

Web 2.0 at NRCCan

A Collaboration Revolution

CPSQA Presentation
November 26, 2008

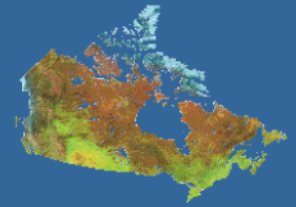


Natural Resources
Canada

Ressources naturelles
Canada

Canada

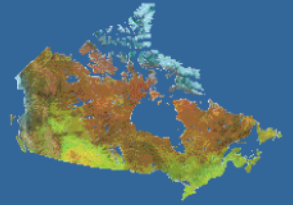
In 2006 NRCan began its collaboration journey



Objectives

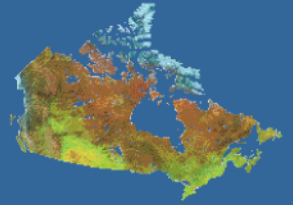
- Improve the way employees work together to create and share knowledge
- Establish an integrated knowledge repository for information about Canada's natural resources
- Create an environment of innovation and creativity – attracting and retaining the next generation of digital workforce
- Contribute to a greener workplace

A little history...



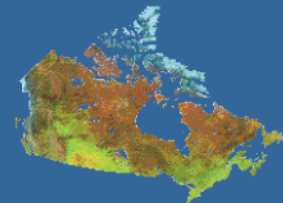
- NRCan's North Star Vision identified the need for better management of our knowledge and easier access to integrated information
- Collaborative Tools were identified as one of the Department's focus areas
 - Collaborative Technology Business Case: a 3-tiered approach to implementing a suite of collaborative tools over 4 years
 - NRCan Resource Wiki was identified as first deliverable and key tool for integrated information creation and access
 - The Wiki represented the start of a new way of working together...

The NRCan Wiki was launched!



- A pathfinder project was initiated in March 2007
 - Demand increased as excitement grew: 260 users by end of pilot phase
- Wiki launched department-wide in October 2007
 - Departmental Hawaiian Luau theme
 - Over 5,000 employees accessed the Wiki on launch day
- **As of today**, there are 3,989 articles, 1,831 registered users, and there have been 1,395,021 page views!
 - The Wiki has become a key information source
 - Demand continues to rise!

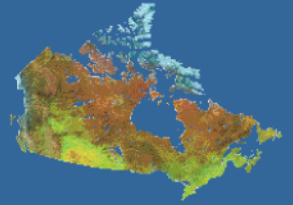
Wiki Critical Success Factors



Wiki

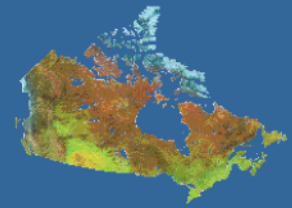
- ✓ Pathfinder approach
 - allows for organic growth
 - instills 'learn as we go' principles
 - allows us to 'experiment' with real-life scenarios
- ✓ Senior mgmt support and Business Champions at all levels
- ✓ Employee engagement and involvement
- ✓ Wiki demonstrated early success
 - new technology and employee awareness created an appetite for more tools, increased collaboration, new ways to work
- ✓ Additional funds were not required

Risks and Mitigations



Risk	Mitigation
Uncharted waters – no policies on wiki use in government	Set guard rails, let user trends emerge
Official languages	Establish guidelines – language of choice, translation of content
Culture shift	Training and engagement
Leader in GC	Learn and share as we go, collaborate with TBS

NRCan Resource Wiki Welcome Page



Welcome-Bienvenue - NRCan Resource Wiki - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address <http://wiki.rncan.gc.ca/index.php?title=Welcome-Bienvenue> Go Links >>

Natural Resources Canada / Ressources naturelles Canada

Canada

Log in to the NRCan Wiki

article discussion edit history

Welcome-Bienvenue

Collaborez dès maintenant à wiki.rncan.gc.ca

Collaborate now at wiki.rncan.gc.ca

Qu'est-ce que c'est qu'un wiki?

How to wiki demo: [English link](#) / [Lien en français](#)
http://www.youtube.com/watch?v=f_x78XLBBVM

A wiki is a collaborative website, like this one, that is easy to edit by anybody with access to it.

Amorcer le changement de culture

- Mise en place du Wiki pour 5 000 employés aux fins suivantes :
 - Accroître notre compréhension des utilisations du Wiki comme outil de connaissance et de collaboration à l'interne
 - Mieux définir les politiques et les lignes directrices pertinentes
 - Intégrer les conclusions relatives au Wiki à l'analyse de rentabilisation visant les outils collaboratifs

Avantages du Wiki à NRCan

- Facilite la création d'une base de connaissances commune à NRCan
- Favorise la création collective et l'édition de documents
- Favorise une collectivité horizontale
- Encourage l'innovation
- Rationalise les processus fonctionnels

Wiki Risks and Mitigation

- employees not using wiki * full launch campaign, [Learning Resources](#)
- no management support * DMC as champions
- inaccurate posts * moderators, [Wiki Roles and Responsibilities](#)
- inappropriate use * [NRCan Wiki code of conduct guidelines](#)
- policy compliance * [NRCan Wiki official languages guidelines](#)

Navigation

- Main Page
- Current events
- Recent changes
- Random page
- Welcome-Bienvenue
- The Source-La Source

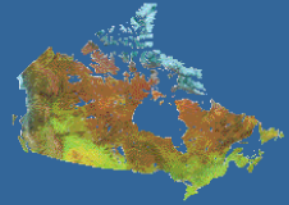
Search

Go Search

wiki help

- Users Guide
- Scaffolding
- Best Practices
- Training
- Contacts
- Feedback
- Sandbox

NRCan Resource Wiki today



Windows Internet Explorer browser window showing the NRCan Resource Wiki Main Page.

URL: http://wiki.nrcan.gc.ca/index.php?title=Main_Page

Page title: Main Page - NRCan Resource Wiki

Navigation tabs: article, discussion, view source, history

Page title: Main Page

Page d'accueil (en français)

Aboriginal Consultations Aloha Bibliothèque de RNCan Briefing Notes Change Management Collaborative
 technology Communications Community of Practice EIM Pathfinders Energy Energy History Fonds de
 renseignements de RNCan Forestry G8 +5 Energy Efficiency Working Group Geomatics Geomatics Glossary Human Resources
 Renewal Information Management and Technology Knowledge management La Francophonie à RNCan
 Learning organization Minerals and Metals Minéraux et métaux NRCan Aquifer Assessments NRCan Information
 Holdings NRCan Library NRCan Library Reference Q&A's North Star Organisation axée sur l'apprentissage Privacy
 SLCESD Content production stages SLC Web Templates Senior Leadership Community Shared Services Toombs' Tome

Navigation menu:

- Main Page
- Current events
- Recent changes
- Random page
- Welcome-Bienvenue
- The Source-La Source

Search:

Windows Internet Explorer browser window showing the NRCan Resource Wiki Page d'accueil en français.

URL: http://wiki.nrcan.gc.ca/index.php?title=Page_d%27accueil_en_fran%C3%A7ais

Page title: Page d'accueil en français - NRCan Resource Wiki

Navigation tabs: article, discussion, view source, history

Page title: Page d'accueil en français

Main Page (in English)

Aboriginal Consultations Aloha Bibliothèque de RNCan Briefing Notes Change Management Collaborative
 technology Communications Community of Practice EIM Pathfinders Energy Energy History Fonds de
 renseignements de RNCan Forestry G8 +5 Energy Efficiency Working Group Geomatics Geomatics Glossary Human Resources
 Renewal Information Management and Technology Knowledge management La Francophonie à RNCan
 Learning organization Minerals and Metals Minéraux et métaux NRCan Aquifer Assessments NRCan Information
 Holdings NRCan Library NRCan Library Reference Q&A's North Star Organisation axée sur l'apprentissage Privacy
 SLCESD Content production stages SLC Web Templates Senior Leadership Community Shared Services Toombs' Tome
 Water Wiki Development Wiki Training Wiki scaffolds

Navigation menu:

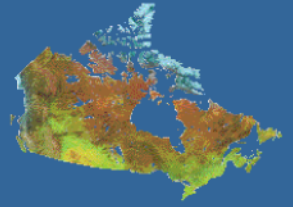
- Main Page
- Current events
- Recent changes
- Random page
- Welcome-Bienvenue
- The Source-La Source

Search:

Voir d'autres catégories

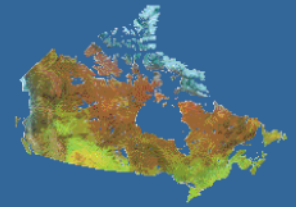
En ce moment il y a 2,249 articles, 1,051 utilisateurs enregistrés, et 386,409 pages ont été consultées! (Voir d'autres statistiques sur le wiki) Avez-vous contribué? Voulez-vous présenter un article?

Lessons Learned



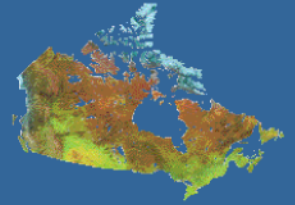
- ✓ Culture change takes time and requires consistent messaging
- ✓ Need strong senior management support
- ✓ This is an Information project - not a technology project
 - Changing the way we work
 - Learning to work directly on the Wiki
- ✓ Don't over-structure or over-control
 - Let the Wiki be 'messy'
- ✓ Be bold and take chances
- ✓ Celebrate success – be visible – be different
- ✓ Engage employees – they have the best ideas!

The journey continues...



- Business Case developed to implement more tools over 4 yrs
 - *Tier 1* - Building the foundation (completed)
(Pathfinders include Basic Content Service, Blogs practice)
 - *Tier 2* – Integrating and adding functionality
(NRTube, Facebook.gc.ca, discussion forums, and more)
 - *Tier 3* – Enhancing and deepening technology
- Culture change – continued emphasis on employee engagement

Thank you



Key Contacts:

Marj Akerley, CIO, NRCan

Peter Cowan, Director, Enterprise IM

Anna Belanger, Senior Advisor to the CIO

