# **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
- · Structuring the dissemination strategy around
  - Users.....Who Content.....What
  - 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)



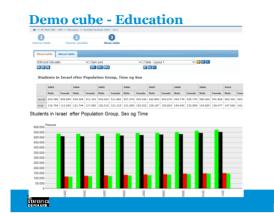


- · Data is available in a format that can easily be turned / aggregated into cubes and be used in "stand alone" databank and as data source for web site content
- Staff can easily familiarize them self with the CUBE concept
- Cube created based on ISOPED data 4 dimension and time during activity E.5



## **Demo cube - Education**





### 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





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# 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





STATISTICS



## 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), 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
- ructural 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.





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- · 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.