



KWIC – Show and Tell Session

Presented by

The New York Council on
Children and Families
&
Cogent Technologies, Inc.



The Starting Point

NYS Touchstones

- ❖ Set of goal and objectives representing expectations about the future
- ❖ Set of indicators reflecting the status of children and families



KIDS COUNT

- ❖ Council became part of KIDS COUNT network
 - A project of the Annie E. Casey Foundation
 - National and state-by-state effort to track the status of children
 - Provides policymakers and citizens with benchmarks of child well-being

- ❖ NYS Touchstones/KIDS COUNT Data Book was product of combined efforts of Touchstones and KIDS COUNT



Building on Lessons Learned

- ❖ Conducted regional focus groups
 - Data users and data suppliers

- ❖ Developed prototype
 - Stakeholder buy-in

- ❖ Lessons learned
 - Use software that can be maintained by CCF staff
 - CCF staff needs skills
 - CCF involvement from start to finish
 - PD it's hard work but well worth it!



Purpose of KWIC

- ❖ Advance the use of children's health, education and well-being indicators as a tool for policy development, planning, and accountability
- ❖ To improve outcomes for NYS' children and families.



Web vs Paper

- ❖ Expands access
- ❖ Provides more current data
- ❖ Expands the number of indicators
- ❖ Provides access to other data resources
- ❖ Allows users to chart, graph and map data
- ❖ Gives users the ability to tailor data to fit their needs



Important Element

❖ Partnered with outstanding contractor:

Cogent Technologies, Inc.

- Paul Marano, Project Manager
- Wing Leung, Lead Programmer
- Mark Merrett, Information Architect
- Dave Homsey, Graphic Designer (BMG Marketing)



Technology Utilized

Hosting Environment

- ❖ **Shared Hosting Environment (Multiple websites on one server)**
- ❖ **2 separate PC's; Web Server and Database Server**
- ❖ **Windows 2000 Server**
- ❖ **Web Server runs MS IIS**
- ❖ **Database Server MS-SQLServer 2000**



Technology Utilized

Web Site Programming

- ❖ **HTML Editor; Macromedia Dreamweaver MX**
- ❖ **Server Side Scripting; MacroMedia Cold Fusion MX**
- ❖ **Graphing and Charting; MacroMedia ColdFusion MX**
- ❖ **Mapping Application; MacroMedia Flash**



Technical Challenges - ADA

Understanding NYS ADA Policies and Procedures (The Does and Don'ts)

- ❖ Reviewed 99-3 and later PO4-002
- ❖ Sought out Clarification from OFT when needed
- ❖ Attended Forum ADA Sessions



Technical Challenges - ADA

Understanding ADA's implication on site design and functionality

- ❖ **Begin with the end in mind**
- ❖ **Compromise**



Technical Challenges - ADA

Devising a testing / validation strategy

- ❖ **Java scripts (noscript tags,...)**
- ❖ **Color Contrast (www.vischeck.com)**
- ❖ **Validate HTML and CSS content (validator.w3.org)**
- ❖ **Screen Readers (Jaws 5.0)**



Technical Challenges - Mapping

Design Issues

- ❖ How to minimize initial development and long term operating costs associated with mapping applications
- ❖ How to create an easy to use mapping interface
- ❖ How to ensure that data is not misrepresented



"KWIC" Tour of KWIC

KWIC Website URL: www.nyskwic.org