EUPAN Website Questionnaire Results

Building upon the work done during the Estonian Presidency, in terms of analyzing the EUPAN Website from a more technical point of view, focusing on information architecture, technical platform, content organization and creation, we have looked at the website from the perspective of Member States as users. This analysis is the second step, outlined in the Estonian proposals for an action plan on improving the management model of the website, which includes user expectations research in order to identify proposals for functionalities and management model.
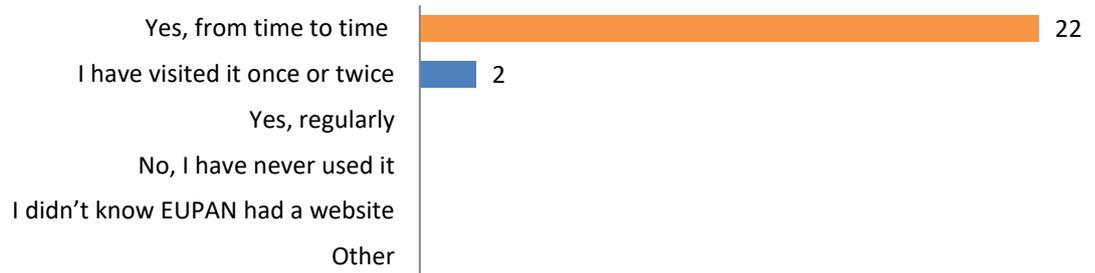
Some of the current issues that need to be addressed in this area include:

- No coordinated approach, continuity and clear regulations on the website content and management;
- Each Presidency is responsible for keeping content up-to-date, uploading documents and etc. but there is no shared long-term vision for the development of the website;
- Some functionalities on the website are considered of little added value, while the quality of others needs to be improved;
- The existing organizational and management models lead to problems and difficulties in the operation of the EUPAN website and etc.

In view of that, during the Bulgarian Presidency we have developed a short questionnaire on the Member States' experience with the EUPAN website and their views on its future development. The results from this survey are aimed to facilitate and further the discussions, in order to come up with a common approach and a clear action plan for improving the management model of the website.

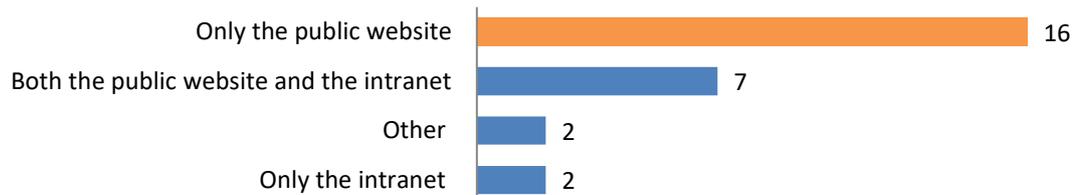Below is a summary of the responses received from MS to the questionnaire.

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1. Do you currently use the EUPAN website?

Yes, from time to time	22
I have visited it once or twice	2
Yes, regularly	
No, I have never used it	
I didn't know EUPAN had a website	
Other	

The EUPAN website is known to the representatives of the MS, but respondents use it mostly occasionally, with some noting that they use it more frequently when holding the EU presidency.

EE: Depends on a person. Because of the presidency, we used it more often than earlier times.

2. Which parts of the website do you use?

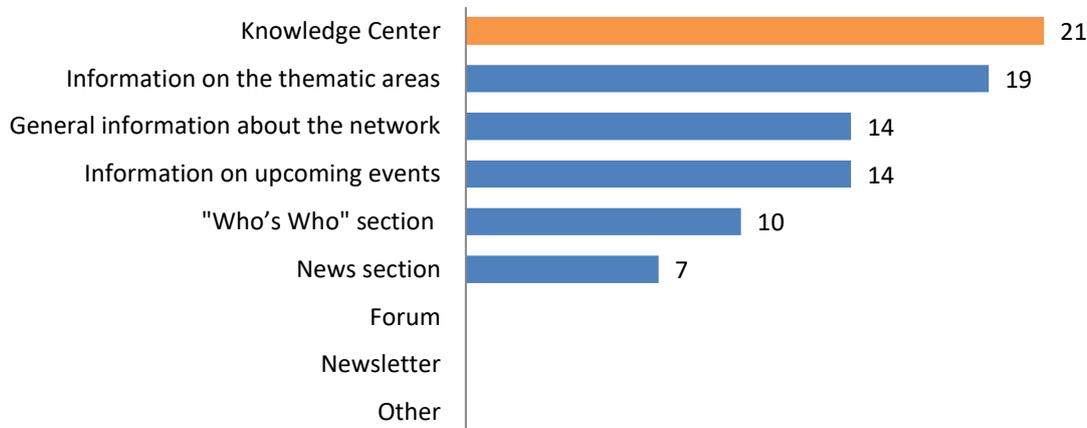|	
Only the public website	16
Both the public website and the intranet	7
Other	2
Only the intranet	2

Respondents mainly use the public website. Intranet website use is reported to be restricted to accessing meeting materials and studies, as well as for admin purposes for EU presidency needs.

CY: The main source of information I usually seek is the various studies, case presentations and other material discussed during the meetings. If this information was all public I would probably not use the intranet for another purpose.
EE: It depends on a person. Mostly it is used the public website. But during the presidency it was necessary to administrate the website as well and EUPAN CMS was used.
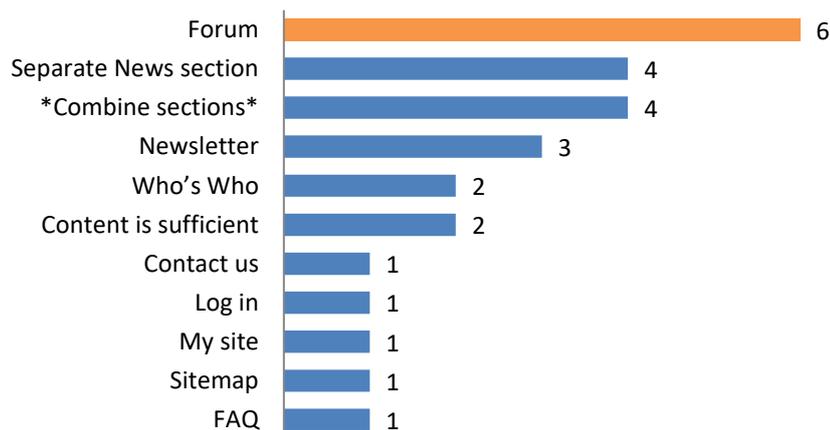**PL:** Mostly the public website, rarely intranet.

3. Which content/sections of the website do you use? Please select all which apply.

Section	Count
Knowledge Center	21
Information on the thematic areas	19
General information about the network	14
Information on upcoming events	14
"Who's Who" section	10
News section	7
Forum	
Newsletter	
Other	

The Knowledge Centre is the most used section among respondents, followed by Information on the thematic areas, General Information about the network and Information on upcoming events. The "Who's Who" and the News sections are less frequently used due to outdated information and user-unfriendly navigation.

FR: We mainly try to find on the website recent studies and reports made by EUPAN presidencies, but it is often difficult (even impossible) to find them. We would also use other sections like "Who's Who" section", "News section", etc. if they were updated, well-managed and user-friendly… which is today not the case.

4. Which sections/information do you think are not necessary on the website? Please specify.

Section	Count
Forum	6
Separate News section	4
Combine sections	4
Newsletter	3
Who's Who	2
Content is sufficient	2
Contact us	1
Log in	1
My site	1
Sitemap	1
FAQ	1

The "Forum", a separate "News" section and "Newsletter" sections are unanimously regarded as redundant. The same goes for "Who's Who", if not updated regularly. A common proposal for streamlining the site included merging the "Knowledge Centre" and "Information on thematic areas" sections, as well as "News" and "Information on

AT: Newsletter, Forum, News section, Contact us form, Log in page, My site, Sitemap, FAQ could be skipped; "Information on thematic areas" and "knowledge center" could be combined.

BE: I am not convinced the forum would be really used as a communication tool.

BG: News Section, Forum and Newsletter

Knowledge Centre and Information on Thematic Areas can be merged in a single section.

CY: The content needs to be more streamlined under broader sections that may include all of the above but the thematic headings should be fewer.

CZ: The content of the website is sufficient.

EC: The "Who's Who" section is not useful unless it is constantly updated.

EE: Meetings information and other documents (presentations, analysis etc).

ES: A simplification could be carried out: thematic areas and knowledge center could be together, as well as news and events.

HR: Parts without any updates do not seem necessary as well as other parts which have added value

IE: I think they are all valid and useful.
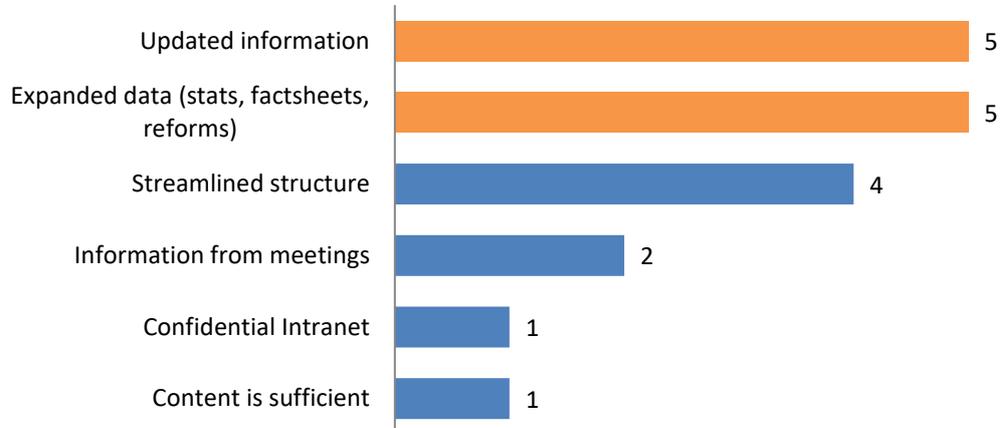
LV: Forum.

NL: News, Forum.

NO: I would propose to keep things simple. If not sections are quickly outdated. This can best be seen under "Thematic Areas" where the newest article on for example pensions are from 2004.

PL: Forum, Newsletter, "who is who" in present shape (need to be updated regularly). Moreover, the section "thematic areas", as a rule should be maintained on the website, however it needs significant reorganisation. The section must be put again in order – the number of the themes and items within each theme makes some confusion now – it is not a clear division.

RO: News section - It can be integrated on the calendar and used directly via events section, following this logic is more intuitive, easily accessible and if is needed to share information regarding news between two or more people, one can only specify the date and the others can search immediately.

SK: We suggest to consider the necessity of the Forum section of EUPAN website. In our opinion regarding the purpose of the website the contact form in case of any questions concerning EUPAN seems to be sufficient.

5. What sections/information do you think are currently missing on the website? Please specify.

Updated information	5
Expanded data (stats, factsheets, reforms)	5
Streamlined structure	4
Information from meetings	2
Confidential Intranet	1
Content is sufficient	1

The most widely-held view among participants is the need for a more streamlined and better organised content and structure of the website. The need for up-to-date information was also highlighted, especially in the "Who's Who" and "Knowledge Centre" sections. Uploading more content in terms of studies, reports, survey data and good practices to the "Knowledge Centre" and "Information on the thematic areas" sections was also deemed necessary, as well as country-specific factsheets. In addition, respondents noted the need for additional information from meetings and sessions, such as recordings.

BG: The sections should be structured in a better way, to allow for a more user-friendly experience. The Knowledge Center should be updated with information regarding all past studies and reports, with better search options.
CY: There are already enough sections and information but the main challenge is that content needs to be managed in a more consistent/ streamlined manner.
CZ: The content of the website is sufficient.
DE: The "Who's Who" section should be updated.
EE: Depends on a situation. It needs to be agreed what kind of information should be (is) there. At the moment there is no overview about information published there.
EL: Many areas are not up to date.
ES: There is no section missed, but it urges to reorder the information provided.
FR: - Thematic areas should be better feed with the work of the EUPAN network (benchmark studies, reports, etc.).
- As agreed in the new handbook, a **section with factsheets** with recent data per country should be available on the website: "*EUPAN will define a minimum set of basic PA data which are to be gathered from all its members (factsheets). Factsheets shall be available on the EUPAN website together with other statistics, for example: HR data and analytics, major reforms in MS. PA factsheets and other statistics constitute the EUPAN Public Administration database. Factsheets are created using agreed upon formats and are based on common information periodically delivered by EUPAN Members. The PA database represents an important source for research and learning.*"(Handbook, page 35)
- An intranet should allow to EUPAN members to share more confidential data and

information on specific thematics, notably responding to a specific demand of a country, on thematic **discussion forums** for example.

HR: It would be very useful to have plenary sessions on Youtube, since presentations themselves are not complete information on the sessions.

HU: Current best practices in public administration organised in thematic groups.

LU: EUPAN results (surveys, studies, and etc.) classified according to the current EUPAN strategic and working areas.

NL: Optional: more emphasise on the social media links.

**NO:** EUPAN survey data should be made available on this web page (open data).

PT: It's more a question of updating (Who's Who") and of a better organization of the information regarding previous presidencies.

SK: The information as such are not updated. The standards of what should be published on the website are missing. We are missing the information and outputs from the WL meetings as well as DG level meetings.

We recommend considering to highlight the news and new information published on the website.

The list of permanent delegates is not kept updated. This causes problems when rotating the Presidency from one MS to another MS and important emails are not delivered to right delegates.

6. What are according to you the main purposes of the EUPAN website? Please select all which apply.
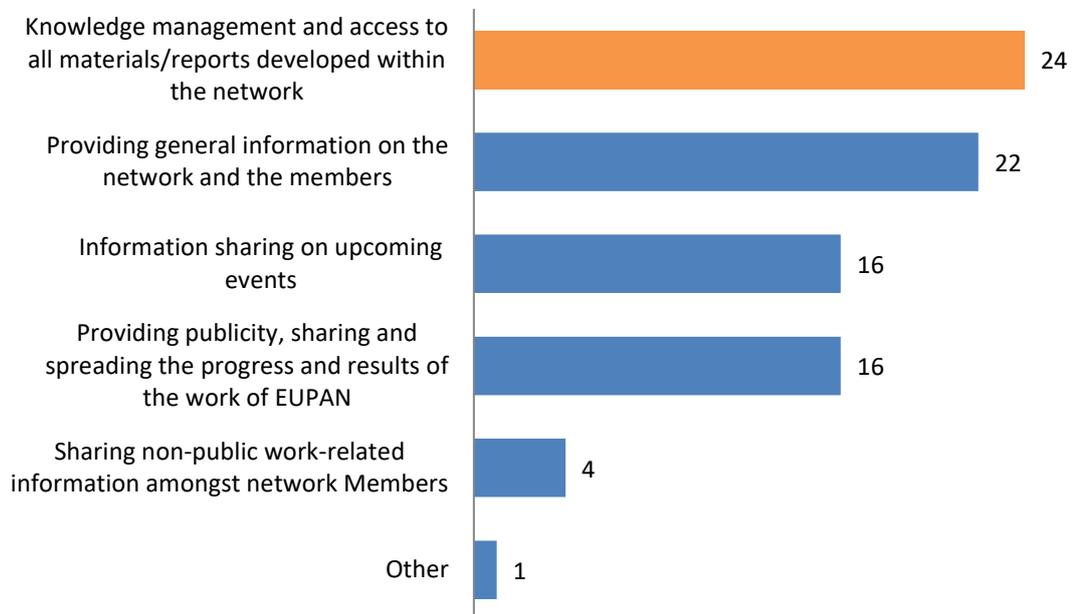
Respondents indicated that the main purpose of the EUPAN website is accessing information developed within the network (such as information on studies/analyses in the field of public administration reforms), followed by providing general information on the network and its members. Promoting the results of the work done by EUPAN and information on upcoming events were also deemed important.

7. Do you think that the EUPAN website should be divided into a public website and intranet?
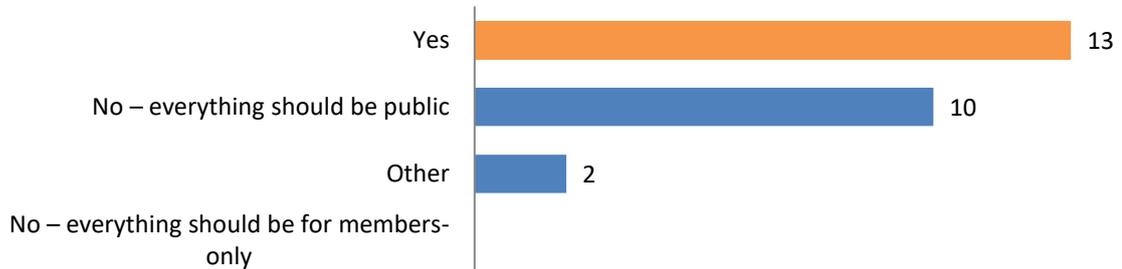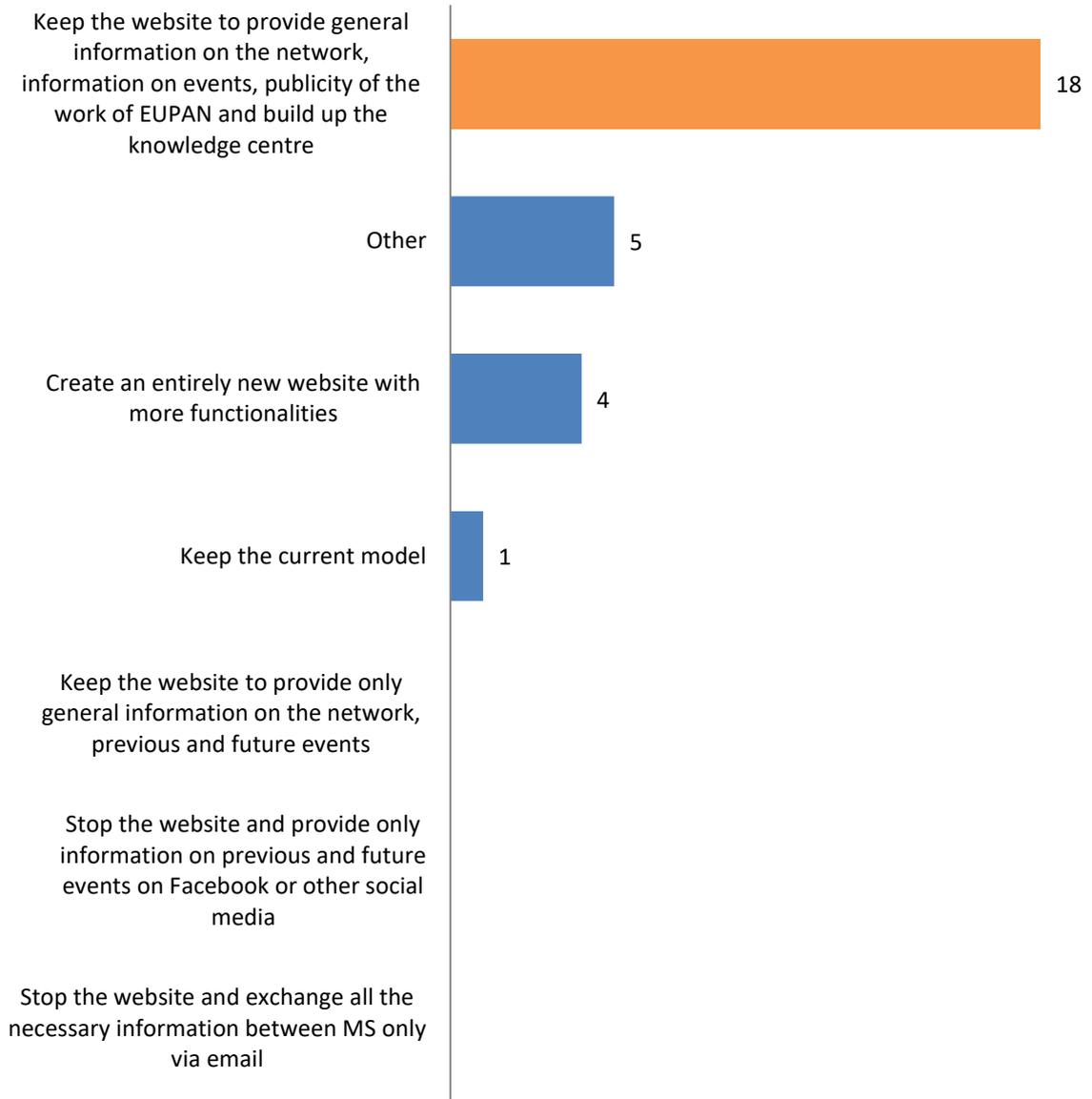

A small majority of respondents agreed that the EUPAN website should remain divided into a public section and an intranet, if the latter is used to provide confidential information. Many also held the view that everything should be public.

CY: Provided there is a specific need to keep some information accessible only by members otherwise everything should be public.
SK: The abovementioned division into a public website and intranet is reasonable only in case the intranet will be fully used for the purposes it has been created for e.i. there will be published all necessary documents not accessible for public, which are usually sent by email and are important for delegates.

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8. What should be the future of the website?

Response	Count
Keep the website to provide general information on the network, information on events, publicity of the work of EUPAN and build up the knowledge centre	18
Other	5
Create an entirely new website with more functionalities	4
Keep the current model	1
Keep the website to provide only general information on the network, previous and future events	
Stop the website and provide only information on previous and future events on Facebook or other social media	
Stop the website and exchange all the necessary information between MS only via email	

Most respondents were in favour of keeping the website to provide general information on the network and events, to build up the knowledge centre and to provide publicity, such as via increased use of social media. A suggestion was also made to optimise the website for mobile use.

BE: The present website concept is not bad. The only thing is it would have to be filled up correctly with all the useful documents.
**CZ:** In general, the current model works well. Improvements can be made in keeping the website up to date (section "Who's Who", section "Working Level").
EL: Enhance transnational cooperation and exchange of good practices

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NL: At the same time use social media more, to show what EUPAN does and (re) route viewers to the EUPAN website. The main aim with social media is to "provide publicity, sharing and spreading the progress and results of the work of EUPAN".
PL: Website should be optimized for mobile users.

9. In your opinion who should manage the EUPAN website?
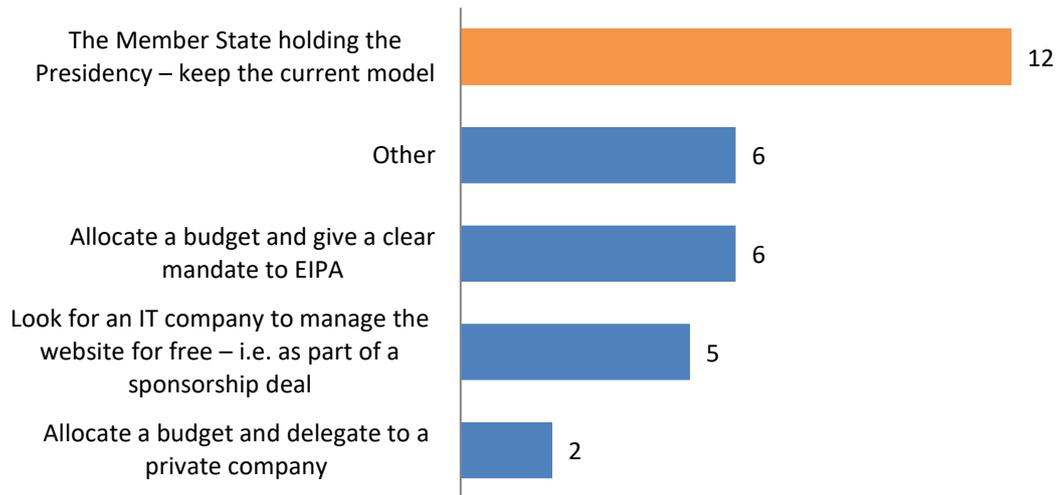
The majority of respondents believe that the Member State holding the Presidency should continue to be the one managing the EUPAN website, despite the existing issues. However, many held reservations in this regard, noting that there is a need for the involvement of EIPA for the sake of establishing continuity in the long-term management of the website. This could involve supporting and monitoring the respective Member State, with some expressing the opinion that EIPA should have a clear mandate over managing the website. Some respondents also preferred involving an IT company to make use of private sector expertise.

AT: Give a clear mandate to EIPA, making use of EIPA's budget, as EIPA is financed by the member states
CZ: In our opinion it is important to establish a general authority responsible for the website that would help with managing and organizing of the content of the website as well as provide assistance to the respective countries holding the Presidency. However, the authority responsible for the website should be established only on condition that it doesn't require financial resources from the member states.
DE: It should be scrutinized if the European Commission (the only EUPAN member that is always part of EUPAN 5) could manage the EUPAN website or provide financial support.
EL: It should be cooperation between Member State, EIPA and a private company.
FR: It is obvious that the current model does not work as there is no continuity and long-term management of the website. We need the help of another stakeholder to

manage continuously the website, all other possibilities have to be considered (EIPA, a private company or an IT company, ...).

LU: Allocating budget and having a permanent structure for the management of the site

would be nice.

NL: Allocate a budget and ask EIPA, EU-commission and private company what they can do for this budget in regards to hosting, web-mastering and renewing/rebuilding (parts of) the website (if necessary). Than evaluate the proposals, choose and give a clear mandate.

NO: It could make sense that someone facilitated the website and assisted the Presidency to keep the page updated?

PL: Efforts of the Presidencies in this regard shall be strengthened, standardised, monitored and evaluated.

SK: The big challenge in this question is the financing of the website. We should still reflect the basic position of the EUPAN as informal network without any permanent executive body or permanent secretariat. From this point of view one of the solutions could be keep the current model and to encourage each MS holding the Presidency to manage the website updated as much as possible.

Each solution that allocates the budget to other entity may face the problems when applying the rules of selection of this entity (private company or IT company), consensus of MS or financial restrictions.