# EFA FTI website

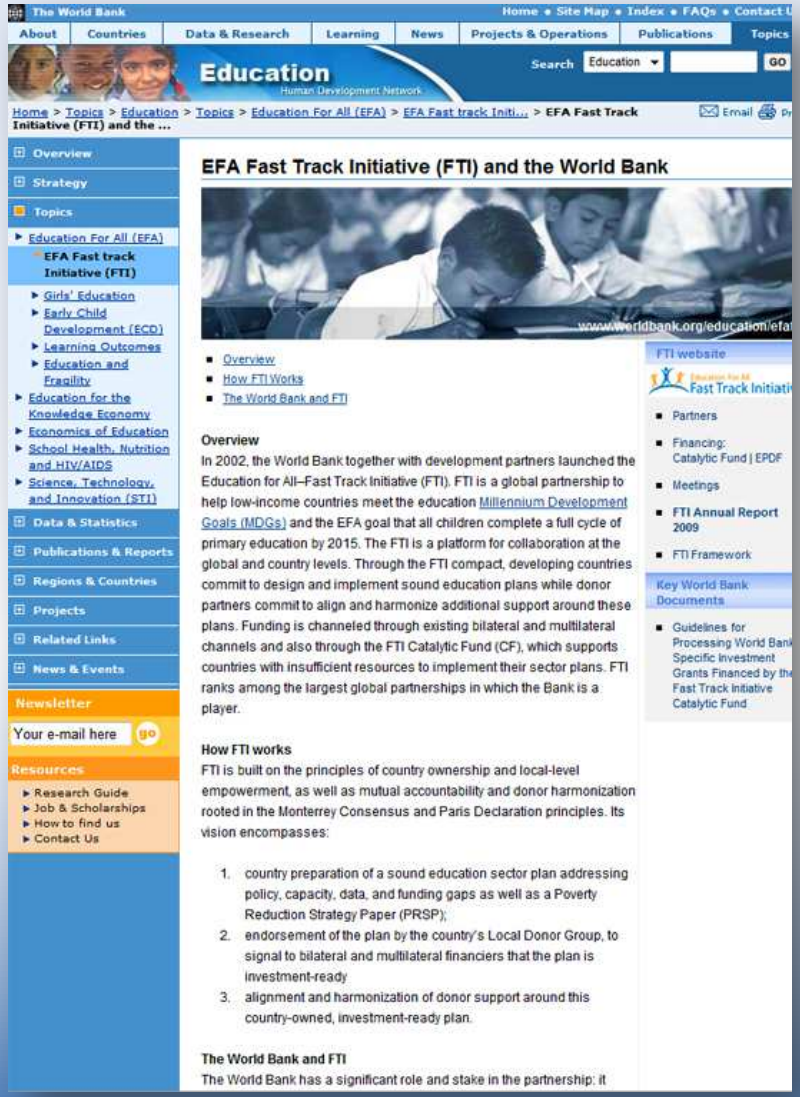
## Progress & upcoming initiatives

*by Yann Doignon*



EFA FTI Meetings
Madrid. November 2010

# Progress: website

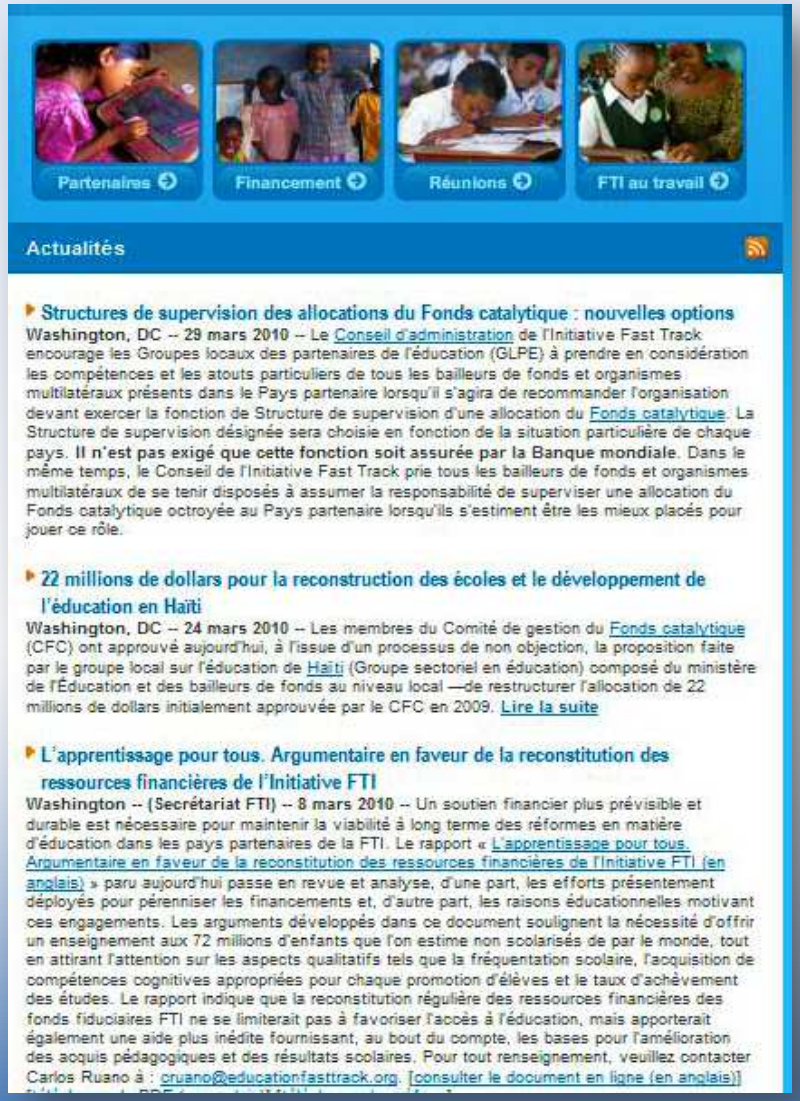



**2002-2007:**

EFA FTI page on World Bank Website

- Text-heavy
- Information hidden in PDF reports
- No stories

# Progress: website

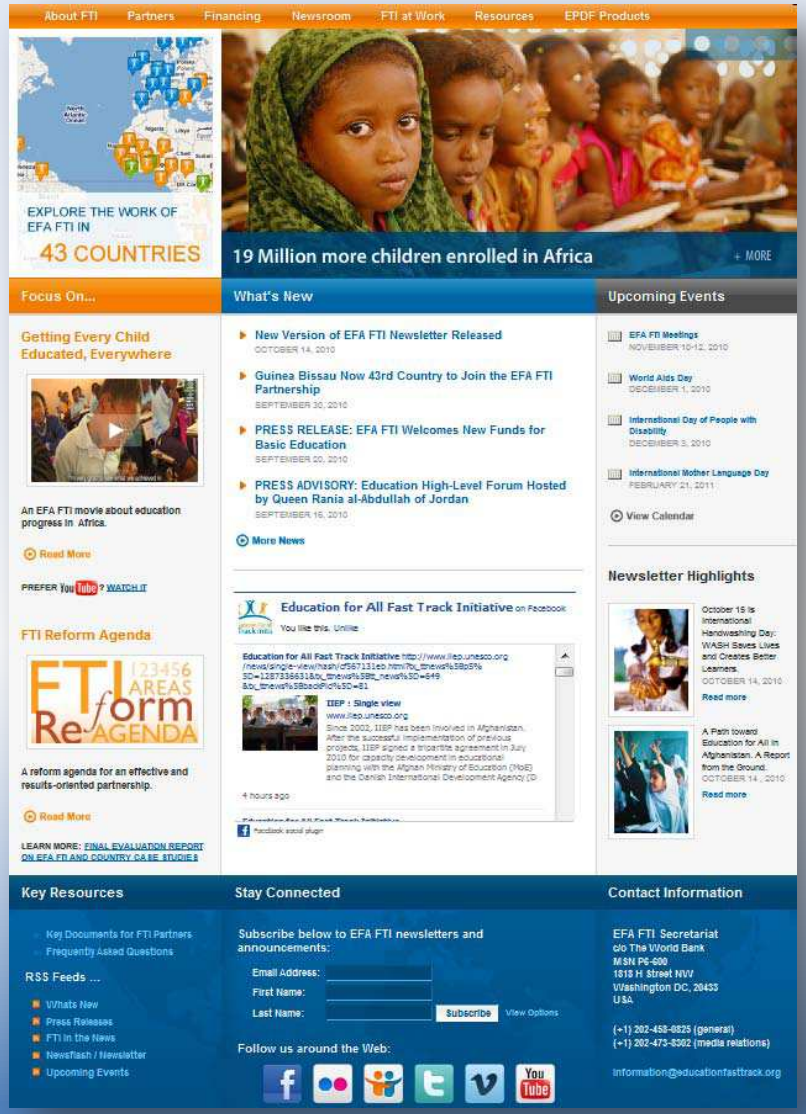



**2008:**

EFA FTI launches its own website

- More engaging website with additional visuals and resources
- Website aimed at transparency but information still buried in reports or long documents

# Progress: website




→ Selecting

**2010**

→ Prioritizing

EFA FTI improves and revamps its website

→ Highlighting

# Progress: 4 actions areas




***Show results and progress*:**

→ Banner
→ Video
→ Reform pages

***Share resources*:**

→ Key documents / database
→ Civil Society Education Fund
→ EPDF

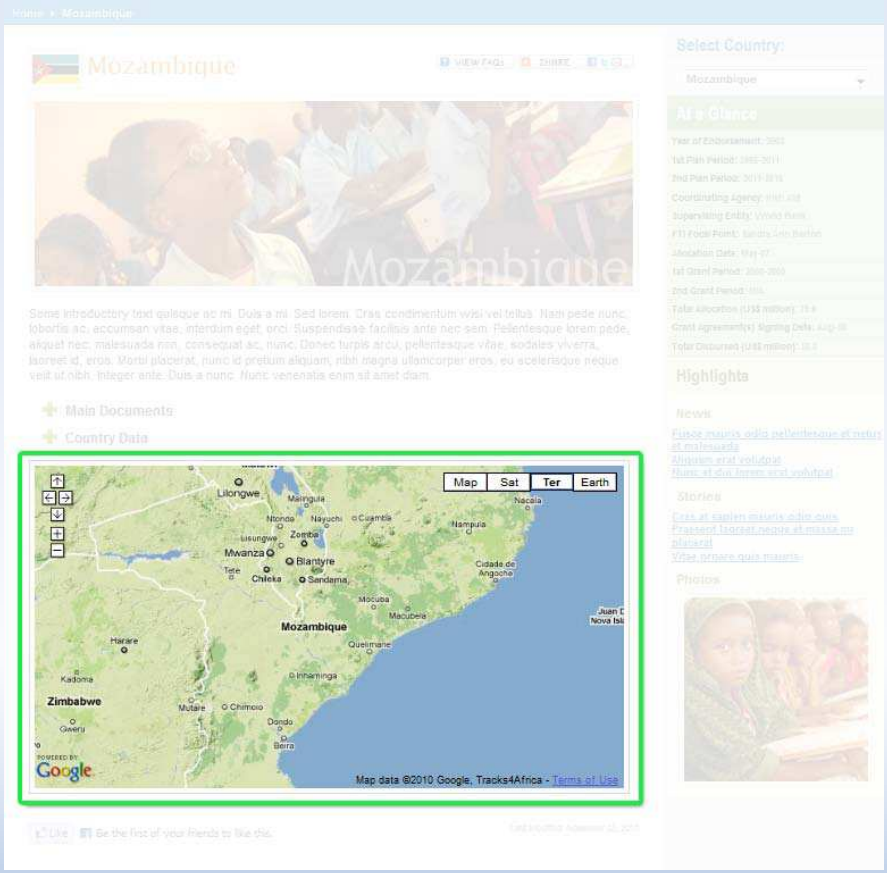
***Engage with regular updates*:**

→ electronic newsletter
→ social media / photo repositories

***Illustrate FTI work :***

→ Upgraded country pages with interactive graphs

# Country pages (1)




## *At a Glance*

→ Year of endorsement
→ Allocation date
→ Grant periods, disbursements, etc

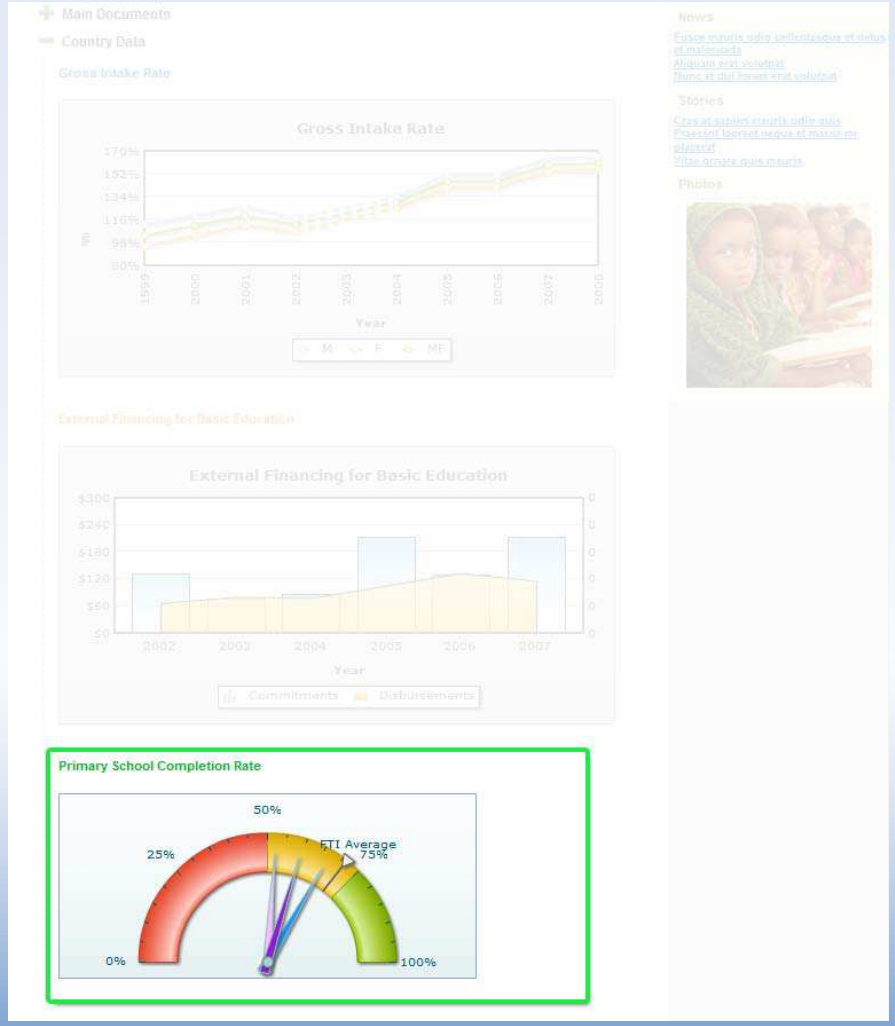
## *Highlights*

→ Stories
→ News
→ Photos / multimedia

## *Map*

→ Projects

# Country pages (2): interactive graphs




***Gross intake rate***

***External financing***

***Primary school completion rate***

# This is the FTI website

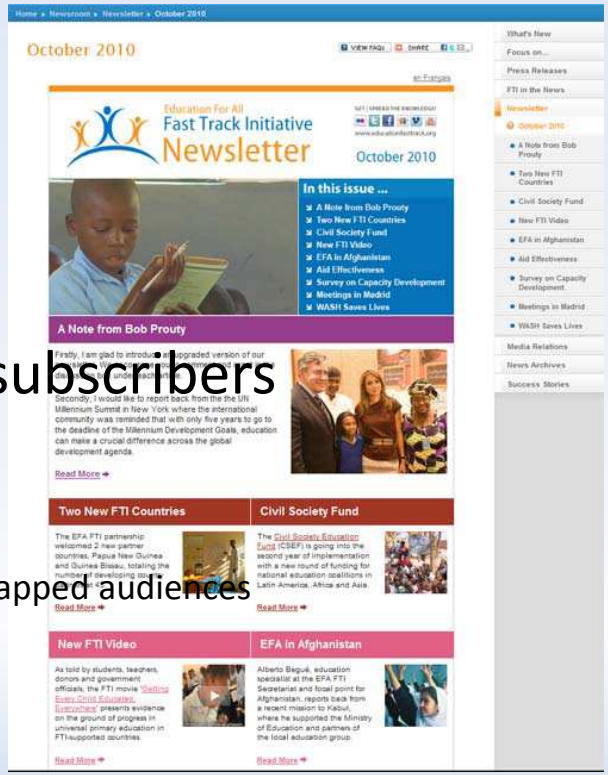
- Use these tools and resources. They are here for you
- Engage the dialogue / Continue the conversation
- Share links / send stories and pictures
- We will create Web communities of practitioners to facilitate exchange of best practices and knowledge among FTI partners

# Progress: Newsletter










**+ 15%** unsolicited subscribers in 2 weeks

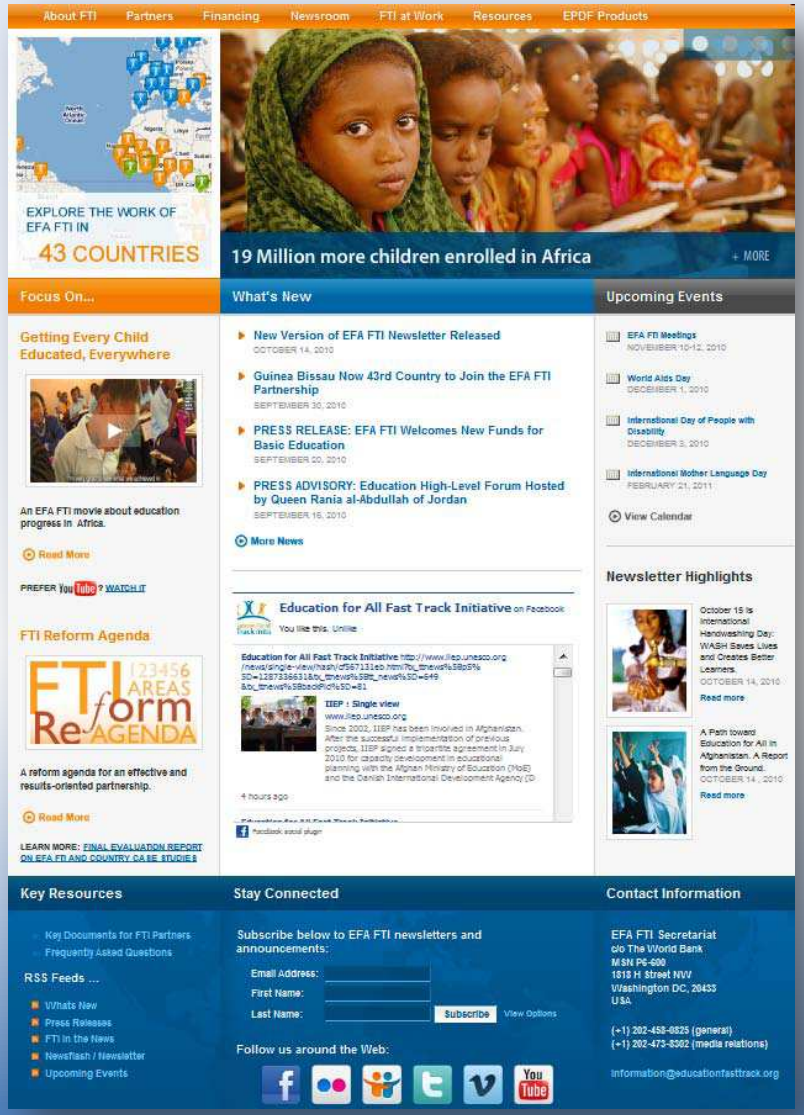
→ FTI needs to reach out to untapped audiences

PDF Newsletter 2008

PDF Newsletter July 2010

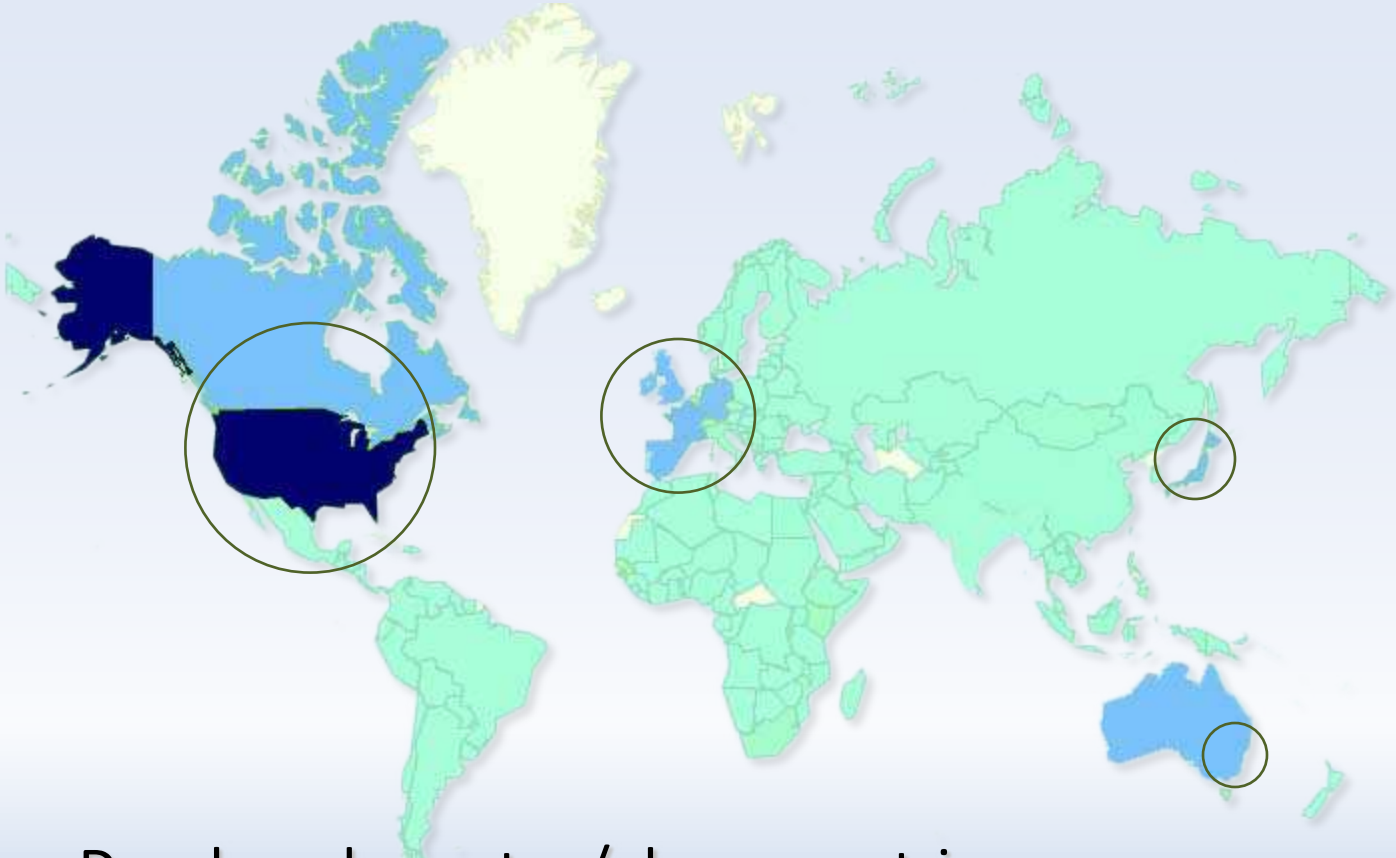
Electronic Newsletter October 2010

# Analytics: How many visitors?




- Steady flow of returning visitors
- Peaks around events: Board Meeting, MDG Summit, launch of newsletter
- Significant increase of new visitors around FTI events
- Need to engage current and potential visitors

# Analytics: Where are visitors from?



**Top 10 visiting countries**

- United States
- United Kingdom
- Canada
- France
- Japan
- Germany
- Australia
- Belgium
- Spain
- Denmark

- Developed country / donor-centric
- Developing countries: lagging behind
  (11: Senegal; 14: Kenya; 15: South Africa)
- Importance of providing French translations