Grade        | Arabs            | Arabs                   | 1978             |
|                  | 35th Grade        | Arabs            | Arabs                   | 1977             |
|                  | 36th Grade        | Arabs            | Arabs                   | 1976             |
|                  | 37th Grade        | Arabs            | Arabs                   | 1975             |
|                  | 38th Grade        | Arabs            | Arabs                   | 1974             |
|                  | 39th Grade        | Arabs            | Arabs                   | 1973             |
|                  | 40th Grade        | Arabs            | Arabs                   | 1972             |
|                  | 41st Grade        | Arabs            | Arabs                   | 1971             |
|                  | 42nd Grade        | Arabs            | Arabs                   | 1970             |
|                  | 43rd Grade        | Arabs            | Arabs                   | 1969             |
|                  | 44th Grade        | Arabs            | Arabs                   | 1968             |
|                  | 45th Grade        | Arabs            | Arabs                   | 1967             |
|                  | 46th Grade        | Arabs            | Arabs                   | 1966             |
|                  | 47th Grade        | Arabs            | Arabs                   | 1965             |
|                  | 48th Grade        | Arabs            | Arabs                   | 1964             |
|                  | 49th Grade        | Arabs            | Arabs                   | 1963             |
|                  | 50th Grade        | Arabs            | Arabs                   | 1962             |
|                  | 51st Grade        | Arabs            | Arabs                   | 1961             |
|                  | 52nd Grade        | Arabs            | Arabs                   | 1960             |
|                  | 53rd Grade        | Arabs            | Arabs                   | 1959             |
|                  | 54th Grade        | Arabs            | Arabs                   | 1958             |
|                  | 55th Grade        | Arabs            | Arabs                   | 1957             |
|                  | 56th Grade        | Arabs            | Arabs                   | 1956             |
|                  | 57th Grade        | Arabs            | Arabs                   | 1955             |
|                  | 58th Grade        | Arabs            | Arabs                   | 1954             |
|                  | 59th Grade        | Arabs            | Arabs                   | 1953             |
|                  | 60th Grade        | Arabs            | Arabs                   | 1952             |
|                  | 61st Grade        | Arabs            | Arabs                   | 1951             |
|                  | 62nd Grade        | Arabs            | Arabs                   | 1950             |
|                  | 63rd Grade        | Arabs            | Arabs                   | 1949             |
|                  | 64th Grade        | Arabs            | Arabs                   | 1948             |
|                  | 65th Grade        | Arabs            | Arabs                   | 1947             |
|                  | 66th Grade        | Arabs            | Arabs                   | 1946             |
|                  | 67th Grade        | Arabs            | Arabs                   | 1945             |
|                  | 68th Grade        | Arabs            | Arabs                   | 1944             |
|                  | 69th Grade        | Arabs            | Arabs                   | 1943             |
|                  | 70th Grade        | Arabs            | Arabs                   | 1942             |
|                  | 71st Grade        | Arabs            | Arabs                   | 1941             |
|                  | 72nd Grade        | Arabs            | Arabs                   | 1940             |
|                  | 73rd Grade        | Arabs            | Arabs                   | 1939             |
|                  | 74th Grade        | Arabs            | Arabs                   | 1938             |
|                  | 75th Grade        | Arabs            | Arabs                   | 1937             |
|                  | 76th Grade        | Arabs            | Arabs                   | 1936             |
|                  | 77th Grade        | Arabs            | Arabs                   | 1935             |
|                  | 78th Grade        | Arabs            | Arabs                   | 1934             |
|                  | 79th Grade        | Arabs            | Arabs                   | 1933             |
|                  | 80th Grade        | Arabs            | Arabs                   | 1932             |
|                  | 81st Grade        | Arabs            | Arabs                   | 1931             |
|                  | 82nd Grade        | Arabs            | Arabs                   | 1930             |
|                  | 83rd Grade        | Arabs            | Arabs                   | 1929             |
|                  | 84th Grade        | Arabs            | Arabs                   | 1928             |
|                  | 85th Grade        | Arabs            | Arabs                   | 1927             |
|                  | 86th Grade        | Arabs            | Arabs                   | 1926             |
|                  | 87th Grade        | Arabs            | Arabs                   | 1925             |
|                  | 88th Grade        | Arabs            | Arabs                   | 1924             |
|                  | 89th Grade        | Arabs            | Arabs                   | 1923             |
|                  | 90th Grade        | Arabs            | Arabs                   | 1922             |
|                  | 91st Grade        | Arabs            | Arabs                   | 1921             |
|                  | 92nd Grade        | Arabs            | Arabs                   | 1920             |
|                  | 93rd Grade        | Arabs            | Arabs                   | 1919             |
|                  | 94th Grade        | Arabs            | Arabs                   | 1918             |
|                  | 95th Grade        | Arabs            | Arabs                   | 1917             |
|                  | 96th Grade        | Arabs            | Arabs                   | 1916             |
|                  | 97th Grade        | Arabs            | Arabs                   | 1915             |
|                  | 98th Grade        | Arabs            | Arabs                   | 1914             |
|                  | 99th Grade        | Arabs            | Arabs                   | 1913             |
|                  | 100th Grade       | Arabs            | Arabs                   | 1912             |

Number of selected data cells are: 0 (maximum number allowed is 100,000)  
Presentation on screen is limited to 1,000 rows and 30 columns

Table - Layout 1

Demo cube - Education



Recommendations

- **Dissemination strategy:**
- Making clear that it supports the general goals of ICBS
- Making clear it builds on the principles of Code of Practise (related to dissemination).
- A corner stone to build on is the single source principle (general output database)
- Give examples of concrete initiatives to be taken
- Prioritise what is to be done the first year

Recommendations

- **User satisfaction**
  - Choose different methods of collecting information of how well you perform according to the users
  - *Log files* and web analytics- monthly reports
  - *Hot line* (telephone and e-mail inquiries)- semi annual reports
  - *User satisfaction and usability/usage* -In principle at times of change, Old website – Jan 2015-March 2015, shorter version of the existing questionnaire. The same questionnaire on the new website October-December 2015
  - *Focus groups* (referring to each group at a time)- Every two years -According to emerging interest

Recommendations (MR 25)

- "Single source" concept is needed in the future
- Web site content should be based on aggregated cubes ONLY
- Cubes should be stored / disseminated through standard data model / standard tool – "Steal and / or Buy with Pride"
- If home grown table tool is preferred a standard cube model like CNMM should still be used
- Localizing PX-Web / PX-Web API is cheaper / simpler than building from scratch and ensures long term sustainability

Recommendations

- Aggregation of micro data on the fly – should NOT even be considered – due to Confidentiality and Security issues
- Micro data access is only relevant for controlled list of researchers
- Micro data access belongs in dedicated unit- not in dissemination

Recommendations

- Show the education cube at the end of project event
- Do a comprehensive test of CNMM and PX-Web
  - Assign staff with a understanding of database technology and meta data to test the CNMM
  - Technical requirements: Internet Information Server (IIS), MS-SQL Server, and PX-Web – Stand alone computer do to security issues
  - Results / benefits: Support the recommended "Pilot" – get understanding of cube benefits and the required organizational set up

Recommendation

- As recommended by Knudsen – Initiate pilot project to create the basis for strategic goal:
  - Having all data in aggregate output database (cubes) by 2020
  - Web site content and other products based on aggregated output database by 20??
  - Management decision
  - Road map including time table
  - User meetings
  - Evaluations



Recommendations: Pilot I

- Management decision and definition of purpose
  - Set a goal: start with 25-35 cubes
  - Evaluate the processes, including input to design guidelines
  - Estimate the costs
  - Understanding how to set up the organization around an output database
- Road map including time table (mile stones)
  - Month 1: Pilot project leader/coordinator and implementation team
    - Dissemination (2), IT (1), metadata (1), methodology (1), subject matter units (3)
  - Month 1: Choosing the topics
    - Depending on different (micro) data characteristics (all subjects covered or, recommended, a few in depth)
  - Month 2-4: Choosing cubes – designing and building the cubes including structural metadata
    - Most popular cubes from the chosen topics?
    - Most frequently updated cubes? – including example of monthly updating
    - Confidentiality committee's approval
    - Updating procedure to be tested (already existing data being updated)



Recommendations: Pilot II

- Month 5: User meetings
  - Meetings with externals to present and get feedback regarding relevance, user-friendliness and accessibility, clarity – discussion of the product
  - Invite key users of the produced cubes
- Month 5-6: Evaluate
  - Management information session and decision
  - Internal information meeting (depending on management decision)
  - Planning the full-scale implementation (roll-out) (depending on management decision)
    - Road map, including staffing / budget and development of tools etc.



Recommendations: Pilot III

- Month 5-6: Evaluate
  - Management information session and decision
  - Internal information meeting (depending on management decision)
  - Planning the full-scale implementation (roll-out) (depending on management decision)
    - Road map, including staffing and developing of tools etc.

