

September 25, 2001

TO: Dottie Kingsley
FROM: Howard W. Bell, Jr.
RE: Intranet Rollout

It is proposed that the Program Analysis Division (PAD) utilize the following five (5) Phases to roll out its Intranet:

- 1) Post general information about PAD.
- 2) Post results of PAD research projects.
- 3) Link to and summarize contents of database resources available to SFA.
- 4) Create an SFA market environment database.
- 5) Utilize conferencing software to establish collaborative brainstorming sessions.

Underlying this five (5) Phase implementation strategy is the presumption that no more than three (3) to six (6) months should elapse between the implementation of each phase. The short timeline between the implementation of each phase will enable you to maintain the reality and perception of forward progress with Greg and each of the Channels and Enterprise units.

PHASE 1: POST GENERAL INFORMATION ABOUT PAD

Phase 1 involves creating text files with basic information about PAD. At minimum, the following three text files should be created during this Phase:

- 1) About Us
 - A description of the types of analysis projects engaged in by PAD, how the analysis projects are done, and the key contacts within PAD.
- 2) Mission
 - A short description of PAD's purpose.
- 3) Research Agenda
 - A list and description of the various research and analysis projects in which PAD is currently engaged. This text should be reviewed at least once each month to ensure the web page contains the most current and complete listing of research and analysis projects.

The September 20, 2001 "PAD Intranet Proposed Text" document contains text for the "About Us" and "Mission" statements. It also contains a first cut at language for the Research Agenda. The text for Phase 1 could be completed within the next 10 to 20 days if you can dedicate the

time to reviewing and modifying it. Once the text is completed, it should be sent to Phillip Coons – (202) 260-3485.

Once Mr. Coons has the text, he will format it and place it on a test site where you can see how it is formatted on the web page. After you approve the web page appearance, Mr. Coons will place the final product on the PAD Intranet. The total estimated elapsed time for Phase 1 is 30 days.

PHASE 2: POST RESULTS OF PAD RESEARCH PROJECTS

During Phase 2, you could have one of your contractors develop summaries of each of PAD's recently completed research and analysis projects. It is proposed that these summaries be entered into a database that could be linked to the PAD Intranet. Information entered into this database would be accessible through a series of key word searches. Hence, users of the PAD Intranet could search for analyses in which they are interested.

Putting the summaries into a database assumes there will eventually be scores of summaries and that it is cumbersome for a person to read through a title list of more than a dozen summaries. In addition, the title list may not accurately convey the message contained in the summary.

Creating the summaries for recently completed analyses could probably be done fairly quickly if an individual were dedicated to preparing them. Creating and entering this information into a database could also be done fairly quickly if a person is dedicated to creating the database and entering information into it.

The individual tasked with developing the database should coordinate his/her activities with Wanda Broadus – (202) 401-4267 – since she is tasked with handling database issues.

PHASE 3: LINK TO AND SUMMARIZE USEFUL DATABASE RESOURCES

Phase 3 requires you, your staff, and/or consultants to identify a short list of databases that contain information that is and/or would be useful to the Channels and Enterprise units. Once these databases are identified a summary of the key reports and/or data elements that would be of use to the Channels and Enterprise units should be prepared.

Identifying and agreeing on the databases to which you want to link the PAD Intranet might be the most time consuming portion of this task. If an individual is dedicated to preparing summaries of key reports and/or data elements, the work required to complete this Phase can be accomplished fairly quickly. In addition, the individual working on this Phase should coordinate his/her activities with Wanda Broadus.

PHASE 4: CREATE SFA MARKET ENVIRONMENT DATABASE

Creating an SFA market environment database will require close cooperation with the Channels and Enterprise units since some of the data is generated and/or "owned" by a given Channel or Enterprise unit. Hence, the task for PAD is to combine data that it generates with the data residing within the Channels and Enterprise units. To accomplish this, PAD should hire or

contract with one or more persons who are dedicated to working with the Channels and Enterprise units to identify the information they currently have about SFA's market environment and identify the market environment information that should exist but does not exist anywhere within SFA.

For those instances when this information exists in one or more databases owned by a Channel or Enterprise unit, PAD must negotiate the right to link its Intranet site to the Channel and Enterprise unit's database. If this information does not exist in a database, PAD must negotiate, with each Channel and Enterprise unit that owns the information, for permission to enter or have the information entered into its market environment database.

Creating the SFA Market environment database could be a lengthy and intense project due to the potential need for PAD to negotiate data use rights with each Channel and Enterprise unit. The individual tasked with developing this database should coordinate his/her activities with Wanda Broadus.

PHASE 5: ESTABLISH COLLABORATIVE BRAINSTORMING SESSIONS

Phase 5 presumes that PAD has established a network of cooperative relationships for research and analysis projects with each of the Channels and Enterprise units. Given the existence of these cooperative relationships, the work of the various teams involved in performing a given research or analysis project will occasionally be enhanced by the existence of an online platform to facilitate brainstorming sessions and general dialogue exchanges.

To enable these brainstorming sessions and general dialogue exchanges to occur you and/or your staff and/or a contractor will need to work with the CIO's area to obtain the appropriate conferencing software and install it as a feature of the PAD Intranet. To make these brainstorming sessions effective you should have an individual moderate each session.

The most involved portion of this Phase is the establishment of the network of cooperative relationships for research and analysis projects with the Channels and Enterprise units.