MIMU Client Survey

June 2014

SUMMARY

The MIMU Client Survey was conducted by the MIMU team in June 2014. It aimed to better understand whether there is a demand for the services of the Myanmar Information Management Unit / MIMU, what is used, and who the users are.

This is the third assessment of the MIMU activities – a comprehensive Evaluation of the MIMU in October 2011 included extensive interviews with representatives of the various main stakeholder groups targeted by the MIMU, and formed the basis for the current MIMU multi-year strategy. This was followed in late 2012 by a short online survey to capture MIMU web-users inputs for re-design of the MIMU website.

The results of this survey are described in the Conclusion section of this document.

In summary:

1. <u>MIMU users</u> are those targeted, namely decision-makers in humanitarian and development sectors. NGO staff are very frequent users, along with staff of UN agencies, Myanmar Government and Donors/Embassies. The vast majority of users are Myanmar-based.
2. <u>MIMU services and products</u> were found to be both well-used and appreciated, with a sizeable number of users accessing the MIMU Products and Services daily or weekly.
3. <u>The most frequent access point</u> for the MIMU services and Products is the MIMU website with over 81,000 users in the 6 month survey period. Survey respondents generally found the website to be understandable, useful and navigable, and were able to find information easily. A significant number of users contact the MIMU directly through the MIMU Resource Centre or by mail/phone.
4. <u>The most frequently used products</u> are the Vacancy notice pages and MIMU Contact List with a clear demand also for various MIMU-prepared products (MIMU Maps, 3W information and reports, the Event/Meeting Schedule, Baseline data, Place codes, Assessment/Publication registry and GIS shape files).
5. <u>MIMU Technical support services</u> are also in demand, including by government departments, with more than 200 trainees joining MIMU capacity building initiatives over the 6 month survey period. The MIMU leads on country-wide village mapping through collection of village location data, and convenes and chairs the inter-agency Information Management Network addressing strategic information management issues, and the more technical GIS Working Group
6. <u>The MIMU is attracting an increasing number of users</u> as demonstrated by the use of the website, Contact List, Mailing List and 3W among others.

BACKGROUND

The MIMU was established in 2007 to support evidence-based analysis and decision-making by humanitarian and development actors working in Myanmar. It safeguards a common data repository of information on various sectors and issues as well as extensive geospatial data. The MIMU's main target audience is humanitarian and development actors and agencies, and it has been taking an active approach to developing more linkages with government partners over the past 2 years.

The MIMU provides information services, products, capacity building and support to the coordination, planning, and allocation of resources for humanitarian and development activities. To this end the MIMU's capacities include data and database management, data visualization/mapping, and liaison services supporting a Resource Centre and proactive liaison with the various stakeholder groups. The MIMU also plays a role in promoting the use of data standards to enable exchange and compilation of information from different sources through initiatives such as the Place Codes and convening an inter-agency Information Management Network.

The MIMU comes under the direct supervision of the UN Resident and Humanitarian Coordinator, and receives strategic guidance from an Advisory Board comprising UN, INGO, Myanmar NGO and donor representatives.
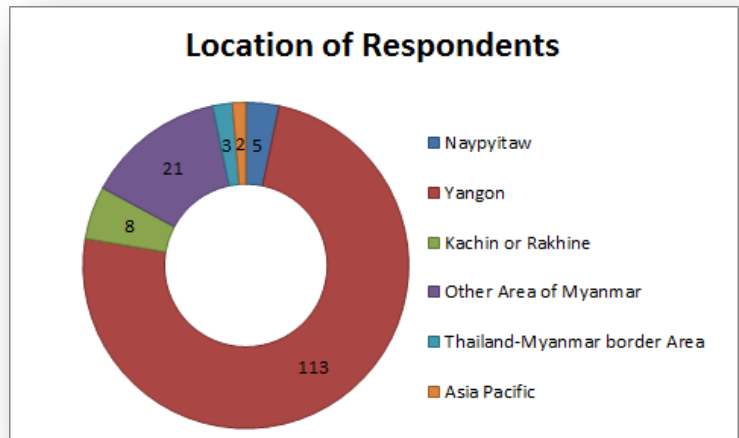
METHODOLOGY

The MIMU Client Survey gathered information from internal and external sources, namely:
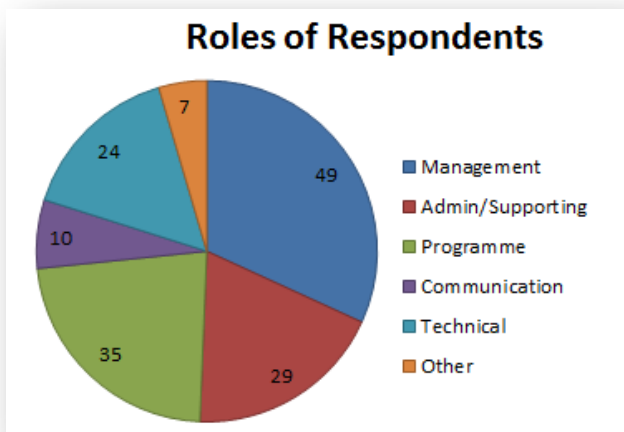
- Internal MIMU monitoring reports tracking the use of MIMU products and services over the 6 month period from December 2013 to May 2014 (i.e. MIMU website, Contact and Mailing lists, map requests, capacity building and technical support activities).

- A Client Questionnaire developed by the MIMU and made available in Myanmar and English languages over a three week period in June 2014. Online and offline (email) formats, as well as the possibility for inputs by phone were offered to promote inputs also from users with limited internet connections. The survey was publicized through the MIMU website, the MIMU Mailing List and in the Myanmar NGO Coordination meetings.

154 persons completed the client survey questionnaire. 17 of these respondents (11%) provided inputs by email and the rest online through the MIMU website. The questionnaire was administered in the Question Pro platform which the company kindly provided at no cost for MIMU as a non-profit service. This also allows for detailed comparison and analysis of results

- **Most respondents were Myanmar-based** (97%) with a good level of field representation from duty-stations outside of Yangon (23%). The 5 respondents from other countries were based in the Thailand-Myanmar border area or other countries in Asia-Pacific.

Location of Respondents

- Naypyitaw
- Yangon
- Kachin or Rakhine
- Other Area of Myanmar
- Thailand-Myanmar border Area
- Asia Pacific

3 2 5
21
8
113

- **Respondents' profiles indicate the MIMU is reaching its target audience**, namely decision-makers in humanitarian and development activities:

Roles of Respondents

7
24
49
10
35
29

- Management
- Admin/Supporting
- Programme
- Communication
- Technical
- Other

- NGOs formed the majority of respondents (47% International NGOs, 19% Myanmar NGOs and CBOs), with inputs also from UN agencies (9%), Myanmar Government (8%, 12 persons), Donors/Embassies, Academic, Research Institutions and the Red Cross (6%). 5% of respondents were from the Private sector (7 persons).
- Most respondents were in Management, Programme and Technical positions (70%), or in Admin/Supporting and Communication roles (19% and 7% respectively).

- Of the 12 Government respondents, 8 were in reportedly in management positions and the remainder in technical/communication roles.
- Many respondents reported engagement in inter-agency coordination arrangements - the Sector/Cluster Working Groups (51%), the INGO Forum (46%), the MNGO Network (23%) and the Humanitarian Country Team (12%).

- **Most users learned of the MIMU through word-of-mouth or the internet:** Over half of respondents had heard about the MIMU from colleagues (53%), a third through web searches (32%), and 18% through the MIMU Products/Presentations.

- **The vast majority used the MIMU website as the main means of accessing MIMU products** and services (91%), however 39% were in direct contact with the MIMU, either by mail/phone (23%) or via the MIMU Resource Centre (16%). Most respondents had been using the MIMU for more than a year (83%). 11 respondents accessed the MIMU Products through the Local Resource Centre, while Government respondents used the website, MIMU Resource Centre, phone and mail requests.

- **Two thirds of respondents use the MIMU products and services frequently**, either daily (26%) or weekly (41%).
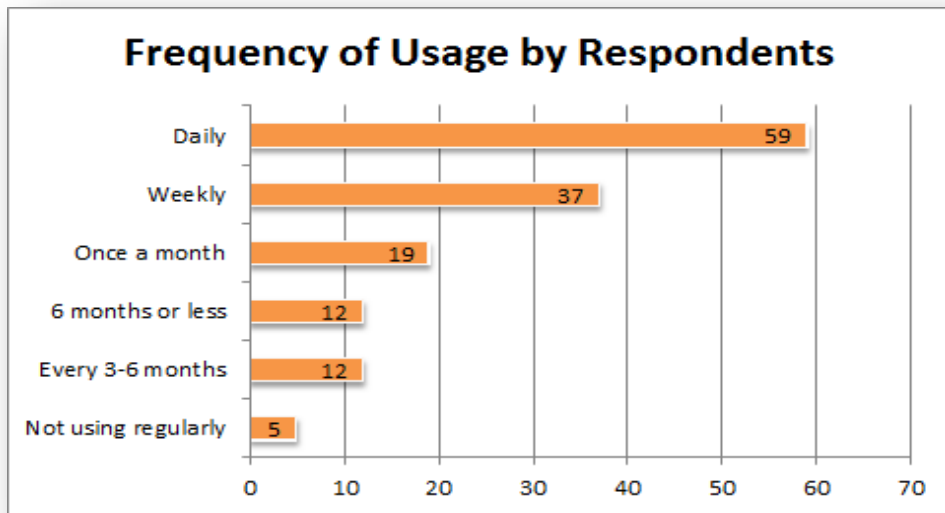
USE OF THE MIMU PRODUCTS

The Client Questionnaire indicated **a high level of client satisfaction with the MIMU products**:
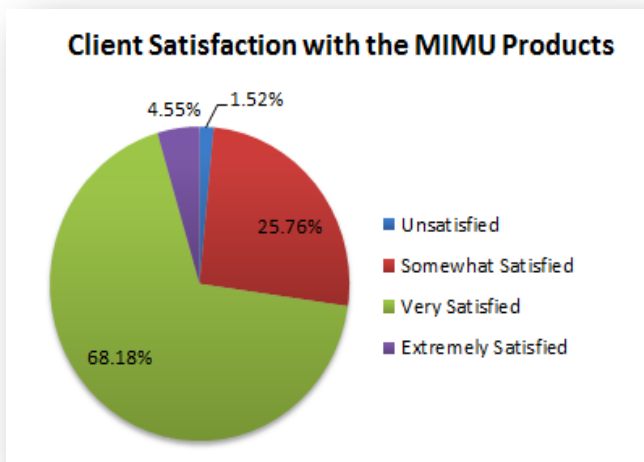

Of the 132 persons responding to this question,

- 73% were extremely or very satisfied,
- 26% somewhat satisfied
- less than 2% were unsatisfied. This included private sector respondents unhappy with inability to post vacancy announcements on this site.

Most commonly used products:

Respondents to the Client Questionnaire most frequently used the Vacancy Announcements and specific products created and maintained by the MIMU (Contact List, Maps, 3W information, Meeting schedule, Baseline Data, Customised maps, Pcodes, Assessment and Publication Registry and GIS shape files).

Myanmar Government users tended to use the MIMU products other than the Baseline Data and Meeting Schedule which were less frequently cited by this group.

Usage of MIMU Products
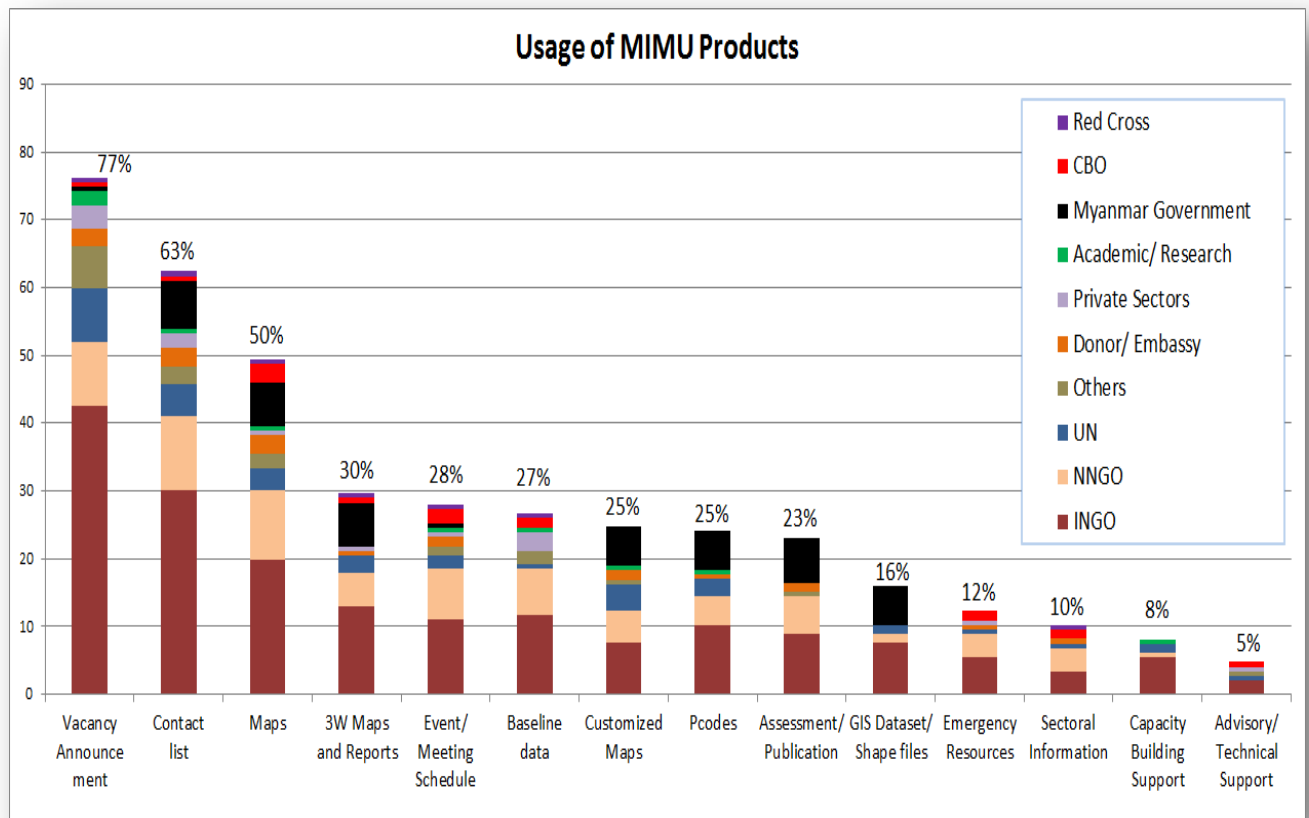
Many respondents also reported contributing information to the MIMU products and services (84% of respondents), mainly to Vacancy Announcements (66%), the MIMU Contact List (41%), MIMU 3W (32%), Maps (22%) and the Meeting schedule (15%).

Key MIMU achievements in the six months from December 2013 to May 2014 were drawn from the MIMU Monitoring reports and the Client Questionnaire;

1. The MIMU Website

The MIMU website is a key means of dissemination of information relevant to humanitarian and development activities, country-wide:

- **Launch of the new MIMU website with improved navigation, efficiency and content.** The English language site was launched in mid-February. On March 10, the MIMU launched a Myanmar language website for the first time. The number of individuals users of the Myanmar language website reached 2,400 in June, 2 months after its release. Use of the Myanmar site is expected to rise as it becomes better known.

- Over this 6 month period:
  - **81,255 individual users** accessed the MIMU website, with an average of 16,280 individuals using the site each month (data from Google Analytics monitoring).
  - **Most MIMU website users are Myanmar based** (85% as seen from Google Analytics), however it also attracts a significant number of users from outside the country (particularly from the US, UK and other ASEAN countries). The number of users logging in from Myanmar as well as Thailand and the US has been increasing ("US-based" users may also include Embassy personnel based in Myanmar).
  - **Use of the MIMU website continues to grow** – the number of pages viewed increased by 31% over the 6 months, reaching a total of 565,120 pages viewed with a 66% increase in the number of file downloads facilitated by faster internet speeds and new website content.
  - **338 product CDs were disseminated** to provide the (old) MIMU website content to agencies working in areas with limited internet connectivity, and a new DVD-based system developed to provide improved offline access to the MIMU website content in a more user-friendly way from July 2014.

- **Most could easily find the information sought from MIMU.** 81% of respondents found it "good", "very good" or "excellent" to find information, and a further 16% found it "moderately easy" to find information. 5 persons found it to be difficult (4%) – this being a marked improvement since late 2012 when 40% of MIMU web survey respondents reported difficulty in finding the information sought on the old website.

- **MIMU website contents were found to be understandable and useful** by the vast majority of respondents (91%) and just 2 respondents found the website not to be user-friendly.
- **Difficulty with internet connections** was mentioned by several users as a constraint, while some noted use of the MIMU website on their mobile devices. With the changing ICT landscape, a future priority to facilitate access to information on the MIMU website will be formatting the website for easier use on smartphones (this was considered during initial website development but not taken forward due to budget constraints). A number of respondents noted the difficulty accessing the website due to poor internet connections – the MIMU DVDs are now being disseminated, making almost all website content available offline. These will be updated and widely disseminated every 6 months. A number of respondents provided their agency details to receive these MIMU Website DVDs (provided).

2. MIMU Information Services

- **Growing use of the MIMU Contact and Mailing Lists:**

  - Use of the <u>MIMU Contact List</u> continues to grow with a 4% increase in the number of agencies registered over this 6 month period. As of the end of May 2014, the MIMU Contact List contained 2,302 contacts from 1,125 offices of 442 agencies, embassies and donors.

    The majority are NGOs (44% LNGOs/CBOs and 33% INGOs), along with 51 Donors/ Embassies, 28 UN/International Organisations and Red Cross agencies, and 20 Research/other groups. Newly inscribed NGOs accounted for much of the increase in this 6 month period.
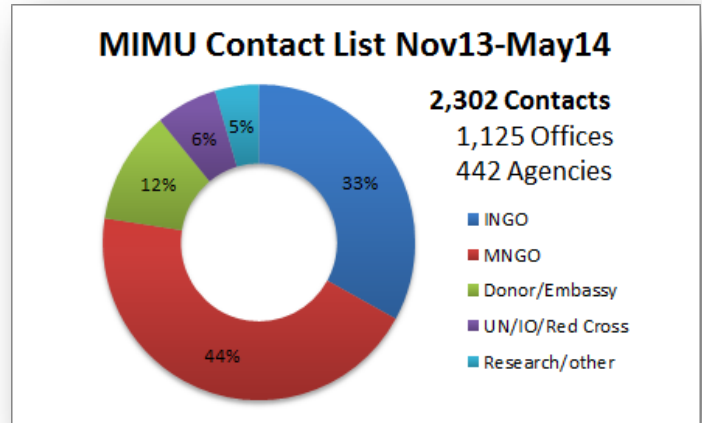
  - The number of persons on the <u>MIMU Mailing List</u> grew by 213 in this period, bringing the total to 1,840 persons receiving the weekly mailing. 43% of the survey respondents were on the MIMU Mailing List, 74% of whom found it to be very/usually useful and a further 19% found it to be "sometimes useful". The Mailing List was not useful for 7% of respondents.

- **Frequent use of other MIMU Information services**
  - 530 <u>Vacancy Notices</u> on average were posted each month to the MIMU Jobs pages. The majority are NGO positions. Vacancy notice are provided directly by agencies to the MIMU and not taken from other sources.
  - 33 <u>Calls for Proposals</u> were uploaded by donors over the 3 month period to July, indicating frequent use of this newly established section of the MIMU website.
  - 89 <u>Assessments</u> have been uploaded in the MIMU Assessment and Publications Registry, 58 of them in the public domain. This information is now fully searchable in the new website.
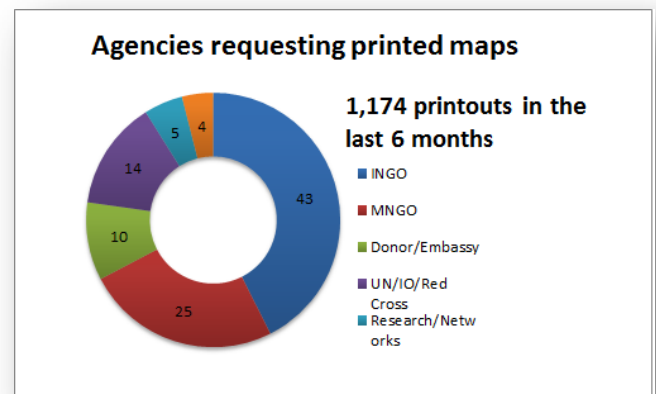
- **Growing use of the MIMU 3W** which gathers information on agencies' activities country-wide in 133 categories down to village level to support planning, coordination, emergency response and resource allocation.

  - <u>174 agencies voluntarily provided contributions to the April 3W</u> round, an increase of 9% compared to the previous 6 months and 100% on the inputs 2 years ago.
  - <u>More than 1,600 downloads of MIMU 3W products</u> in the 3 months since their release. This includes over 500 downloads of the 3W Overview format developed by the MIMU team to provide detailed 3W analysis in more user-friendly formats. This is in addition to the number disseminated at meetings and in field visits.
  - <u>3W Technical Support Sessions</u> attended by 25 participants, half of whom are women, from 18 organisations. These sessions were offered by the MIMU team to strengthen the quality of agencies' 3W inputs.

- Creation of an online 3W dashboard which provides a rapid overview of agency activity by sector, agency and location. Over the first 6 weeks after its release, 160 website users visited this page. Use of this tool can be expected to increase as it becomes better known.

3. Mapping services

- **Extensive use of the MIMU Map production and printing services** in this 6 month period.

  - *395 new map products* were produced or updated, producing 115 Sector/Thematic maps, 62 Geographic and planning/base maps and 218 Customized maps for 36 different organisations (mostly UN and INGOs but also in response to requests of Government departments and donors).

  - *1,174 map printouts* were provided for 102 Agencies/Donors/Embassies as follows.

    - Over two-thirds for NGOs (25% LNGOs, 42% INGOs),
    - 14% for UN agencies, Red Cross,
    - 10% for Donors, Embassies,
    - 5% for Networks and Research institutions,
   - 4% for Government departments

Agencies requesting printed maps

1,174 printouts in the last 6 months

- INGO — 43
- MNGO — 25
- Donor/Embassy — 10
- UN/IO/Red Cross — 14
- Research/Networks — 5
- 4

Almost three-quarters of the requests are for planning/base maps (866 printouts), followed by 3W map printouts (224, or 19% of the total).

  - *Crisis mapping* - The MIMU produced storm/cyclone tracking maps as needed and also continued to support the WASH Cluster with their monthly 4W mapping products.

4. Capacity building and Technical support services

- **Extensive use of MIMU capacity building initiatives**
  - 176 individuals (43% of them female) received GPS training from the MIMU team over this 6 month period. These training initiatives were conducted at the request of participating agencies and departments with trainees from ministries, NGOs and CBOs preparing for surveys and to strengthen village mapping/data collection.
  - 23 trainees from border-based agencies trained in GIS in a 5 day MIMU training.
  - 4 orientations focusing on Information Management were provided for various inter-agency initiatives including one international conference.

- **Leading on country-wide village mapping:** The MIMU's Place code[1] initiative has collected GPS coordinates for 75% of the settlements across the country enabling them to be accurately mapped, and all 67,778 settlements have a standardised English transliteration of the Myanmar names. These resources are in use by agencies and also by a number of government departments, and the MIMU administrative boundary maps were used by the Department of Population in preparations for the 2014 Census.

GPS Coverage
- 0% - 20%
- 21% - 40%
- 41% - 60%
- 61% - 80%
- 81% - 100%
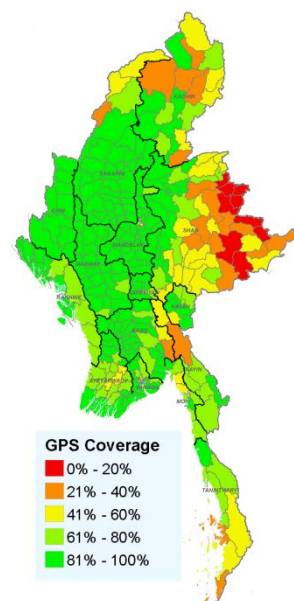
- **The MIMU chairs the inter-agency IM Network and the GIS Working Group**, arranging monthly meetings and providing secretariat as well as technical support for the activities of these groups. Progress over the 6 month survey period:
  - The IM Network has been strategic in its focus, developing and endorsing an annual workplan aimed at strengthening standards and data quality as well as promoting improved information sharing. This period saw development of standard categories for disaggregation of data collected by clusters and sectors supporting humanitarian activities in Rakhine and Kachin states. Participants in this period included Information management focal points from clusters/sectors, UN agencies and NGOs.
  - The GIS Working Group has been more technical with limited participation and a review of the use and focus of this group is planned.
  - A new group, the ICT4Development, has been established under the IM Network in May 2014, and will be chaired by Pact.

---

[1] Place codes / P-codes are unique place identifiers and enable data from different sources to be brought together for improved understanding of the situation as well as data sharing and monitoring. Pcodes are also used in other countries as a robust coding system which can adapt to the changing realities of new and merging settlements

CLIENT SUGGESTIONS

The Client Questionnaire also sought additional feedback, ideas and suggestions. A number of respondents commented on the difficulties of internet access (mentioned above in relation to the MIMU website). Other comments generally came from one or two persons. These comments are summarised below with action that MIMU will take to address them:

Internet Access constraints	• Promote access to remote and low internet areas, website takes time to download • Difficult to download PDF on mobile phone (result of limited internet connection)	We have a faster download speed but not enough to overcome the limitations in Myanmar… We have created DVDs of the MIMU website to provide offline access. These are being disseminated through various agencies with field offices and through the MIMU and LRC offices. Updated DVDs will be issued every 3 - 6 months.
More on the MIMU	• Add a flyer on what MIMU is and does and how users can effectively use the MIMU services and send through email. • Add a Q&A section to answer common queries and avoid complicated IT terminologies	MIMU team to prepare these in English and Myanmar languages
Content	More products, reports in local language	Depends on what is made available to the MIMU. Unfortunately we don't have the resources to translate others' documents.
	Share more MNGO information (LNGO announcements, MNGO directory)	MIMU will share and link to whatever is provided for wider dissemination.
	Upload scholarship programmes	Will be uploaded under EVENTS
	More new legislation	Improved sources have been found and this is being uploaded.
	Include NGO proposals, project reports and updates on development programmes	The MIMU focus has so far been on materials which have a potential relevance across agencies rather than to one agency.
	It would be great if MIMU could send out weekly highlights of development issues in the country	Unfortunately we don't currently have the resources to do this but will look for others who do and try to link to them
	Some village 3W data is not included in the MIMU Administration List (Pcodes)	Agencies can report villages missing from the P-code list to the MIMU using the form for this purpose and they will be verified and added.
	Update the Contact List	A major updating is done for all contacts once a year and otherwise it depends on those registered to update their own information

CONCLUSIONS

The MIMU Client Survey sought to better understand whether there is a demand for the MIMU services, to know more of its users and what they use.

The results indicate that MIMU users are those targeted, namely decision-makers in humanitarian and development sectors. This includes Myanmar-based individuals from field locations as well as from Yangon, and internationally based users. NGO staff are very frequent users (representing also a larger proportion of the humanitarian and development workers in the country), along with staff of UN agencies, Myanmar Government and Donors/Embassies. Users also include persons working in Academic fields and the Private sector.

MIMU services and products were found to be both well-used and appreciated: Two thirds of survey respondents used the products and services daily or weekly, and 73% indicated they were extremely or very satisfied. The 2% of respondents indicating they were not satisfied with the MIMU products and services tended to be private sector respondents excluded from some of the MIMU services due to the MIMU focus on non-profit agencies.

The MIMU website, with 81,200 individual users and 565,100 page views over the 6 month survey period, tends to be the main access point however a significant number of users also access the MIMU directly through the Resource Centre, and by mail and phone. Website user numbers have been steadily increasing and are expected to grow further as the Myanmar language site, released in March 2014, becomes better known.

The MIMU website was found to be understandable, useful and navigable with over 80% of surveyed respondents able to easily find the information sought. Limited connectivity tends to be the main constraint to use of the website and is being addressed through dissemination of website content on DVDs to allow offline access.

The Vacancy notice pages and MIMU Contact List, both made available through the MIMU website, are particularly well-used products, and there is also a clear demand for the MIMU Maps, 3W information and reports, the Event/Meeting Schedule, Baseline data, Place codes, Assessment/Publication registry and GIS shape files.

In terms of technical support, the MIMU capacity building initiatives are also well used with technical training provided for close to 200 trainees over the 6 month survey period, including at the request of government departments to support specific survey initiatives. The MIMU also leads on country-wide village mapping through collection of village location data, and convenes and chairs two inter-agency groups, the IM Network which has tended to be more strategic, and the more technical GIS Working Group.

The MIMU is attracting an increasing number of users as demonstrated by the use of the website, Contact List, Mailing List and 3W among others.

ANNEXES

1. MIMU Client Questionnaire