

SKYBRARY DEVELOPMENT TEAM
5th meeting, 2 February 2010, Brussels

Summary of discussions

1 Participants

Alexander Krastev (AK)

Tzvetomir Blajev (TB)

Bengt Collin (BC)

Anthony Seychell (AS)

Richard Lawrence (RL)

Kenny van Itterbeek (KI)

Ed Pooley (EP)

John Barrass (JB)

Nikolay Sokolov (NS)

Richard Jones (RJ)

Cengiz Turkoglu (CT)

Timo Kouwenhoven (TK)

2 Progress in achievement of strategic objectives

TB made a review of Skybrary strategic objectives and partnerships. To be noted:

- established new partnership with the International Federation of Airworthiness (IFA);
- common initiative of ICAO and EUROCONTROL on the provision of contextual and safety assurance information for changes to SARPS and PANS using Skybrary platform;
- extension of partnership to include IATA underway
- number of registered Skybrary users doubled over the last year, as well as the number of unique visitors per day

- strategic content development priority – commercial flight operations (incl. ATM) confirmed, in view of the limited team resources available extension to other areas, such as general aviation, helicopter operations, will be sought by extension of Skybrary partnership

ACTION 1: Study the opportunities for cooperation with ESSI/EHEST and off-shore helicopter operating companies. Champion: RJ

3 Content development

3.1 Review of achievements

AK made a review of the level of completion of content development plans (CDPs) (see Attachment 1 – presentation “Brussels_02.02.2010”, enclosed separately). The content development objectives set at the previous meeting have been achieved except for the following categories: AI (60%), RI (80)% and CFIT(95%). The scope of category “Fire” was extended to include ‘smoke’ and ‘fumes’ bringing it back to 60% completion rate, same is applicable to the HF category. A revised HF CDP will be issued in February 2010.

It has been agreed that IFA will review and update the current Airworthiness (AW) CDP. It has been developed with the main objective to kick-off the category development and by no means can be claimed that it covers the risks and safety issues in general related to AW.

ACTION 2: AK to send to CT the current AW.

ACTION 3: CT to provide details of IFA member(s) who will be the point of contact and will be put on the Skybrary team distribution list.

ACTION 4: IFA to review and update the AW CDP and manage the category content development in coordination with the Skybrary content manager.

3.2 Objectives for the next period

The following priorities have been agreed:

- Categories in focus
 - By 1 July 2010 achieve 100 % coverage of RI, CFIT, and F/S/F CDPs
 - By 30 Dec 2010 achieve 100 % coverage of HF, AI and A&SI (subject to availability of HF expert support)

- Review /update of article content
 - Implement an annual review plan for systematic content review (subject to availability of resources). Target: one OI category per month.
 - Random reviews: associated with Skybrary highlights and at the discretion of the Content manager and Validation manager
- Enhancing internal links:
 - Improved A & SI integration
 - Improving links as one of the article review objectives.

ACTION 5: EP to review A &SI backlog and advise on the options to reduce the entries in the list of A &SI and provide to AK estimates about the resources that will be needed to produce the remaining cover articles.

4 User survey findings

AK provided a short summary of the survey findings. The final survey deliverables will be sent in a separate mail.

TB presented the findings from the telephone interviews of Skybrary users (see Attachment 2 - presentation “Skybrary value proposition”, enclosed separately).

The discussion focused on the options for providing additional support (check-lists, templates, guidance and best practices) and information credibility assurance as requested by users.

It was agreed to study the feasibility of making available to users a shopping list of aids (e.g. safety letters) to support safety promotion and awareness. The topic of the safety promotion materials may be linked to the Skybrary highlights and/or categories review plan. A trial prototyping of safety letters shall be carried out with 2 airlines and 2 ANSPs.

ACTION 6: RJ and TB to establish contacts with the airlines and ANSPs for the conduct of the trials.

ACTION 7: JB, EP, AK and TB to draft the safety letters.

ACTION 8: Improve ICAO search centre’s interface. Champion: TK.

ACTION 9: Study the feasibility of extending the scope of the search function to include EU OPS. Champion: AK.

5 Content development issues

5.1 Article creation and upload control process

TB delivered a presentation (see Attachment 3 - presentation “Article upload process”, enclosed separately) suggesting a three staged process. Implementation of a robust article creation, upload and update process, and making it visible to Skybrary users, is considered instrumental in meeting Skybrary strategic objectives and user expectations. It will also enable a more efficient content management process.

The Skybrary team members supported the proposal.

ACTION 10: AK to elaborate the process description and circulate it to the team members for implementation.

ACTION 11: JB to review and modify the current ‘editorial action list’ to serve the needs of an “content action list”.

ACTION 12: All to run the process for a two month period and provide comments to AK by the end of the trial period.

ACTION 13: AK to update the process in line with results from the trial run and publish it on Skybrary.

5.2 Improved accessibility of A &SI articles

EP introduced briefly the suggested A &SI article upload procedure, including an extended set of article search/selection criteria (see Attachment 4 – discussion paper “A review of the A & SI category”, enclosed separately). TK confirmed the feasibility of implementation from technical perspective and the readiness to go ahead based on specifications provided by the discussion paper.

It was agreed to keep the full set of selection criteria proposed to ensure flexibility for optimal configuration of selection criteria and future changes.

ACTION 14: TK to study the options for several levels (hierarchical) of filtering.

ACTION 15: All to review the list of selection criteria and provide comments, if any.

ACTION 16: TK to develop and implement the semantic data input template.

ACTION 17: EP to propose the most suitable from user perspective set of selection criteria (max 6 criteria) to be implemented on the A& SI category page.

ACTION 18: TK to implement the agreed set of selection criteria to be available to users.

5.3 Google strategy

The objective is to establish a number of rules to be followed when creating/updating articles, pages or other content which will support better scoring of Skybrary pages by search engines. A few options have been discussed briefly.

The team members agreed two line of actions:

- Authors/editors shall restrict the article titles to 67 characters

Links to Skybrary from other organisations' websites shall be a standing task of all team members

ACTION 19: TK to optimise the homepage URL in coordination with AK.

5.4 New Skybrary categories

The feasibility and the need of developing new Skybrary categories in 2010 were discussed. A number of categories were proposed - see Attachment 1, enclosed separately.

In view of the limited resources and the established priorities the team members agreed that initial development of "Aeromedical" category is feasible in 2010 and shall be started.

After a short discussion the proposal to introduce links to recognised safety journals was approved.

ACTION 20: The Editor (JB) to implement the new "Aeromedical" category.

ACTION 21: TB, EP, JB and RJ to agree on a 'good collection' of safety journals to be linked from Skybrary. Likewise, provision of links to Skybrary from the journals should be asked for. Champion: EP.

ACTION 22: TK and JB to implement the links to the selected safety journals.

5.5 Skybrary highlights

Feedback from users proved that the weekly issued Skybrary highlights are powerful means for building the Skybrary community. Such highlights are distributed by e-mail and refer to the highlighted article on Skybrary homepage and other related articles or Skybrary resources. The practise of issuing weekly highlights complemented by ad-hoc highlights of topical events (e.g. publication of accident report of great interest to the aviation community) will be continued and improved.

However, the need of and the sustainability of the portal highlights has been questioned. Due to the limited time available for discussion it was not possible to reach a conclusion on this issue.

ACTION 23: AK to initiate an e-mail discussion about portal highlights and facilitate a team decision on the subject.

5.6 Links to commercial organisations

There is a need to establish a 'formal' policy on the provision of links from Skybrary to commercial organisations' websites in order to reduce the risk of being accused of inconsistency and unfair treatment. Due to the lack of time to discuss the issue and reach a conclusion it was agreed to conduct the discussion by e-mail.

ACTION 24: AK to initiate an e-mail discussion with the objective to agree a Skybrary policy on the provision of links to commercial organisations' websites.

ACTION 25: The Editor (JB) to upload the policy to Skybrary.

6 Skybrary forum

TB reminded to the team members the purpose of introducing the forum:

- to support building the Skybrary community and foster communication exchange with users
- to invite proactive feedback on Skybrary content. (The standard media-wiki functionality 'discussion pages' proved to be inappropriate for the purpose.)

NS briefed the team members about the changes to the forum introduced in the second half of 2009, including the new content focus, notably to provide added value to users by making available and freely accessible important,

operational safety information that is not otherwise readily accessible. However, user participation remained marginal.

JB and RJ informed the team members that initial feedback received from pilots and airline representatives is not positive. Pilots raised concerns about the credibility of the posted information (vs. the need of authoritative information), the possibility for misuse and influence of postings by airline's specific SOPs. RJ pointed to the need to motivate pilots to visit the Forum which is a challenge in view of the pilots' dynamic stereotype. On the other hand, it was noted that a well thought and prepared promotion campaign is needed to bring the Forum alive.

TK informed about the increasing numbers of abuses of the posting policy and recommended that the Forum is suspended in case it can not serve satisfactorily its purpose. Alternative forms for communication with users could be considered, such as "Linked-in"

In the ensuing discussion it became clear that it is not possible to reach a conclusion on the way ahead and the issue will be put on the July 2010 meeting agenda for final decision.

ACTION 26: KI to study the issue and produce a short paper on possible Forum activation and promotion strategy.

7 Integration of new Skybrary features

AK presented the new features and important changes planned for implementation in 2010 (see Attachment 1, enclosed separately).

Attachments:

1. Brussels_02.02.10 - Generic presentation
2. "Skybrary value proposition" - presentation
3. "Article upload process" – presentation
4. A review of the A & SI category" - discussion paper
5. Skybrary user survey report
6. Skybrary graphical design review
7. Skybrary action list_02.02.2010