Harnessing Web 2.0 in the Development of the Tracking Network

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Introduction
The Challenge

• Multiple Grantees
• Disparate Geographic locations
• Need to work collaboratively on documents
• Time Sensitive
• Important to get input and buy in from all stakeholders
Solutions

- Series of face-to-face meetings (expensive)
- Email (asynchronous)
- Phone calls (limited participation, complex)
- Emailing a document around (change tracking and version control issues)
- Listserv (wider participation, not user-friendly)
Web 2.0
What is Web 2.0?

- **Web 2.0** describes the changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web.

  – *Wikipedia*
Web 2.0 - No Shortage of Services
What do Web 2.0 technologies have in common?

**Interactivity**
- Content is not static
- Users expect and are expected to interact with the content

**Collaboration**
- Users collaborate to create content
- In many cases the technology is content neutral

**The rise of the Prosumer**
- Users are Producers and Consumers of information

**Easy to Use**
- Emphasis is on the ease of creation of the content not on the technology
Examples of Harnessing Web 2.0 for Tracking Network Development

- Transport Guide
- Metadata Creation Tool Training
Transport Guide
Challenge

- Develop a technical guide on how to transport data across the Tracking Network.
- Multiple stakeholders – CDC, Grantees, NCPHI, contractors,
- Resources scattered across multiple organizations – How To Guides, Configuration documents, workarounds, troubleshooting help.
- Rapidly changing – new features, data limitations, changing standards.
Create a Word Document. → Email it around.

Some stakeholders comment → Somebody tries to resolve all the changes.

Send out a second version for comment → Some stakeholders send out comments on earlier version

Conflicts ensue → A document is produced that nobody is really happy with

Why does this Happen?
- No interaction between contributors
- Delayed gratification
- Rapidly changing content
- Centralization of conflict resolution
Solution

- Traditional approach of creating a document and emailing it around was not going to work.
- What was needed was an online, asynchronous, multi-user, change tracking and verification system...
How the Transport Guide Wiki works

Any user can add or modify content

The wiki tracks all changes and preserves different versions of the content

All users can see changes in real-time and also who has made what changes
Results

- Up to date document
- Stakeholder consensus
- Continuous improvement
- Transparent Process
<table>
<thead>
<tr>
<th>Paradigm Shift</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Everything is Draft</td>
<td>• Concept of a final document no longer exist.</td>
</tr>
<tr>
<td>Decentralization of document</td>
<td>• No central authority is in charge of the document</td>
</tr>
<tr>
<td>editing</td>
<td>• Editorial authority can be exerted but is transparent</td>
</tr>
<tr>
<td>Community Responsibility</td>
<td>• The stakeholders are responsible for content</td>
</tr>
<tr>
<td>Living Content</td>
<td>• Content changes to reflect changes real world conditions</td>
</tr>
<tr>
<td>Transparency = Responsibility</td>
<td>• Users can see what changes their peers make</td>
</tr>
</tbody>
</table>
Metadata Creation Tool Training
Challenge

- Provide Training for the new Metadata Creation Tool to almost 100 geographically dispersed participants.
- Provide access to the Metadata Creation Tool
- Determine a way to keep the focus on the training.
- Seamlessly coordinate an instruction effort among the geographically dispersed instructors.
Solutions

- Metadata Creation Tool hosted on the Web.
Solutions

- Metadata Creation Tool hosted on the Web.
- Web conferencing used to host PowerPoint presentation used by instructors. Allowed for interaction with participants.
Solutions

- Metadata Creation Tool hosted on the Web.
- Web conferencing used to host PowerPoint presentation used by instructors. Allowed for interaction with participants.
- Created a training script that participants could use to enter into the Metadata Creation Tool.
## Solutions

<table>
<thead>
<tr>
<th>Action Number</th>
<th>Page</th>
<th>Label</th>
<th>Action</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Login Page</td>
<td>User Name</td>
<td>Enter assigned ID</td>
<td>Assigned ID</td>
</tr>
<tr>
<td>2</td>
<td>Login Page</td>
<td>Password</td>
<td>Enter assigned Password</td>
<td>Password (hidden)</td>
</tr>
<tr>
<td>3</td>
<td>Login Page</td>
<td>Jurisdiction</td>
<td>Select state and click Login button</td>
<td>State</td>
</tr>
<tr>
<td>5</td>
<td>Welcome</td>
<td>Manage Contacts</td>
<td>Click on button</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Manage Contacts Page</td>
<td>Add Contacts</td>
<td>Click on button</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Manage Contacts Page</td>
<td>Person</td>
<td>Enter your name</td>
<td>Your Name</td>
</tr>
<tr>
<td>8</td>
<td>Manage Contacts Page</td>
<td>Organization</td>
<td>Enter your organization</td>
<td>Your Organization</td>
</tr>
<tr>
<td>9</td>
<td>Manage Contacts Page</td>
<td>Instructions</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Manage Contacts Page</td>
<td>Title</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Manage Contacts Page</td>
<td>Phones</td>
<td>Enter your phone number</td>
<td>Your Phone number</td>
</tr>
<tr>
<td>12</td>
<td>Manage Contacts Page</td>
<td>Type</td>
<td>Click on the dropdown below and select mailing</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Manage Contacts Page</td>
<td>Street</td>
<td>Enter data</td>
<td>3306 Main St.</td>
</tr>
<tr>
<td>14</td>
<td>Manage Contacts Page</td>
<td>City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Manage Contacts Page</td>
<td>State</td>
<td>Select your state</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Manage Contacts Page</td>
<td>Zip Code</td>
<td>Enter your zip code</td>
<td>The zip code you entered</td>
</tr>
<tr>
<td>17</td>
<td>Manage Contacts Page</td>
<td>Country</td>
<td>Enter</td>
<td>USA</td>
</tr>
<tr>
<td>18</td>
<td>Manage Contacts Page</td>
<td>Save Button</td>
<td>Click on Save button</td>
<td>Note, the entries are not checked for syntax. Be careful!</td>
</tr>
<tr>
<td>19</td>
<td>Manage Contacts Page</td>
<td>+ Button</td>
<td>Click on + Button</td>
<td>More address options open up for additional</td>
</tr>
</tbody>
</table>
Solutions

- Metadata Creation Tool hosted on the Web.
- Web conferencing used to host PowerPoint presentation used by instructors. Allowed for interaction with participants.
- Created a training script that participants could use to enter into the Metadata Creation Tool.
- Training materials made available to participants prior to training on SharePoint site.
Solutions

- Metadata Creation Tool hosted on the Web.
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- Training materials made available to participants prior to training on SharePoint site.
- Feedback provided through a Web-based feedback form.
Solutions

Metadata Training Whitepaper

1. Introduction
A primary element of the Environmental Public Health Tracking (EPHT) Network will be a searchable metadata registry that exposes the potential availability of datasets and provides details related to the content and accessibility of those datasets. As a part of the development of the EPHT Network, the Metadata Sub-Group (MDSG) of the Standards and Network Development (SND) Workgroup has worked on defining metadata for EPHT. This has included adopting the Federal Geographic Data Committee (FGDC) Content Standard for Geospatial Metadata, creating an EPHT-specific metadata profile and guidance document based on FGDC standard, in addition to overseeing the development of a metadata creation tool (MCT). In August 2007, the MDSG convened a team to develop user-training for metadata principles, standards, and tools. In November 2007, the first metadata training webinar was held for the MCT. Organizers received overwhelmingly positive feedback regarding the content and execution of the webinar. This document identifies lessons learned during the development and planning of the training for the purpose of contributing to future EPHT training efforts.

2. Overview of process used to develop training
Planning a live, web-based training introduces additional logistical issues that might not be associated with in-person training. To address these issues, training objectives must be outlined and materials developed that will promote achieving the objectives. Logistical issues that must be

To learn more about the process, the challenges, and suggestions for those attempting similar trainings see the whitepaper created by the training team.

To obtain a copy email: Jeff.Patridge@oa.mo.gov
Current and Future Uses

- CDC Facebook (map of relationships)
- Increased use of Wikis for collaboration
- SharePoint for analytical metadata guidance
- SharePoint for metadata technical assistance
- YouTube
Contact Information

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