
SURVEY OF CAP WEB SITES IN CANADA

PREPARED FOR:

INFORMATION HIGHWAYS APPLICATIONS BRANCH
INDUSTRY CANADA

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EXECUTIVE SUMMARY

Twenty-Sites were reviewed in this survey. The focus of the survey was to obtain a general overview of what kind of information was provided and how well it was featured on this sample of Sites (about 2% of total).

Given the community-economic development and new information technology foci of the Community Access Program (CAP) and, therefore, of Community Access Centre-affiliated (CAC) Web sites, the sites were reviewed for the following types of information and information location features:

CAP INFORMATION	OTHER INFORMATION	INFO. FINDING FEATURES
National CAP Network	Community information	Search engine features
Who we are/What we do (local CAP/CAC information)	Business information	Information Site Map
CAC partnership information	Tourist information	
	Career information	
	Learning information	
	Government information	

This Report contains an analysis of how the information items and features were covered generally on all the sites surveyed.

Appendix I leads off with a table which provides an overall view of the survey findings, followed by brief highlight reports on all the Sites covered in the Survey.

It was found that most Sites contain a wealth of information of interest to both residents and outsiders. However, the information was often not well organized with the result that users may not discover the full range of information featured on these Sites. Shortcomings in the layout and organization of information were noticed to some degree on the majority of Sites surveyed. These shortcomings are seen as stemming from a lack of definition of the objectives and purposes for which these Web sites are designed, for the communities they represent and the users they seek to serve.

The conclusion and recommendations section at the end of the Report provides a more detailed listing of findings and proposes some low-cost solutions.

INTRODUCTION

The rationale for initiating this survey arose from previous work pertaining to and entitled, A Review of Community Access Program Sites in Canada. In carrying out this Review, the authors observed that many Community Access Centres¹ (also referred to as CAP Sites) are using their summer students to build and maintain their Web sites. It was also noted that these web developers often work in isolation from each other without the benefit of guidelines or best-practice tips on how best to proceed with building the information menus of community Web sites. This is not an easy task. These Sites have to accommodate a wide spectrum of information needs of different groups of information users and providers.

From these observations came the decision to survey a limited number of CAC-affiliated Web sites in order to provide Industry Canada with a clearer sense of how to assist the Web site building process across the country.

A CAC Web site can be viewed as a virtual Community Access Centre, potentially providing the full range of services that people now access on-site in these Centres. In fact, it is likely that as more and more people develop the necessary computer and internet skill competencies and acquire the equipment and internet-access services for themselves, the virtual dimension of Community Access Centres will grow in importance. This being the case, CAP Centres need to develop the capacity to increasingly serve and help people through the World Wide Web in areas such as:

- % computer/internet help-desk assistance,
- % information for community-, business- and personal development / decision-making,
- % tools for accessing key business and government services,
- % long distance learning with new technologies, and generally,
- % presenting their communities to the world and the world to their communities.

The community of CAP Web site developers and webmasters would be greatly served if tools and measures were available to them to help them think through and position their Sites in support of these information and knowledge economy requirements.

This survey was not designed to provide definitive answers as to how best to build and maintain the information content for CAP Centre Web sites. The survey is much too limited and preliminary in scope to begin doing this. All this Survey does is to point out certain promising and problematic observations gleaned from a small grouping of CAC-affiliated Sites, that may be instructive for ongoing Web site development. Possibly, a group of leading CAC webmasters could take these findings to develop information menu checklists as well as best-practice advice to facilitate Web site building efforts across Canada.

¹ Community Access Centre (CAC) or occasionally CAP Centre, rather than CAP Site will be used in this report. The word 'Site' in all cases refers to and is used as an alternative for Web site.

What needs to be acknowledged is the innovative work that been done, often by non-expert students and volunteers, on the development of these Sites. What has been achieved in CAP Site nooks and crannies across the country, in a short time, is truly impressive. **It is hoped that the survey findings will not be viewed as a critique of this work, but rather as lessons that will help set better direction for the future.**

METHODOLOGY

Twenty-one CAP-affiliated Sites are included in the Survey; a very small sample of only 2% of all CAC Web sites. The Sites were chosen on the basis of input sought from Industry Canada's Regional CAP Coordinators and their counterparts in the Provinces. What we sought from these Coordinators was the URLs of the two *must see* instructive Sites in each Province / Territory.

Where more than two URLs were submitted, an arbitrary selection was made to reduce the number to two Sites. An exception was made for Quebec and Ontario where the three Sites recommended in both cases were included. Only one URL was received and included in the Survey for each of Nova Scotia, Prince Edward Island, New Brunswick, the Northwest Territories and the Yukon. It is important to bear in mind that the Sites covered in this Survey are not necessarily the top CAC Web sites in the Network; although some would qualify. Rather it is hoped that these Sites represent a fair cross-section of CAC Web sites across the country.

The Sites were evaluated on the inclusion and quality of the information menu items and features outlined in Table I below. These items and features were chosen because they are of essential importance to community economic development and social well being. Consequently, this evaluative framework does not do full justice to Sites such as Igloolik, NWT and Lanark, ON, that were designed to serve specific community objectives.

Table I

CAP INFORMATION	OTHER INFORMATION	INFO. FINDING FEATURES
& National CAP Network & Who we are/What we do (local CAP/CAC information) & CAC partnership information	& Community information & Business information & Tourist information & Career information & Learning information & Government information	& Search engine features & Information Site Map

Table II on pages 9 and 10 captures whether and the degree to which CAC Web sites covered the selected information items and features. One * denotes that **some** information was provided under a particular subject heading; two ** denotes a more **extensive** degree of coverage. It is fully acknowledged that the drawing of the boundaries between **some** and **extensive** is a subjective undertaking. Precise comparisons were not possible given the individuality of each of the Sites. Also, these Sites are creatures of the respective communities they portray and represent. How does one compare the relative adequacy of tourist information contained on *Niagara on the Net* with that provided on the *Tofield Web site*? Is it not fair to expect more from a tourist town Web site?

It should also be noted that the author might have overlooked some absolute information gems, which therefore are not reflected in the findings on Table II (Appendix I). However, if these gems escaped the attention of the author, it is equally likely that they would not be an easy find for every day users.

CONTENT REVIEW / FINDINGS

As explained in the Methodology, the information items were chosen because they are deemed to be of essential importance to processes and activities supportive of community economic development and community social well being. This section of the report will provide the reader with:

- % an explanation as to what the author looked for under each of the information items, and
- % an analysis as to how the items were addressed, generally, on the Sites surveyed.

How each of the Sites surveyed covered the information items can be discerned from Table II and the Highlight Reports featured in Appendix I.

CAP Purpose / Network

Under this subject, we looked for information on Industry Canada's CAP program and the network of CAC communities and activities across the country. This information is considered of importance because it enables Community Access Centres and affiliated Web sites to buy into and share a national **vision** for harnessing the new information economy for individual growth and community economic development.

The strength of the Wellington (PEI) Site is its articulation of its vision for developing a knowledge-based culture and economy for Island Acadians

The Sites that had clearly bought into this vision and that made the best effort to share this vision with their users tended to be among the better Sites surveyed.

Very few of the Sites addressed this subject in context of the needs of the local community.

Who we are / What we do

This issue is closely related to the previous subject. The information looked for here is twofold:

- % how the CAC / CAP enterprise is organized, operates and functions within the community, and
- % how the CAC / CAP enterprise is presented and fits into the economic and social development vision of a particular region or community.

The latter issue is of particular importance because it goes to the heart of the role and purpose of CACs as catalysts of change and innovation. If nothing else, a clear, public articulation of a CAC's role and purpose would help set direction for the focusing and organizing of information content on their Web sites.

The Iglaaq (NT) Site reflects a deep understanding of the potential and the impact of Internet technology as a community and personal development tool

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Generally the Sites that covered and dealt well with the CAP Purpose, also addressed this Who.../What... information area. Most surprising is how few of the Sites surveyed feature information on their programs and operations regarding, the location of CACs, hours of operations, fees, services offered, etc. Also, this information was often difficult to locate and find.

CAC Partnership Information

This information was looked for to obtain a sense of the connectedness of CACs and affiliated Web sites in their local communities. A clear articulation of the partnership structure and what each of the partners brings to and derives from the partnership helps establish a CAC's credibility as an authentic voice of and for community organizations and institutions.

Very few of the Sites surveyed dealt with this issue. This does of course not necessarily mean that many more of these Sites are not surrounded and supported by strong and committed partnerships.

Community Information

Information looked for under this rubric is at least of equal interest to members of the community as it is to tourists and outsiders. It covers what residents need to know, for reasons of identity, belonging and decision-making, about themselves, their roots, their organizations and institutions, and other community resources.

While all Sites surveyed contained some form of community information, less than half the Sites surveyed covered this subject systematically and well. Many of the Sites do not provide a community profile containing demographic, geographic, economic and governance information. One of the few Sites featuring a strong community profile is the *Virden Wallace Web site*. Most surprising is the dearth of health and social service information (who does what, where, when, / and what can one do oneself) or of links to pertinent local and regional information sources. The *Yarmouth Community Network Site* exemplifies a strong information partnership with community health organizations.

The St Lewis (Labr.) Site provides an interesting mix of information on the history, culture, geography including pictures, business economy and leisure pursuits of this community. Its strength derives from the human-interest stories featured throughout the Site.

Business Information

Business Information can be defined as information that:

% business operators require to make business development decisions, and

% business clients require to make purchasing decisions.

The Lumby (BC) Site is a fully developed, attractive site. It has a strong business section; however, information required by the business community to carry out their trades and professions is not readily available.

The first level of information is generally addressed through links to Sites operated by: Chambers of Commerce, Regional Development Authorities, Provincial Economic and Tourism Development Sites, Canada Business Centres, Strategis, Revenue Canada, etc. The second level is information generated by or on behalf of the local business community and is information that is often only hosted on CAP Web sites. Both sets of information are of importance to community economic development.

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All Sites provide some form of business information. The *Tofield Municipal Library Site*, which is accessed from the *Town of Tofield Site*, provides an interesting set of links to many information sources in the Province and elsewhere that are pertinent to business decision-making. The business information on many other Sites surveyed is often limited to an alphabetical list of business names, which is neither very useful neither to residents nor to outsiders.

Tourism Information

Tourism information consists of slices of community and business information. Content featured under this subject heading is focused on attractions, events, culture and recreation, and the hospitality industry. However, much of this information needs to be presented in different detail and, therefore, packaged separately than what is required for the rank and file of local residents.

Most sites surveyed contain a Tourism information element. It was observed that the accommodation industry is the most internet connected and accessible within the community. Yet, it is often not apparent from the tourist information featured, that it was developed from the information needs perspective of visitors. Addresses, locations, visiting dates and times are frequently absent. Maps and driving distances are often not provided; airplane and other forms of public transport facilities and opportunities are largely not featured. In surveying one Web site, not reported on here, it took the author several minutes to determine the province in which the Site was located.

The collection of interlinked Estevan (MB) Sites provides tourists with information on walking and sight-seeing tours, events, geography, climate and accommodation.

Career and Work Information

This information area was focused on because numerous surveys including the CAP Review have indicated that aside from entertainment, leisure and travel information, labour market and career information is most sought after on the Internet by the general population. It also provides those in the workforce with information on the rapidly changing skill competencies that are required from employers and workers in today's information economy.

A small percentage of sites covered this subject matter. In some cases the information could be accessed through US search engines. This general lack of focus on career and labour market information is most surprising, given the many excellent Web sites that provide this information operated by HRDC, other departments and the private sector

Learning Information

For purposes of this survey, learning information is defined as information on public and private learning programs and courses of study as well as on newly emerging means to access these through new learning technologies.

A few sites provided good links to learning programs and courses of study on their Web sites *Dawson (YK)*, *Bathurst (NB)*, *Profost (AB)*. Some CAP Sites (including the *Wellington CAP Site*) are already providing distance education access on-site to programs of study at high schools, colleges, and universities. However, none of the Web sites surveyed featured this information, at least not in a way that would draw people into these programs.

Government Information

This area of information is included because governments are often among the most important partners in community economic development. Aside from this focus, governments collectively are the most important, and often most impartial source of information that is available to the general public on a wide variety of subjects. A third reason is that Governments are the most important source of benefits programs.

Very little focus is given generally to government information on the Web sites surveyed. It is obvious that Government has not done a very good job in marketing its electronic information products and holdings to the CAC webmasters. Be this as it may, most surprising is the absence of information on local government, e.g. with regard to council meetings and decisions, policing, municipal and school district boundaries, population statistics, business and other licensing requirements, the registration of vital statistics, etc.

Information searching and location features

This subject was included in the Survey because from an information user perspective, the ability to locate and find information is as important as the information itself. The development of an information menu for a community Web site is a complex undertaking, since the designer must deal with a broad range of information areas for a wide spectrum of users and different groups who have their own unique information requirements. How to package what information for whom is a key first step in web design and requires input from both information providers and users. Reconciling these needs and requirements is not always possible; a **Site Map** and/or **Search** feature help users to quickly zero in on the information they are looking for.

The search function enables the user to explore the full information potential of the Yarmouth (NS) Site

Only the *Yarmouth Community Network* features a **Search** capacity; none of the Sites feature a **Site Map** or explanation to users on the home/welcome page how the Site is primarily designed or how users can make best use of the Site. Much of the information and information links featured on the CAP Web sites surveyed was found by exploring every nook and cranny of these Sites and, no doubt, much was missed. Novice users of the internet quickly give up when the identity and location of the information is not readily apparent to them; seasoned users will quickly turn to other sources (Web sites) to get to the information.

LOOK AND FEEL CONSIDERATIONS

Several of the Sites surveyed featured wallpaper backgrounds that made information hard to read. This is of particular concern to visually- and literacy disadvantaged users. Also simple navigation aids such as **back to home page** and **to top of page** buttons are often not provided.

CONCLUSION AND RECOMMENDATIONS

Significant improvements in information architecture design and site-lay-out of CAP Sites can result from providing CAP webmasters and designers with some basic, and readily accessible, web design and development tools. To ensure that these tools respond to the needs of CAP webmasters and designers, it is essential that people representative of this community are not only consulted, but also fully engaged in developing solutions to the web-information design issues identified in this report and reiterated below:

- & the ownership of Sites and the sources of information contained on them are often not acknowledged, which impacts adversely on Site- and information authenticity;
- & the information objectives of CAP Web sites are often not or not well articulated, an oversight which would tend to impact negatively on the design of Sites;
- & the information contained on Sites is often not well organized and, therefore, difficult to locate and easily missed;
- & the types of information featured on many of the Sites surveyed is often indicative of a lack of research on user audiences and their information needs and requirements;
- & simple navigation aids such as site maps, back-to-homepage, and to-top-of-page buttons are often not incorporated in the design of pages;
- & the work of webmasters could be greatly simplified by providing them with listings of **links** to authoritative Web sites featuring community-economic and social development information, -- including business development, tourism development, learning, work and career development, governance, etc.; -- these listings to be organized on a regional basis.

RECOMMENDATIONS

It is recommended that Industry Canada:

- I. Establish a small task group of Cap Co-ordinators to:
 1. Give direction to the development of consultation and design guidelines / do's and don'ts / checklists that will support the design, creation and maintenance of CAP Web site information menus and site navigation aids.
 2. Make recommendations on a core set of menu titles (nomenclature standards) for Cap Web sites

3. Create a number of menu mock ups for a variety of Web sites, e.g.
 - X general community information,
 - X tourism promotion and services,
 - X community economic development,
 - X business and entrepreneurship development.

- II. Work with existing or emerging local, regional or provincial CAP Network Groups, provincial and federal government departments including HRDC and IC to develop lists of Links to authoritative Web sites offering information on:
 - X business and entrepreneurship development,
 - X learning,
 - X jobs and careers,
 - X tourism promotion,
 - X governance and government services.

APPENDIX I -- ANALYSIS OF CAP WEB SITES

This Appendix provides the reader an assessment of survey findings on a Site by Site basis.

- Table II presents a comparative overview of the extent to which Sites covered the information looked for.
- The brief highlight reports beginning on page 13 attempt to give the reader an appreciation of some of the characteristics of each of the Sites.

TABLE II

ANALYSIS OF

Name of CAP Site	URL	CAP Purpose	Who/What	Partner Info
<u>Newfoundland</u>				
St Lewis	www.publib.nf.ca/CAP/west/StLewis/index_n4.htm		*	
Trinity Bight	www.TrinityBight.publib.nf.ca/	**	**	*
<u>Nova Scotia</u>				
Yarmouth	www.ycn.library.ns.ca		*	
<u>Prince Edward Island</u>				
Wellington	http://www.teleco.org/	**	**	**
<u>New Brunswick</u>				
Bathurst	www.bathurst.ccnb.nb.ca/cacbathurst/index2.htm	*	*	
<u>Quebec</u>				
Amos	www.ville.amos.qc.ca			
Saint Clement	www.icrdl.net/basques/clor_aci.htm	*	*	*
Shawinigan	www.ville.shawinigan.qc.ca/indexa.htm			
<u>Ontario</u>				
Lion's Head	www.brucecap.org/~lhlib/		*	
Lanark	www.Lccin.on.ca/cap + www.thelcn.on.ca	**	**	
Niagara-on-the-Lake	www.niagaraonthenet.com/			
<u>Manitoba</u>				
Ethelbert	www.ethelbert.com	*	*	
Virten	www.techplus.com/virten/cap/cap.htm	**	*	
<u>Saskatchewan</u>				
Marsden	www3.sk.sympatico.ca/marsden	*		
Estevan	www.cap.estevan.sk.ca/		**	*
<u>Alberta</u>				
Provost	www.agt.net/public/prvstcts/index.htm		*	
Tofield	www.tcnap.tofield.ab.ca/	*	**	*
<u>British Columbia</u>				
Hazelton	library.wrinch.hnet.bc.ca/VillageOfHazelton/vilhazhp.html			
Lumby	www.monashee.com/index.html	**	**	
<u>Yukon</u>				
Dawson City	users.yknet.yk.ca/dcpages/			
<u>Northwest Territory</u>				
Rankin Inlet	www.arctic.ca/LUS/CAC.html	**	**	**

* some information

** extensive information

CAP WEB SITES

Community Info	Business Info	Tourism Info	Career Info	Learning Info	Government Info	Site Map	Search
**	*	*				N	N
	*	**				N	N
**	**	**	*		*	N	Y
*	*					N	N
*	*		**	**		N	N
**		**			*	N	N
*	*	*	*		*	N	N
*		*				N	N
	*	*				N	N
*	*	*				N	N
**	**	*			*	N	N
*	*					N	N
**	*	**				N	N
*	*			*		N	N
**	*	*	*			N	N
*	**	**				N	N
**	**	*	*			N	N
*	*	**	*	**	**	N	N
**				**		N	N

CAP WEB SITE ANALYSIS HIGHLIGHTS

ST LEWIS WEB PAGE (NF)

This CAP Web site is produced and maintained by grade 10-12 students of the St. Lewis Academy. (St Lewis is a small town of 350 people on the southern shores of Labrador). The Site provides an interesting mix of information on the history, culture, geography (including pictures), business economy and leisure pursuits of this community. Its strength derives from the human-interest stories featured throughout this Site. The Site also links to an interesting group of Labrador sites, but not to other provincial and national Web sites of importance to community-economic development.

The organization of the information featured on this Site could be improved upon to help the user quickly find related subject matter. E.g. the Site contains two sets of business information in two different places. The only association to CAP is the link to the National CAP Site.

TRINITY BIGHT COMMUNITY ACCESS WEB SITE (NF)

This is an attractively designed Web site containing a lot of information of interest to tourists. A detailed geographic map of the Trinity Bight area would be very helpful for visitors planning a trip to this Region of Newfoundland. The information menu featured on the side bar needs better definition; for instance, the menu items **businesses** and **services** cover very much the same kind of information. The menu item **resources** features a wide array of useful links on Web Design, Search Engines, Job Sites, Y2K, etc; however, one has to scroll down to discover this.

This Site explains its association with CAP very well. It also does a fair job of explaining what the Trinity Bight Web site is all about. Under the **contacts** menu item the community partners are identified. Their respective roles and contributions are not elaborated upon.

YARMOUTH COMMUNITY NETWORK SITE (NS)

This site is very well developed and maintained. It contains a wealth of community, business, and tourism information. Of particular interest is the extensive information provided on community health, maintained by a local health partnership. Career development and learning information is less well addressed, although links are provided to organizations and institutions, which provide these services.

While the philosophy / purpose of the Yarmouth Network is briefly set out, its connection with the larger CAP networks across Nova Scotia and Canada is not. It is obvious from perusing this Site -- which is administered and maintained by the Western Counties Regional Library -- that it is supported by committed information partners. Information on the operation of this partnership would help the user get a fuller appreciation of the Network as a community development resource. The search function enables the user to explore the full information potential of the Site.

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BATHURST COMMUNITY ACCESS CENTRE WEB SITE (NB)

This Web site provides information on the management, administration and operation of the Community Access Centre and serves as an access point to the Bathurst Community College and City of Bathurst Web sites. Prominent links are also made directly off the menu page to "Connect New Brunswick" and Industry Canada's "Access" Sites. The Bathurst Community College Web site contains a rich array of career and labour market information links and provides information on web-based learning.

It would be very helpful to the user were the main Site's purpose and its design and function clearly explained on the menu page. The language outlining the rules and regulations to CAC members is very bureaucratic and legalistic and not very conducive to drawing people as members and users.

TÉLÉCOMMUNAUTÉ INSULAIRE FRANCOPHONE (WELLINGTON PEI)

This site is not focused on a geographic community. Its purpose is to be a community-economic development and educational resource for the Acadian people scattered across five regional areas on Prince Edward Island. It is a fully bilingual site. The site links to various Acadian cultural, tourist, health and economic enterprises on the Island. As reflected in Table II (Appendix I) the Wellington Site itself does not contain learning and career development information. However, it is clear from the description of the services offered by *La Société éducative* -- which is co-located with *Le Centre accès communautaires* -- that these are primary objectives of the sponsors of the Site.

The strength of the site is its articulation of the vision and action plan for developing a knowledge-based culture and economy for Acadians on the Island. See information under **Introduction** menu item on the home page. An explanation of the CAP program can be found on the pages of *La Société éducative*.

VILLE D'AMOS SITE WEB (QUÉBEC)

The Town of Amos owns this Site. It is attractive and well organized. It provides information on facilities, services and activities that fall within its jurisdiction to support and maintain: culture, sport, economic development, tourism, etc. The **history** section of the Site provides a good introduction (with lots of photographs) to the Abitibi region and its people, past and present. The strongest section of the Site is the part related to Tourism. An English version of this section is being developed.

Given that this is a municipal government site, one would have expected more in-depth industrial and economic profile information. Also, no links are provided to other government agencies such as policing and educational institutions, and provincial and federal programs and services. There is no reference to the CAP program, nor is the purpose of the Site explained.

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ACCÈS COMMUNAUTAIRE INTERNET SAINT-CLÉMENT (QUÉBEC)

This CAC Site operates off the *site des Basques*. This latter Site hosts a network of municipality, regional economic development, employment, CAC and other interconnected sites that together address the information and development needs of the Basques Region, situated on the south shore of the mouth of the St Lawrence River.

Accès Communautaire Internet Saint-Clément provides information on its own operations (location, contacts, fees, and opening hours), and it provides links to neighbouring CAC Sites, the Basques Regional Development Site, CAP, Strategis, Schoolnet and a range of Search Engines. Regional and local information of a community, business, tourism and career nature is accessed on the *site des Basques*, which acts as **home** for all associated sites. Given that this group of sites is not supported by a search engine, particular information is often found by trial and error. A good site map would improve the utility of these sites.

VILLE DE SHAWINIGAN SITE WEB (QUÉBEC)

This is an attractive, low-maintenance, French - English bilingual Site with the French language version being slightly richer in content than the English version. The content featured on the Site is generic community and tourist information with no perishable content. For instance, the dates at which annual festivals and events are held, such as the 10-day long *Classique Internationale de canots*, are not provided.

The Site does not provide links to other data and information sources. It does not reference CAP, nor does it outline a purpose for the Site and what it aims to do for the people and community of Shawinigan.

LANARK COUNTY COMMUNITY ACCESS PROGRAM (ON)

The Lanark CAP Site provides Lanark County residents with is a rich source of CAP-related program and services to help them develop Internet skills and applications, including free training sessions, an on-line Internet tutorial, information on free email providers, access to search engines and a wide variety of popular Links.

A companion site, the Lanark Community Network (LCN), sets out a vision and action plan for developing the technological infrastructure and skills resource base that is essential for communities to participate fully in the information economy of the future. Initiatives in the planning and initiation stages are: A telecom Access Partnership, an Electronic Commerce Pilot project, Y2K readiness and an integrated network of Lanark County Web sites.

The Lanark Web site is a participant in Industry Canada's "Community Storefronts" pilot project aimed at developing experience with on-line shopping with the safe use of credit cards.

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LION'S HEAD BRANCH LIBRARY (ON)

This is a bare-bones Site that provides the user with information on the history and operations of the Library. The Library operates as a Community Access Centre. The Site acknowledges the support the Library has received from CAP; it does not explain the Library's ongoing involvement with the Program.

NIAGARA ON THE NET (ON)

As stated at the top of the homepage this site is very much focused on business and tourism in the Niagara area. It consists mainly of links to pages that too frequently contain only an address and telephone number, which could have been provided on the main subject page. Surprisingly, there is hardly any information neither on the history, culture, geography of the Niagara region, nor on government or matters pertaining to community economic and social development. The events and attractions section on the **community** page had not been updated for three months at the time the site was reviewed.

Information on CAP and the Niagara Public Library's involvement in this program can be accessed off the Library's Web site from the **community** page.

VILLAGE OF ETHELBERT AND DISTRICT WEB SITE (MB)

This Site is a project of the Ethelbert and District Development Board. Its community-economic development vision and its achievements to date are featured on the Site. The relationship of the Board and the Community Access Centre, which provides computer and internet training as well as advanced web-page design, is not explained. The Site provides a link to the National CAP Site and lists the objectives of the national program under the **CAP Site** menu item of the homepage.

Graphically the Site is very attractive and easy to read and view. The Business section of the Site is still under construction; other parts are several months out of date. Also, the information contained under a long list of menu items, in the main, is very sparse. Surprisingly, no links are provided to well-known Sites that feature economic development information, e.g. Strategis.

VIRDEN-WALLACE WEB SITE (MB)

This site serves a community of about 5000 in Western Manitoba. It contains a rich community profile data base, including demographics, income statistics, business community profiles, institutional services, etc. Information is provided on the CAP Program and the site is linked to both Industry Canada's and Manitoba's CAP Web sites. The link to the latter site opens the door to a wealth of Manitoba related business information; the presence of this information was not readily apparent. A good site map would help the user in discovering the Site's full potential.

Survey of CAP Web Sites in Canada

The purpose of the Virden-Wallace Site as a community resource is not as well articulated as it could be. There is no reference to the Site's sponsors, partners and managers. The obvious focus of the site is on business and community information. It is weak with regard to information on personal development related to careers, skills and other learning opportunities.

ESTEVAN COMMUNITY ACCESS PROJECT (SK)

This CAP Site hosts and maintains a number of Web sites focused on the Estevan area. Taken together these sites contain a wealth of information on the history, culture and economic profile of Estevan and surrounding communities. The City of Estevan Site is particularly a rich information resource on the community. This collection of interlinked sites provides tourists with information on walking and sight-seeing tours, events, geography, climate, accommodation, etc. Also of interest are various publications of an historic or archival nature, including a database of burials in area cemeteries. A database of business web pages is under construction.

The purposes of this Cap Site are well explained. Some information is provided on the partner organizations associated with the management and operation of the CAP Site. Other than mentioning Industry Canada's initial funding support, no reference is made to the larger national CAP objectives.

The background colour scheme of many of the pages presents serious problems for the visually disadvantaged. Navigation among the various sites could be made more user-friendly. Given the community-economic development focus of CAP, a set of links to major federal and provincial government sites regarding business and career development, health and social services would be beneficial to users.

COMMUNITY OF MARSDEN WEB SITE (SK)

This is an attractive small Site that provides users a basic core of information on the Village of Marsden and surrounding area (population 881 in 1996). In addition to an historic overview of the village, the Site contains information on local businesses and what they provide (more than an index of names and addresses), local services and organizations as well as a calendar of events. Although it can be obtained by email, the Site does not provide information on local government, the school district or the library board.

The Site provides links to CAP, Strategis, National Graduate Register, Saskatchewan Tourism, Yahoo Canada and the Star Phoenix Newspaper. Given the rural farm and oil exploration base of the area, one would have expected links to Sites providing weather, marketing and trade information. The Site acknowledges its strong affiliation with the CAP program. It does not in any way explain its own operations and activities.

Survey of CAP Web Sites in Canada

PROVOST CTS CENTRE WEB SITE (AB)

Provost (pop. 2000) is a town close to the Saskatchewan border, 177 km South of Lloydminster. It is served by two Web sites, featuring much of the same information. The one under review here appears to be hosted by the Career and Technologies Studies Centre (CTS) which operates the local CAP program. The Provost News operates the second.

The CTS Site is very basic. Main features are an alphabetical index of local business enterprises and lists of community attractions, organizations and events. The Site's most interesting asset is a very detailed listing of adult education offered by the East Park Educational Opportunities Council (EEOC). While the Site features a menu item **schools**, this list was found under the menu item **EEOC Brochure**. Some rethinking of the menu structure would be beneficial to visitors to this Site.

The rationale and purpose of the Site is not expounded upon, nor is there an explanation how it is managed and maintained. Bringing the resources of the two Web sites together in some kind of partnership would serve both the owners and users of these sites.

TOFIELD WEB SITE (AB)

Given Tofield's population of less than 2000, this is a well developed and maintained Site supported by an active group of information partners, including the Town of Tofield, the Tofield Municipal Library, the Tofield Chamber of Commerce and the Tofield Community Network Access Project (TCNAP). The Site is a rich source of community information. Its link with the Tofield Municipal Library Site adds a lot of content value.

The latter Site links to many information sources in the Province and elsewhere that are of importance for individual development, community well-being and business decision-making. The list of businesses featured in the **business** section of the Site would likely be of more utility to users were it developed by trade or professional categories rather than alphabetically by business names.

The role of the Tofield Community Network Access Project, including its ISP role in the community, is explained in a very user friendly and business-like fashion; as is the link to the national CAP program.

HAZELTON WEB SITE (BC)

The Hazelton Site has a wealth of community-related information covering the region's history, culture, economic profile, business establishments and major attractions and events. The information is often not readily found. This site also would benefit immensely from a site map to enable the user, e.g. a person planning a trip to the Hazeltons, to quickly zero in on items of interest.

The Site does not feature information on CAP. The raison d'être given for the Site is your one-stop access to information, events, and services offered in the Hazeltons'. Other than the authorship of the pages, there is no information provided on the Site's sponsors, partners and managers.

Survey of CAP Web sites in Canada

LUMBY CAP WEB SITE (BC)

This is a fully developed, attractive site. It has a strong business section; information required by the business community to carry out their trades and professions is not readily available. The purposes of CAP and the Who and What of the Site are well-explained under the Nuts and Bolts (Practical Resources for CAP Sites) icon; however one needs to really search to find it. A lot of volunteers are associated with the management and maintenance of the Site. There is no information on community partners.

The community information section is strong, particularly given the small size of the population served by this site. Career and learning information needs a lot of work if it is to be useful to users. While there are links to US-based and Vancouver Island career sites, there is no direct link to the Okanagan HRCC site, which serves Vernon and region. The site has no search, site map or other user-help features.

DAWSON CITY WEB SITE (YK)

This is a modest Site that provides a basic core of information on the City of Dawson organized under the headings: **Accommodations, Community Information, Events, Location** and **Pictures**. The strength of the Site is that it links to the YukonWeb providing users with quick access to a vast array of Web-based information products and services of importance to residents of and visitors to the Yukon. The latter site has a strong section on Learning information under the **Education** button.

The Dawson City Web site makes no reference to the CAP program; nor does it provide the user with a vision as to what the Site aims to do for the community.

IGALAAQ, RANKIN INLET COMMUNITY ACCESS CENTRE (NWT)

This Site operates off the Leo Ussak Elementary School (LUS) homepage. The Iglaaaq CAC is located at this K - 6 school; its students operate and maintain the LUS Site and provide much of the information content. This Site reflects a deep understanding of the potential and the impact of Internet technology as a community and personal development tool. As indicated by its name Iglaaaq -- which means window --, the Site's interactivity dimension not only brings the world into this Inuit community, but also projects this community to the world in a very creative way.

The Site strongly identifies itself with the purposes and objectives of the national CAP program. The CAC operates and is viewed as an essential community and school resource, and, as such, is supported by a business and community-based education partnership. The site contains a wealth of historic, cultural and community information on the Inuit, Rankin Inlet and life in the Arctic North. Its education and learning Links are particularly strong.

The overall impression of this Site is its exciting journey of discovery dimension, which in no small part is the result of the committed involvement of every segment of the community in this enterprise. A Site Map would help the user who needs to zero-in quickly on particular information areas.

CAP WEB SITE INFORMATION ARCHITECTURE MODEL

Who we are! / What we do!	<ul style="list-style-type: none"> % Site's purpose % Sponsors % Partners % <u>CAC services</u> % CAP Network % <i>Links</i> 	<ul style="list-style-type: none"> % CAC Location % Operating hours % Operating Rules % Training courses % Fees
Community	<ul style="list-style-type: none"> % History % Population % Geography % <u>Services</u> % Events % <i>Links</i> 	<ul style="list-style-type: none"> % Family % Health % Transportation % Safety / Policing % Culture / Arts % Recreation / Leisure % Sports
Business / Economy	<ul style="list-style-type: none"> % Economic Base / Profile % Business Profile % <u>Business Administration</u> % Business & Entrepreneurship Development % <i>Links</i> 	<ul style="list-style-type: none"> % Personnel Management % Taxation % Pay-roll / Pay-roll taxes % Employee Benefits % Business Licenses / Permits % Marketing % Business Planning
Tourism	<ul style="list-style-type: none"> % Attractions / Tours % Events % <u>Accommodation</u> % Tourist services / rentals /charters % <i>Links</i> 	<ul style="list-style-type: none"> % Hotels / Motels % Bed & Breakfast % B & B Association % Restaurants
Jobs / Work / Careers	<ul style="list-style-type: none"> % Job listings % Career Choice % <u>Worksearch Help</u> % Skills training % <i>Links</i> 	<ul style="list-style-type: none"> % Resume writing % Interviewing skills % Job matching help % Job finding clubs % Placement Agencies

Learning / Education

- % **Local Course Offerings**
- % Distance Education
- % Education Counseling
- % Education System
- % *Links*

- % Personal Interest
- % Computer
- % Skills upgrading
- % Office Administration
- % Literacy
- % Other

Governance

- % Municipal Admin.
- % **Municipal Services**
- % Regional Dev. Board
- % Chamber of Commerce
- % *Links*

- % 911
- % Fire Department
- % Police
- % Ambulance
- % Water
- % Hydro
- % Natural Gas
- % Parks
- % Roads

Links

- % Municipal Gov't
- % Reg. Econ. Dev. Board
- % Chamber of Commerce
- % Community College
- % University
- % Weather / Roads
- % Newspaper