Organization Experience

Florida State University’s Educational Services Program (FSU/ESP) first developed a fully interactive Web-based system in 1997 for the Florida Department of Education. Since then, we have developed more than 30 interactive Web-based systems.

We are committed to creating systems that utilize the most up-to-date technology and at the same time fit our clients’ needs. With every project, we ascertain hardware/software needs and develop accordingly.

FSU/ESP can provide a technical infrastructure to turn personal knowledge into organizational knowledge that can be widely shared throughout an organization.

- Internet presence since 1992
- Web sites since 1994
- Knowledge management (KM) systems since 1997
Information and Clearinghouse Services

FSU/ESP has been a leading supplier of information and clearinghouse services to government agencies. Our clients from state agencies within Florida include the

- Department of Community Affairs
- Department of Education
- Department of Elder Affairs
- Department of Environmental Protection
- Department of Health
- Fish and Wildlife Conservation Commission

We have also branched across the country to include agencies such as the

- California Department of Health
- Nebraska Department of Health
- Tobacco Control Training and Technical Assistance Center
- U.S. Department of Education

Tobacco Control Initiative Systems

Our knowledge and years of experience in Web development has provided high quality systems for the Tobacco Control Initiative in multiple states. These systems include the

- Florida Tobacco Control Clearinghouse—FTCC (1998)
- Florida Information and Reporting System (1999)
- Tools and Tactics for Fighting Big Tobacco (2000)
- California Online Tobacco Information System—OTIS (2001)
- FTCC Speakers’ Bureau (2001)
- Student Tobacco Reform Initiative: Knowledge for Eternity—STRIKE (2001)
- Students Working Against Tobacco (SWAT) Command Central Reporting System (2001)
- Florida Information and Reporting System for Tobacco—FIRST (2002)
- Nebraska Tobacco Reporting and Information Network—TRAIN (2002)
- Survey of International Youth Involvement in Tobacco Control (2002)

Web Development Team

As part of FSU, ESP is strategically positioned to recruit high-level talent in the Information Technology field. Drawing from FSU’s schools and colleges of computer science, management of information systems, information science, and information studies, FSU/ESP’s team of Web developers are highly qualified and trained.
FSU/ESP maintains a staff of information systems designers, managers, Web developers, and a network administrator. As a contracts-/grants-based organization, FSU/ESP can expand staff whenever necessary based on funding.

FSU/ESP also has a production department to assist with graphic design, editing, and writing as needed.

### Project Management

Based on FSU/ESP’s many years of project management and development experience, we have developed proven tools and systems to help the client decide on the functional requirements for creating a customized system.

FSU/ESP’s work is performance-based so that each deliverable is reviewed and approved before an invoice is issued. FSU/ESP uses field-validated standards and procedures for creating Web-based systems.

The following approaches and strategies are used to ensure clear communication and planning for each system:

- **Inside/outside design and development teams are established.** The inside team consists of the client side subject matter experts (SME) who know what their stakeholders want. The outside team consists of the process experts who work closely with SMEs to create a customized system.
- **A Web-based project bulletin board is established** to facilitate communication between FSU/ESP and client team members. The board will become a project archive of all communiqués, project documents, Web-site links, and status reports. At any time, a member of the inside/outside team will be able to track the history and current status of the project.

### Design/Development Model

Using industry standards and project experience, FSU/ESP divides each Web development project into two phases: design and development. The following provides a breakdown of the two phases and the steps/products associated with each.

#### System design

- Analyze existing processes/forms
- Develop Web prototype
- Design database
- Produce entity-relationship diagram
- Develop data dictionary
System development
- Create database
- Develop Web pages/forms
- Create and code files
- Test/Revise
- Beta Test
- Train
- Implement
- Maintenance

**Training and Technical Support**

The first step in providing training and technical support is to survey all the participants to ascertain their technical capabilities/resources. FSU/ESP has developed a survey instrument to determine the software/hardware to be used in building the system and to determine technical training and support for the users. The survey data are also useful tools for developing solutions to specific problems. Training and technical assistance will be customized to meet the needs of the client.

**Web Support Services**

Due to the dynamic nature of Web-based systems, change is constant. Once a system is built, the cost for maintenance and ongoing development begins. Invariably, users will discover new ways in which their system can be used to support program management. To accommodate these programmatic needs, the system will require revision on a continual basis. The following is an outline of the major components of typical support services for a medium-sized Web-based system:

**Web Hosting**

This includes use of the network system for a firewall, virus detection software, development software, server space, software usage, backup software/hardware, and a high-speed Internet connection.

**Maintenance/Troubleshooting**

This mainly involves network administration and time spent doing the daily, weekly, and monthly backups; data recovery; and installing and upgrading software/hardware and patches.
Technical Assistance

There are two types of technical assistance:
• customer help desk support—training, user assistance
• programming, writing reports, revisions as requested, system enhancements (adding features, pages, etc.)

Administration/Management

The administration/management involves the time spent by both sides in developing plans, deciding on revisions, solving problems, communicating with users, supervising and coordinating of inside/outside teams, and negotiating deliverables/services.

Product Showcase

The following is a descriptive list of some of the Web-based systems we have developed.

Florida Information & Reporting System for Tobacco—FIRST
www.ftcc.fsu.edu/partnership

In an effort to enhance and improve Web-based services to the 67 county-level Florida Tobacco Partnerships, FSU/ESP’s Florida Tobacco Control Clearinghouse (FTCC) developed a Web-based system that provides each Community Partnership with the ability to develop and manage its workplan and publish a Web page for public consumption.

The FIRST is an integrated system that includes pass-code-protected site administration and allows the Partnerships access to Directory, Calendar, Information Alerts, Chats/Boards, Publications, Meeting Attendance, Links, and Work Plan databases. Each Partnership populates individual databases with Partnership-specific information that is then automatically published on the Partnership Web site. The Work Plan provides all Tobacco Partnership coordinators with an online system for creating and updating, in real time, the planning and reporting of objectives, tasks, and budgets needed to accomplish the goals of their Partnership.
At both the local and state levels, the FIRST provides a uniform, efficient, cost-effective, and timely method for documenting, presenting, and distributing information. Using the latest technology, the FIRST employs the full power of the Web for information and communication.

**SWAT Command Central**
http://www.ftcc.fsu.edu/SWATCommandCentral/

Students Working Against Tobacco (SWAT) is the organizing and administrative mechanism for student involvement in Florida’s tobacco control program. SWAT operates in all of the state’s 67 counties.

FSU/ESP has developed a resource/activity Web site to support the statewide SWAT program entitled SWAT Command Central. This youth-oriented site was designed with direct involvement of students and Florida Department of Health (FDOH)/Office of Tobacco Control (OTC) staff and includes four sections—Activity, Journal, Who’s Helpful, and Reports. The Web pages of this KM system are database-driven and allow users to submit SWAT goals and activities that are reviewed and approved by staff.

The inside/outside team that built the site consisted of FDOH/OTC staff and SWAT students and FSU/ESP staff as the process experts. FSU/ESP guided the process by conducting a needs assessment, designing data fields, developing controlled vocabulary, designing functions, describing the process flow, outlining reports, and producing an overall draft of a template for the site. The development phase included the actual development of the site, pilot testing, and implementation, including training staff and students to use the site.
**Florida Tobacco Control Clearinghouse—FTCC**  
http://www.ftcc.fsu.edu

The FTCC Web site is the primary tool for publishing and distributing information to Florida’s stakeholders. The site is database-driven, using 10 databases to organize and distribute information on a variety of topics. Those topical areas include news (a feed from Join Together), local partnerships, calendar of events, chats and boards, speakers’ bureau, directory, tobacco industry, resources (publications and organizations), facts, grants, and legislation.

**Tools and Tactics for Fighting Big Tobacco**  
http://www.ftcc.fsu.edu/teensite/main-page.cfm

The Tools and Tactics Web site was designed specifically for youth in support of their quest to fight Big Tobacco. A needs assessment was conducted of youth representing every county in Florida to determine what content would best serve their interests. The result of the needs assessment is the Tools and Tactics site that includes the following: Big Tobacco, Communication Tips, SWAT Highlights, Directory, Youth Generated, Links, Opinion Poll, and Facts. Based on data provided by software to track this site and all of our sites (WebTrends), the number of hits on this site is doubling every month.
Student Tobacco Reform Initiative: Knowledge for Eternity—STRIKE
http://strikehq.com

STRIKE is a tobacco cessation initiative aimed at college-age students in Florida’s 10 state universities. Working with central office staff from the FDOH/OTC and groups of STRIKE students, FSU/ESP’s FTCC designed, developed, hosts, and maintains a Web-based KM system that assists STRIKE participants to develop this statewide initiative. Password protection is provided for all appropriate sections of the STRIKE Web site including the following components:

Student Center (for each of 10 universities); Tobacco Facts Center; Research Center; Information/Initiative Center; Know How Center; Entertainment Center; and the Talk Back Center

The STRIKE Web-based system was developed from February to June 2001.

California Online Tobacco Information System—OTIS
http://catob.esp.fsu.edu/

Building upon the experience gained in designing, hosting, and maintaining tobacco-related Web sites in Florida, FSU/ESP is currently developing and implementing this enhanced program development site for the California Department of Health (CDOH). Annually, CDOH, through its agent, California State University, contracts with 150–200 local entities to conduct its tobacco control program. California needed a Web-based KM system to manage the submission and approval of local plans, and produce a variety of program and financial reports at several organizational levels. The OTIS system provides for the following on-line functions: grant application submissions, a multitiered electronic approval of applications, and a progress/cost reporting system.
Florida Business Partner Database
www.workforce.fsu.edu/dwd-buspartner

In 1997, educational administrators in Florida’s 28 School-to-Work regions used a Web-based interactive database as a management tool for school/business partnerships. The database was developed by FSU/ESP under contract with the Florida Department of Education. The database enabled representatives from regions that include school districts and community colleges to record and manage their business/school partnerships and activities by entering, searching, editing, and generating reports via the Web. To ensure security of data, the database was password protected, allowing individual regions access to only their data. Because it was a centralized database, the Department of Education was able to access every region’s data and create aggregate reports from the statewide database to help them evaluate the School-to-Work initiative.

ExpertNet
Expertnet.org

ExpertNet is a KM system developed for the Division of Colleges and Universities, State University System (SUS) of Florida. The goal of ExpertNet is to provide decision makers in state and local governments and the private sector with a system that helps them identify expertise that exists within the SUS. To accomplish this goal, FSU/ESP developed a Web-enabled database of state-university-funded applied research projects and their principal investigators. Data are initially provided by each university to FSU/ESP and imported into related databases. Each principal investigator is contacted by e-mail that provides a Web link to his or her ExpertNet record. Individual experts and directors of 484 centers and institutes are asked to provide supplemental information such as publications, honors/awards, and subject areas of expertise using a point and click taxonomy created exclusively by FSU/ESP. Within three weeks, over 960 individuals accessed their ExpertNet record contributing meaningful information (in multiple fields) about their expertise.
The SUS Institutes and Centers Online Reporting System is a two-tier review/approval system (provosts and Division of Colleges and Universities’ staff) that enables directors of centers/institutes to submit their annual reports (each report consists of budget, narrative, and directory information) via the Web to the provost of their university. The system then allows the provost to approve each section or send it back with comments attached with suggested changes. Once approved by each university’s administration, the Division of Colleges and Universities’ staff give a final approval or return it to the university for listed changes. Special features include the following:

- The budget has a built-in error feedback mechanism based on budgetary formulas and if/then statements. Working closely with the Division of Colleges and Universities’ staff revealed common problems with submitting budgets so that FSU/ESP could implement prevention measures within the system. If information is entered incorrectly, the system posts a message outlining exactly what the problem is and how to fix it.
- Data error messages are posted in red when information is entered in the directory section incorrectly. The system will not allow the data to be submitted incorrectly.
- Alerts that outlining changes to data fields are posted after changes are made to forms and before they are submitted to the database. The Alerts outlining all of the changes are provided to the provost and Division of Colleges and Universities’ staff so that they can quickly identify and make changes to key fields.
- The system has the ability to send comments requesting changes as part of the review/approval process.
**Graduate Student Recruitment System**
http://www.esp.fsu.edu/development/recruitment

This system was designed to facilitate identification of potential graduate student candidates from current SUS undergraduate students meeting certain requirements. Data is provided by the Registrar offices of the SUS institutions and will be utilized by each of the state universities seeking potential graduate students.

The systems includes the following:
- File Upload
- Candidate Search
- Save Candidate Search Criteria
- Record Search History and Student Selection
- Reporting
- Data Archiving

**Florida Elder Abuse Data Collection System**
www.ad-feat.fsu.edu

A standardized and uniform elder abuse data collection system was needed to track incidences of elder abuse and evaluate law enforcement’s ability to serve and protect the elderly people of Florida. The Department of Elder Affairs, in collaboration with FSU/ESP, developed a system to assess the prevalence and incidence of elder abuse, neglect, and exploitation throughout Florida and accomplish the following goals:
- Create a data collection system that provides statistical information on the prevalence of elder abuse, neglect, and/or exploitation;
- Provide a method for collecting demographics of the elderly, determining the reason for the call, and determining if substance abuse was involved; and
- Provide access for data entry and report generation via the Web.
Other Systems

- **Education Depot**
  http://www.esp.fsu.edu/educationdepot/

- **Florida Telecommunications Relay, Inc.**
  http://www.esp.fsu.edu/development/ftri/

- **Florida Division of Vocational Rehabilitation**
  rehabworks.org

- **Beaches and Coastal Systems**
  http://www.esp.fsu.edu/beaches