

Building the Foundation for Citizen-Focussed, Cross-Jurisdictional Information Sharing and Delivery: Content Management and Standard Metadata

Information Management Day

September 11, 2003

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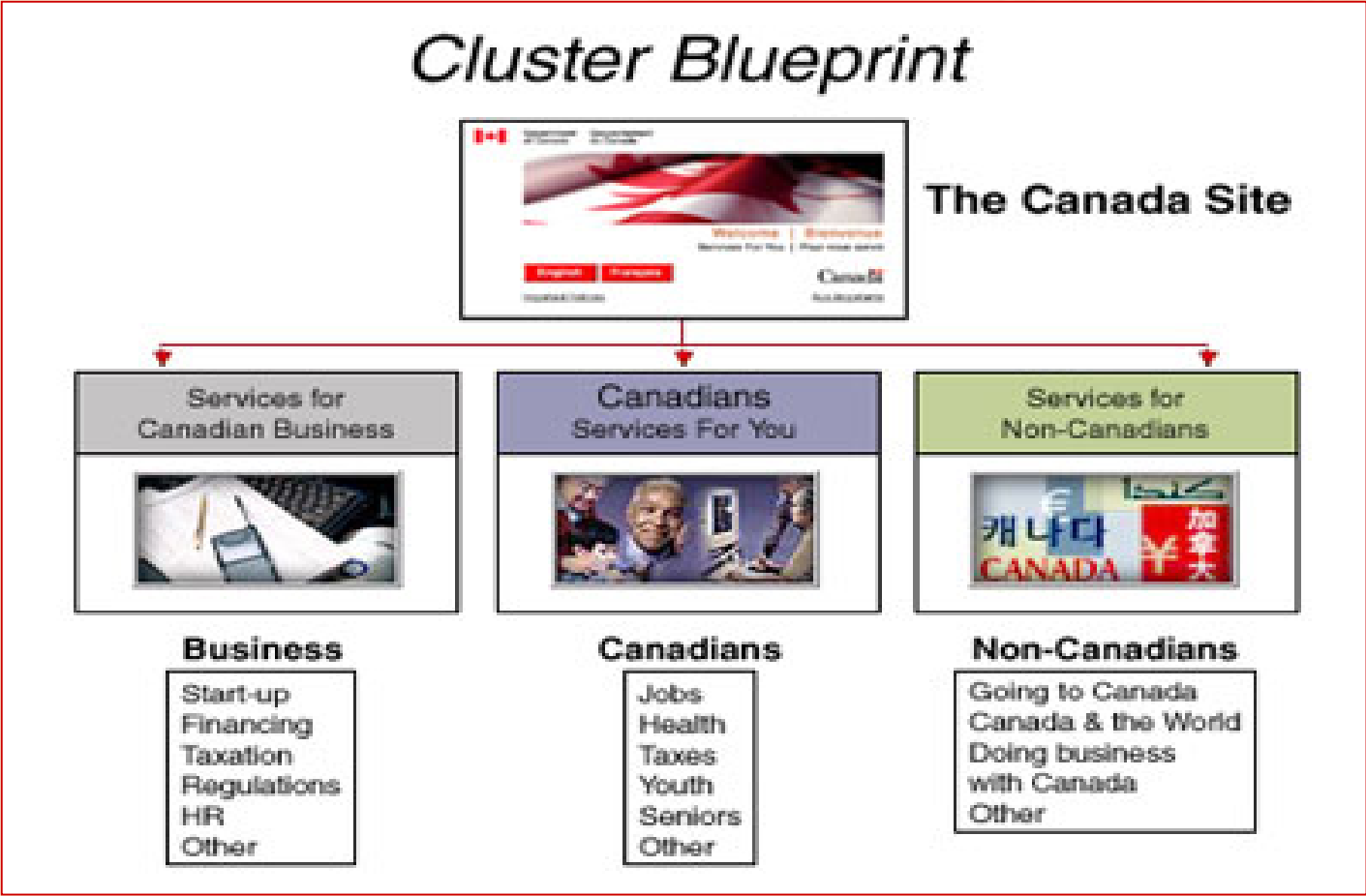
Canada

Presentation Agenda

- **Background**
 - Canada Site: Gateway and Cluster Evolution
 - Incentive for Service Improvement
- **Opportunity**
 - Realizing Single Window Access
- **Building the Community**
 - Arriving at the Solution
 - Metadata Standards and Business Process Development
- **Cluster Metadata Analysis**
 - Shared links and Variability in Metadata
- **Where can all of this lead?**



Background: Putting It Together – Cluster Blueprint



Using information and communication technology to enhance Canadians' access to improved citizen-centered, integrated services, anytime, anywhere and in the official language of their choice. (Transforming Services to Canadians, 2003)

Background: How Clusters Evolved

- **Clusters are thematic in nature – “one stop shopping, no wrong door”**
 - Citizen-centric self-service portal for information, online filing, transactions, consultations etc.
 - Integrated access to information and services across government departments and jurisdictions
- **Clusters work horizontally with multiple government departments at all levels and with non-government and private sector partners**
- **Clusters establish individual partnership arrangements and standards / processes for gathering and updating links**
- **Clusters are at the forefront of service transformation**



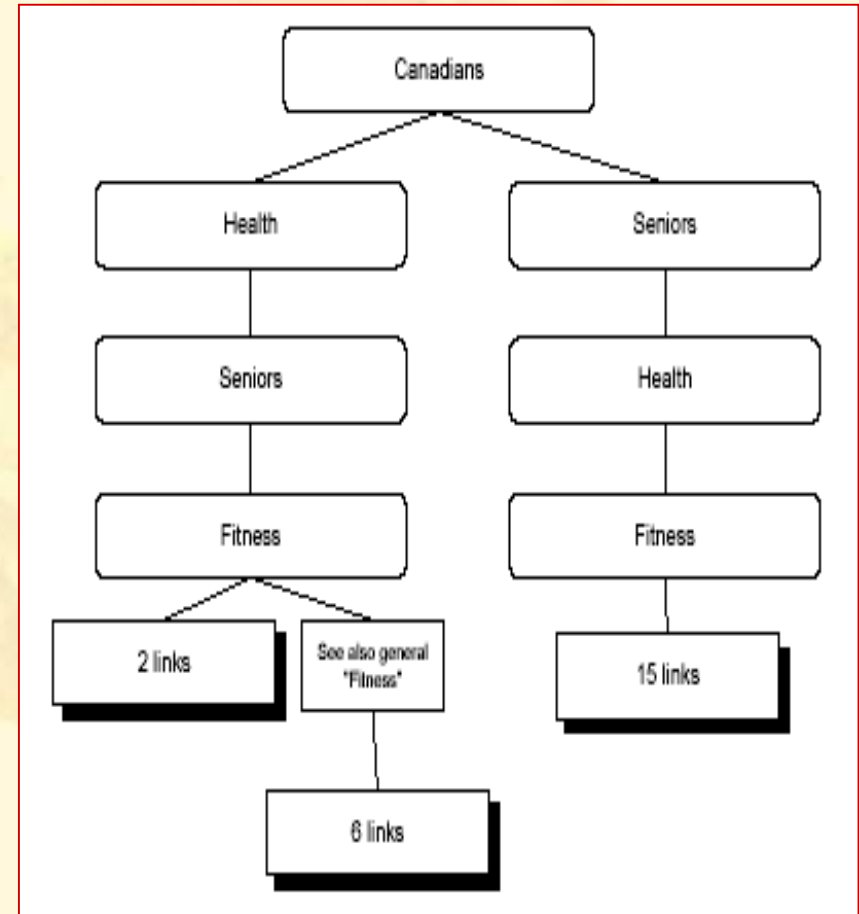
Background: Challenges Facing Clusters

- Support for different processes & systems
- Lack of system communication between Clusters for automatic updating and sharing of content
- Accuracy and currency of content depends on diligence of individual Cluster managers
- Approximation of the “no wrong door” principle



Background: Example of Cluster Topic Maps

- Cluster mappings do not currently produce equivalent results
- An approximation of “no wrong door”
- Indicative of possible sharing opportunities across clusters



Opportunity: Realizing Single Window Access

- Support one instead of several solutions
- Automated content management across Clusters and Gateways
- Duplication of effort minimized through single source, content re-use
- Low-cost sustainable solution – efficient leverage of partner content for new and existing Clusters and topics

IMPROVED SERVICE DELIVERY AT LOWER TOTAL COST

Single window access is the quintessential feature of the citizen-centred approach. It organizes service delivery around the needs of citizens' rather than around the administrative structures of governments. (Citizens First, 1998)



Building the Community: Gateways and Clusters

- **Beginning Point**
 - Incentives to participate
 - Adaptive approach
 - Collaborative blend of business and technical expertise
- **Magic of Working Together**
 - Group dynamic (Energetic, enthusiastic and dedicated)
 - Teamwork led to shared ownership
- **Describing the solution**
 - Combining different perspectives
 - Developing consensus on the “whole” view



Building the Community: Arriving at the Solution

- **Metadata is...**

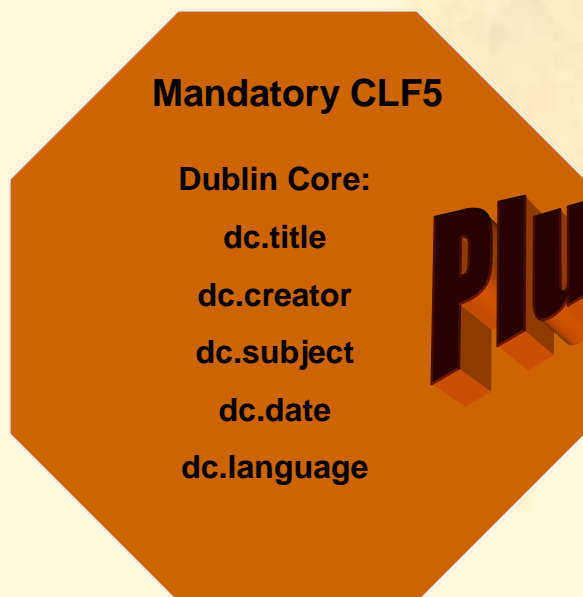
- Descriptive information about a document, an object, a service, ...
- Embedded in the HTML coding of a web document or stored separately
- Affecting search engines' ranking of documents
- ***Improving the relevancy of search results***

... when created using standard metatags and following established rules as to what type of information can be attached to those tags



Building the Community: Metadata Standard Development

- Gateways and Clusters have applied more than the mandatory Common Look and Feel elements (CLF5).
- Why do Gateways and Clusters need more metadata elements? Should departments adopt more metadata elements?



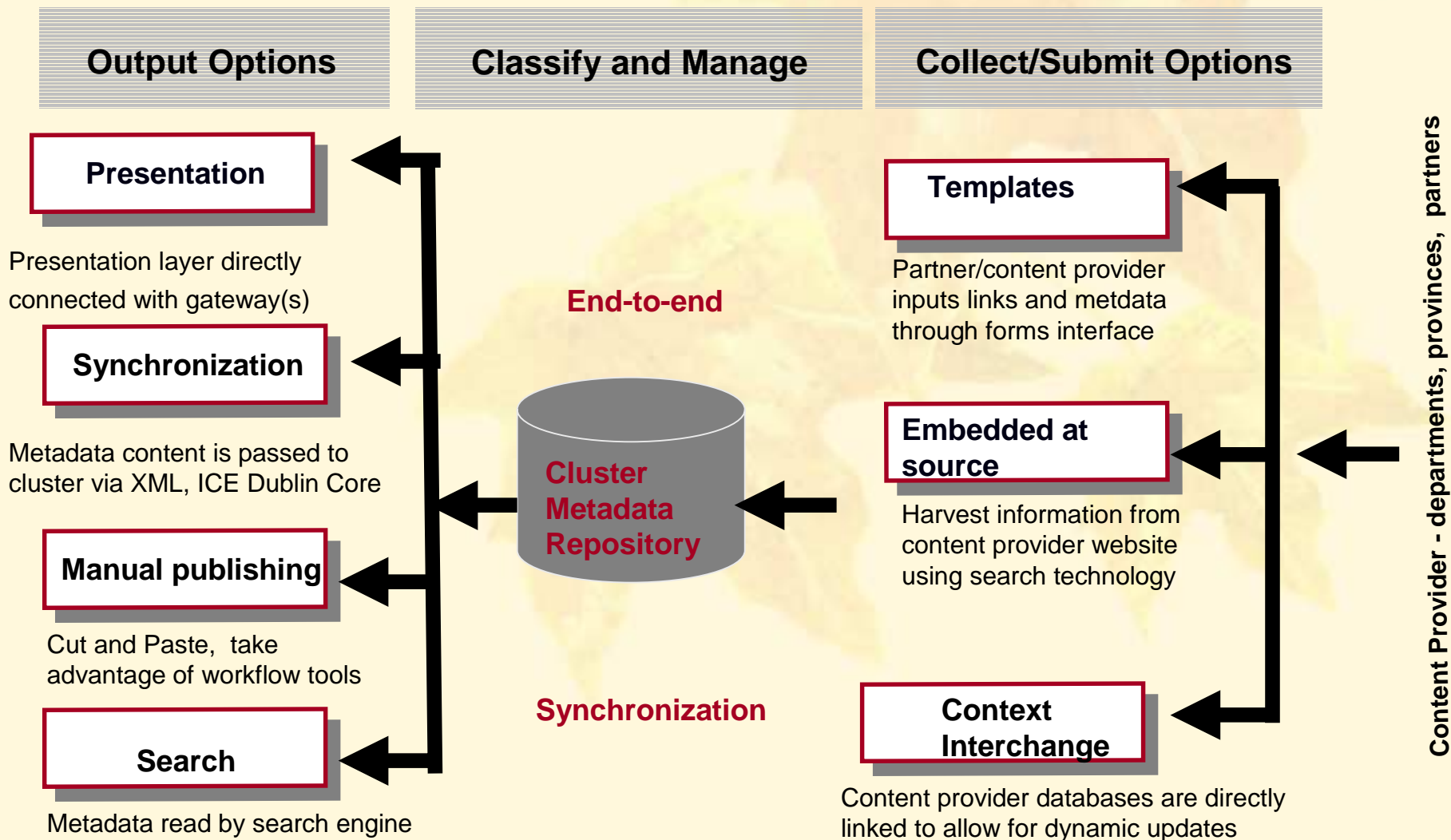
Gateway and Cluster Metadata

Additional Dublin Core: Cluster Contextual:

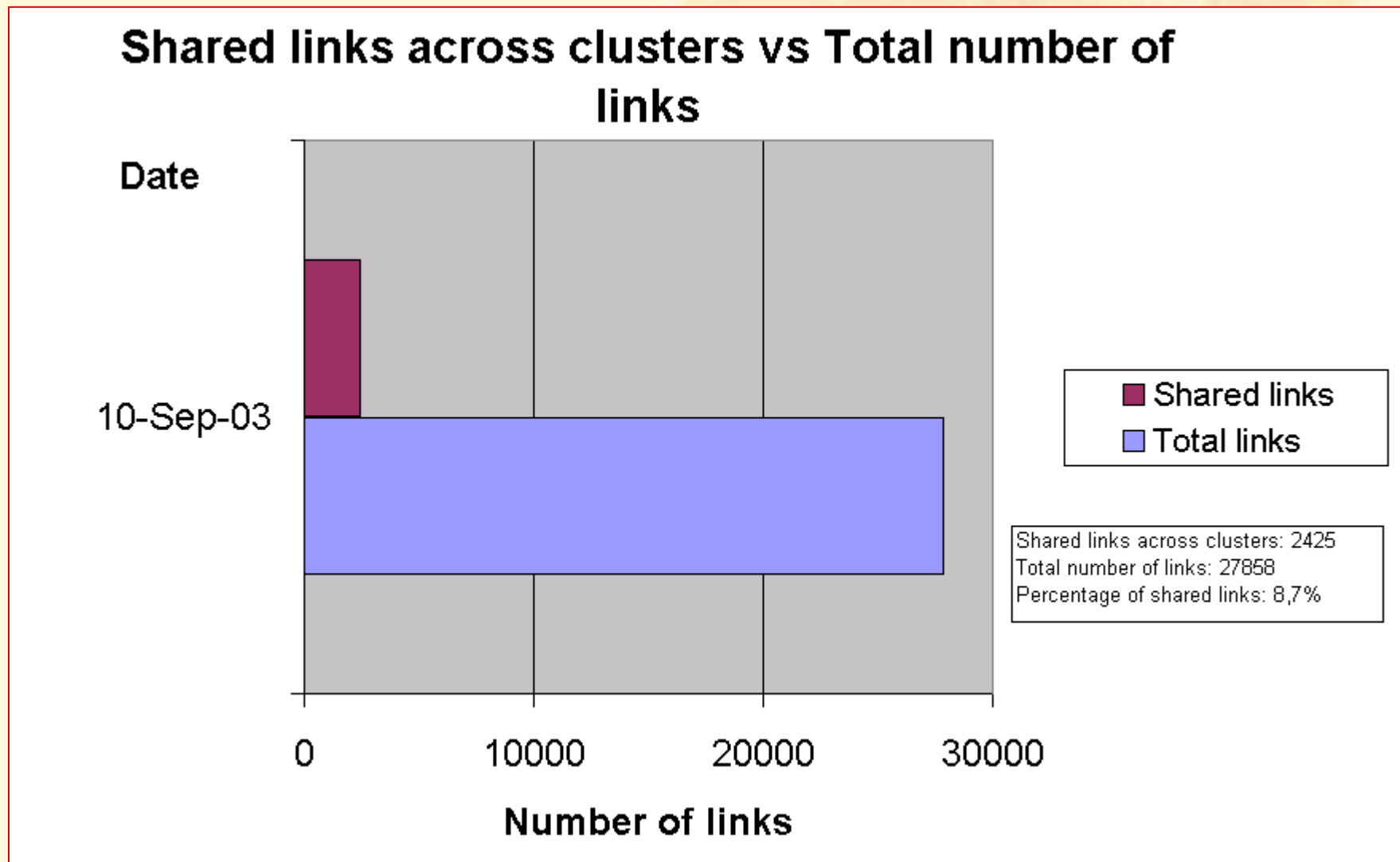
dc.identifier	gcms.cluster
dc.description	gcms.topic
dc.coverage.spatial	gmcs.caption
dc.type	gcms.creator.type
dc.audience	gcms.contact.public
dc.format	
dc.contributor	
dc.publisher	
dc.relation	
dc.rights	



Building the Community: Business Process Development



Cluster Metadata Analysis – Shared Links



Cluster Metadata Analysis – Variability in Metadata

- Differences in quantity of metadata created for different elements across clusters

Link Source and Cluster Metadata Comparison

	Cluster 1	Cluster 2	Cluster 3	Cluster 4
dc.title	Source Title	Source Title	Source Title	Source Title
dc.subject	Source Subject	Subject 1	X	X
dc.creator	Source Creator	X	X	Creator 1
dc.publisher	Source Publisher	X	X	Publisher 1
dc.date	Date 1	Date 2	Date 3	Date 4
dc.description	Source Description	Description 1	Description 2	Description 3

- Differences in metadata values across clusters for shared links
 - Differences in the descriptions reflect cluster audiences and content focus
 - Differences in dc.subject, dc.creator and dc.publisher represent areas where metadata could be more consistent across clusters



Where can this lead?

- **Cross-jurisdictional**
- **Multi-channel**
- **Personalization**
- **Simultaneous, integrated presentation**
- **Less need for individual website – move towards shared services**
- **Use of XML**
 - Standards
 - Controlled vocabularies
 - Taxonomy
- **Semantic web**



... Realization of Single Window Access

Allison gets a customized information services stream (syndication)

Allison's agent defines delivery priority for information streams

Allison receives government services as an integrated, cross-jurisdictional package

Inter-operability of infrastructure and technologies

Shared standards and business processes

Transformed, integrated and efficient service delivery

