

VOORBURG GROUP Communications Working Group

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Overview

- Initial scope of the work
 - Content
 - Organization and function
- Results
- Next steps



Initial scope of the work

- 1. Making the website more user friendly:
 - Content
 - Organization and Function
- 2. VG Communications
 - United Nations Statistics Council
 - National Statistics Offices
 - Central Banks
 - Governments
 - Academia
- 3. Test online meeting format

Content

- Home page should be forward looking
- Main objectives, priorities, mission, vision, etc. of the VG should be clearly specified
- Website as the central repository of available VG documents, meeting minutes, etc.
- Improve timeliness of new content
- Highlight elements of innovation proposed by members
- Include digital video recordings of main sessions of each meeting
- Include links to member institution websites
- Introduce infographics
- A "search" function (VG members' telephone number, e-mail, address, etc.) may be implemented
- Comparisons among different Countries' methodologies, Regulations, etc., may be shown
- What can be removed?
- Sustainability should be determined
- VG members should periodically suggest actions for improvement of the website



Organization and function

- 1. Sort function (in posters)
- 2. Highlight key words (to facilitate internet search)
 - E.g. SPPI Methodology
- 3. Assess availability of documents, clarity, speed, completeness, relevance, accuracy, timeliness, transparency
- 4. Website should be used as a communications tool for members
 - Shared workspaces, draft documents, items for discussion
- 5. Technical aspects of site



Results (1)

Meeting #1:

- Review of recommendations received
 - Separate "program indicator" column from old papers table to specify:

Followed by meeting with the dissemination team at Statistics Canada

Site no longer updated "locally"

Meeting #2: Demo of work produced by the dissemination team at Statistics Canada



Results (2)

Meeting #3:

- Review of recommendations to improve paper organization:
 - Document Type (mini-presentation, sector paper, etc.)
 - Document Theme (output, prices, etc.)
 - Document Format (pptx, pdf paper, poster)

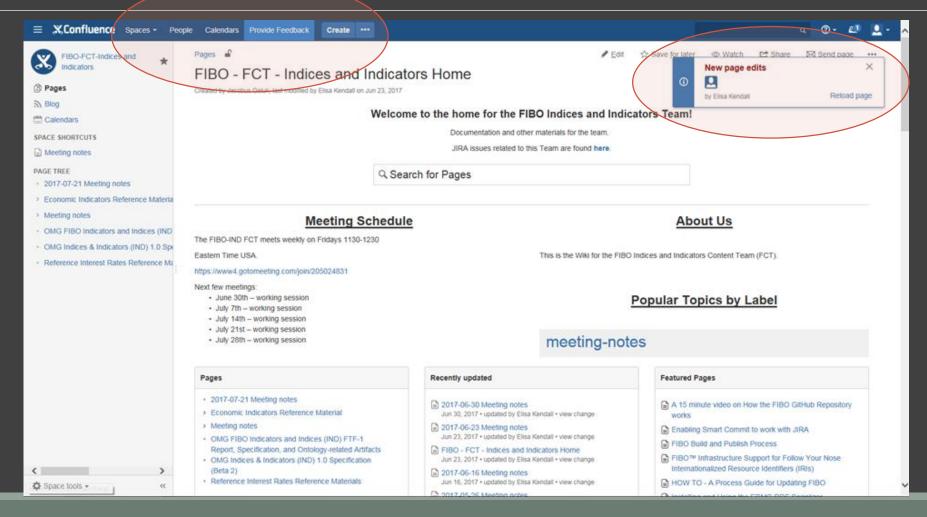
Followed by assignment of work to staff:

- Definition of items within above groups
- Paper organization split out papers by type, theme and format
- Classified papers according to ISIC

Wednesday, August 30, 2017: Official launch of the new http://voorburggroup.org/

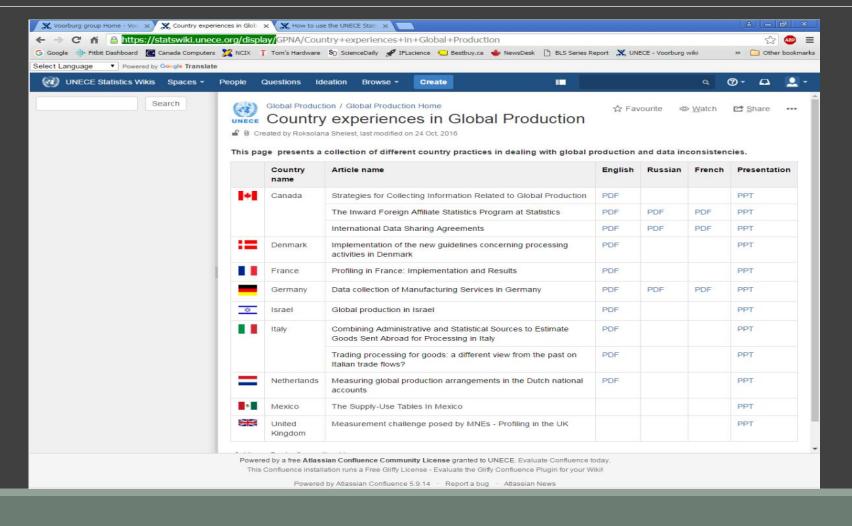












Next steps

- Confluence shared site to be developed restricted to draft documents!
- 2. Classification of papers already categorized on the site
- 3. Address areas for improvement within the site not yet covered
 - Archive
 - Content
 - Future enhancements: "Report a problem or mistake on this page" button?
- 3. VG Communications:
 - Findability of VG site on the internet
 - Users and their needs should be identified
 - An alert system to the VG members when a new document has been uploaded on the website
 - Press releases to other organizations
- 4. Address potential barriers to holding international meetings online



Thank you!

Members of Working Group, and Statistics Canada staff who participated in the site's improvement Members of Voorburg Group
Voorburg Group Chairs