

2008 Government Web Managers Conference

May 5–6, 2008

FDIC Auditorium Atrium, 3rd Floor Building C

FDIC Training Facility, Arlington, VA - [Directions to training facility](#)

May 5	
12:00 – 1:00	
Registration and Exhibits	
1:00 – 4:00 Concurrent Tutorials	
Social Media Tutorial: Success Stories Across Government Panel: Bev Godwin, Gwynne Kostin, Jeffrey Levy, Janice Nall, and others	Top Metrics for Top Tasks Panel: Joe Pagano and Tim Evans, and others
2:30 – 2:45	
Break (Tutorial Sessions will resume after the break.)	
4:00 – 5:00	
Networking Session with complimentary hor d'oeuvres and cash bar	
5:00 – 6:00	
Web Managers Best Practice Awards	
May 6	
8:00 – 9:00	
Registration and Exhibits	
9:00 – 9:15	
Update About Our Community : Martha Dorris, Deputy Associate Administrator, Office of Citizen Services and Communications, GSA	
9:15 – 10:30	
Plenary Session : Mass Collaboration—Transforming How We Deliver Content to Citizens Speaker: Dan Herman, New Paradigm	
10:30 – 10:45	
Break	
10:45 – 12:00	
Panel Discussion : Future of Government Web Content Speakers: Andrew Rasiej, TechPresident; Steven Clift, e–Democracy.org; Candi Harrison, former federal Web Manager	
12:00 – 1:00	

Lunch (Provided)	
1:00 – 2:15 Concurrent Breakout Sessions	
<u>Information Architecture: Building Customer-Driven Navigation</u> Speaker: Hallie Wilfert, SRA International	<u>Transition Happens—Getting Ready for the New Administration</u> Speaker: Candi Harrison
2:15 – 2:30	
Break	
2:30 – 3:45 Concurrent Breakout Sessions	
<u>When It's Not Just Your Opinion: The Latest Usability Research for Government Web Managers</u> Speaker: Kath Straub, HFI and Sanjay Koyani, FDA	<u>Your Website on a Diet: How to Reduce Clutter and Reprioritize Your Content</u> Speakers: Dick Stapleton and Prudence Goforth, HHS
3:45 – 4:00	
Raffle and Closing Remarks	

2008 Government Web Managers Conference Agenda for Day One—May 5

Note: You do not have to sign up or indicate in advance which tutorials or breakout sessions you will be attending.

12:30–1:00 Registration and Exhibits

Visit our exhibits area and learn about some exciting new initiatives and products that other government web managers are using.

1:00–4:00 Concurrent Tutorials Sessions

2:30–2:45 Break (Tutorial Sessions resume after the break)

T–A: Social Media Tutorial: Success Stories Across Government

Has government entered the world of RSS feeds, blogs, wikis, photo and video sharing, podcasts, social networks, social bookmarks, mash ups, widgets, virtual worlds, and eGames? Yes, yes, yes... in every case, yes, government has. For each of these web 2.0 technologies, you will:

- Learn what each technology means (in non-technical language)
- See government examples
- Hear the issues and solutions
- Discuss opportunities and potential for your organization and governmentwide

- Leave the session with practical ideas on how you can move ahead to the next steps that make sense in your environment.

Speakers: [Bev Godwin](#), USA.gov; [Gwynne Kostin](#), DHS; [Jeffrey Levy](#), EPA; [Janice Nall](#), CDC; and others.

T–B: Top Metrics for Top Tasks

Visitors to government websites expect to efficiently and successfully accomplish their tasks—whether it's commenting on a regulation, applying for services, or checking the weather. They may be "looking for information," but ultimately they're looking for specific information to complete a task. The challenge is to orient your site around your customers' tasks while understanding the many competing priorities and goals that exist for any agency website. In this session, you'll learn strategies for doing both.

The first step in this process is to collect metrics to help you identify your customers and their top tasks—and how that fits with your agency's own strategic goals. Web analytics data, more so than ever before, can be used to inform decisions and assess outcomes. For example, how do you present agency strategic goals in a way that is meaningful to your users? How do you balance agency "marketing" with quick and easy access for completing top tasks? What ARE those top tasks, anyway?

In this tutorial, attendees will learn how to use a metrics worksheet to document a combination of metrics from various sources (your agency's strategic plan, customer survey data, search terms, web log analysis, etc.). You then use this inventory of data to define and prioritize your top customer tasks, and develop performance metrics to evaluate how well your customers can complete them. You'll also hear strategies and examples from your fellow web managers about how to successfully highlight top tasks without sacrificing an engaging, attractive online presence.

Speakers: [Joe Pagano](#), Library of Congress; [Tim Evans](#), SSA; and others

4:00–5:00 Networking Reception

We listened to your suggestions from last year's workshop and have added an opportunity to network with your fellow web managers. The reception will include light hor d'oeuvres and a cash bar. Come and enjoy the Cinco De Mayo festivities!

5:00–6:00 Web Managers Best Practice Awards

Web Managers Best Practice Awards

For the third time, our community will recognize best-in-class federal websites that demonstrate best practices we can all replicate. This year's awards program will recognize agencies that have made it easy for customers to complete their top task online. Winning sites will be selected based on how successful they are at helping their customers' accomplish their top tasks. Learn more about the [2008 Web Managers Best Practice Awards](#).

2008 Government Web Managers Conference Agenda for Day Two—May 6

Note: You do not have to sign up or indicate in advance which tutorials or breakout sessions you will be attending.

8:00–9:00 Registration and Exhibits

For you early birds, don't sit around waiting for the conference to start—spend some time in our exhibits area and learn about some exciting new initiatives and products that other government web managers are using.

9:00–9:15 Update About Our Community: [Martha Dorris](#), Deputy Associate Administrator, Office of Citizen Services and Communications, GSA

Martha will energize us about opportunities for cross–agency collaboration, how we can focus on top tasks, and best practices for delivering multi-channel services to citizens.

9:15–10:30 Plenary Session:

Mass Collaboration—Transforming How We Deliver Content to Citizens

In recent years, government agencies across the United States have embraced citizen-centric approaches to service delivery, communications, and engagement. But as a new generation of Web 2.0 tools has emerged on the public Internet, new questions are being raised about the communications and service delivery principles and strategies that should guide agencies over the next five to ten years. What are the biggest opportunities for government agencies to effectively use Web 2.0 and other collaborative technologies? How can we do this in a culture that is traditionally risk-averse and where we have limited budgets for innovation? Can mass collaboration and social networks (blogs, wikis, etc.) improve how the government both produces content and delivers it to citizens? How can government agencies embrace mass collaboration when there are little incentives to work across agencies? In this keynote address, Dan Herman, program director of New Paradigm's Government 2.0 research program, will discuss these challenges and present leading edge cases of how government agencies around the world are harnessing Web 2.0 tools to enable new models of communication, collaboration, and innovation.

Speaker: [Dan Herman](#), New Paradigm

10:30–10:45 Break

10:45–Noon Panel Discussion:

Topic: Future of Government Web Content

The 2008 presidential campaign has motivated more people than ever to go online. Candidates and pundits are talking about how we need to harness the power of the Internet to engage citizens online and create better transparency. The top candidates are talking about using technology to open up government so citizens have greater access to government decision-making. Some candidates have called for putting government deliberations online and allowing the public to participate in key public policy issues—a form of "e-democracy."

Are U.S. government agencies prepared for this radical change? What policies and practices do we need to put in place to support this kind of innovation? Can this kind of innovation improve how government delivers services? How can we embrace innovation—and jump into even more content to manage—when we already have 24,000 government websites and millions of webpages that are difficult to keep accurate and up-to-date? How can we fix the content we have and embrace innovation at the same time, in a strategic way?

In this thought-provoking panel discussion we'll get answers to these questions and hear from a broad range of experts and visionaries who will give their views on the future of government web content.

Speakers: [Andrew Rasiej](#), TechPresident; [Steven Clift](#), e-Democracy.org; [Candi Harrison](#), former federal Web Manager

Noon–1:00 Lunch

1:00–2:15 Concurrent Breakout Sessions:

1–A: Information Architecture: Building Customer-Driven Navigation

How should we structure our websites to help customers complete their top tasks? And still report the agency's news. And provide the "long tail" of information and services that the agency's mission requires. The answer to these competing goals is to evolve and build a website information architecture (IA) that creates a structure for your content while keeping the customers' tasks front and center. In this session, we'll give you successful examples of gathering real customer data to inform your information architecture. We'll offer design strategies that reflect IA best practices and that work in our world of government websites. You'll learn effective ways to promote customer-driven architectures, and hear about the benefits of using common content templates to rationalize and streamline our website content across government. Then we'll offer a look ahead to the future of information architecture in a Web 2.0 world, and wrap up with plenty of time for questions and discussion.

Speaker: [Hallie Wilfert](#)

1–B: Transition Happens—Getting Ready for the New Administration

You know it's coming. You're excited. You're nervous. What will the new political appointees want from you? Will you even be affected by this change in administration? What can you do to get ready? What can you do to convince the new team to make those changes you've been dying to make?

In this session, we'll offer some practical tips for getting ready for the new administration. You'll hear from several veteran web managers who went through the last transition—what worked, what didn't, what they'd do again, what they'd avoid. You'll hear about the five things all web managers should have in place before transition, and we'll distribute some guides that can help you get ready. Finally, we'll talk a bit about how each web manager can (and should) support the strategic priorities of the larger web manager community, during transition. You'll have time to ask questions and share your own tips for this all-important time of change.

Speaker: [Candi Harrison](#)

2:15–2:30 Break

2:30–3:45 Concurrent Breakout Sessions:

2–A: When It's Not Just Your Opinion: The Latest Usability Research for Government Web Managers

The best designs feel obvious. As a result, managers, web developers, even citizens, fail to appreciate that design isn't just common sense. Usable design is based on decades of multidisciplinary research. Having a working knowledge of recent studies can help you prioritize initiatives, justify decisions, minimize controversy, and speak with authority. In this session, we'll summarize the best recent usability research to support great design of government websites and intranets.

Speakers: [Kath Straub](#), Human Factors International, and [Sanjay Koyani](#), HHS

2–B: Your Website on a Diet: How to Reduce Clutter and Reprioritize Your Content

Is your website obese? Do your data tables have "cell:–ulite? Is your web page count off the scale? Do you even know?

Obsolete content, broken links, orphan sites, redundant pages, invitations to last year's conferences, pre–Y2K antiques.... we all have them and they drive our customers crazy. Come join our "Putter–Upper's Support Group" and learn some proven tricks and techniques for shedding unwanted pages, eliminating those ugly broken links, building navigation muscle, and providing accessibility to your Web's inner self.

You'll hear various steps that HHS is taking to reduce clutter and gain (self!) control over their Web content. Learn how to: create a Web content inventory; determine which sites and pages to remove, combine, or archive; find resources and tools; build management support; and take steps to prioritize which content to fix first. In particular, HHS will share their insights about how they're doing a comprehensive review of Section 508 accessibility requirements, and how that's been a driver behind their dieting efforts.

Speakers: [Dick Stapleton](#) and [Prudence Goforth](#), HHS

3:45–4:00 Closing Remarks and Raffle

2008 Government Web Managers Conference and Web Best Practices Awards

SPEAKER BIOS

Steven L. Clift Founder and Board Chair, E-Democracy.Org and Ashoka Fellow. Steven Clift is one of world's leading experts on the use of information and communication technologies in democracy. Having coined the term "e-democracy" in the early nineties, his knowledge comes from real-world experience in government and civil society. With visits to 27 countries and even broader global networks online, he presents an up-to-date view on global e-democracy trends. Today, with the support of a social entrepreneurship Ashoka Fellowship he is now dedicated full-time to building E-Democracy.Org, the citizen-based "local up" e-democracy initiative he helped found in Minnesota in 1994. Today E-Democracy.Org hosts local online town hall Issues Forums in over ten communities across three countries. Since 1998, Steven continues to host the Democracies Online Newswire blog and international online communities of practice at stevenclift.com.



Martha Dorris is the Deputy Associate Administrator of the Office of Citizen Services (OCS) at the U.S. General Services Administration (GSA). In this role, she has developed the vision and implementation strategy for the award-winning office that is the largest single federal resource for federal, state, local, tribal, and territorial government information and services. The Office of Citizen Services successfully delivers information and services to citizens through www.USA.gov, via phone (1 800 FED INFO), and numerous print publications.

USA.gov, alone, logs 84 million touch points per year. The office is also responsible for implementing USA Services, a major President's Management Agenda initiative to use electronic government to make government more citizen-centric. USA Services has provided critical assistance to the public during times of crisis, such as after Hurricanes Katrina, Rita, and Wilma as well as the numerous data losses in the federal government.

Martha also plays a major, governmentwide information technology (IT) leadership role. She has built the Intergovernmental Solutions Division within GSA, which creates forums for representatives of federal, state, local, tribal, and territorial governments to share best practices and learn from other governments, including e-government representatives from other countries.

Martha is a 2004 and 2006 winner of the Federal Computer Week Federal 100 Award, which recognizes individuals for their risk-taking, vision, and pioneering spirit in the federal IT community. She serves as vice-chair of the International Council for Information Technology in Government Administration. Prior to her appointment as GSA Deputy Associate Administrator, Martha was responsible for approvals of major governmentwide IT expenditures at GSA. Her 30-year career includes private sector consulting at Booz Allen & Hamilton.



Tim Evans is a Program Analyst in the Social Security Administration's Office of Electronic Services. He was involved in Internet activities at SSA in the early 1990s, implementing SSA's first Internet link. In 1992, Tim went to the DuPont Company in Wilmington, DE, where in 1993 he created the Company's corporate intranet; later, he worked at T.Rowe Price

in Baltimore, where he supported Internet applications for investors and intranet applications for employees. He returned to SSA in 2003, and has been heavily involved in SSA's emerging web analytics program. Tim has spoken on analytics matters at the 2007 eMetrics Marketing Optimization Summit, the 2005 and 2006 Federal Web Managers University Conference, and the 2004 American Customer Satisfaction Index Customer Summit. Tim is the author of several books about Internet technologies, including *Teach Yourself HTML 4.0 in Ten Minutes* and *Building an Intranet*.

Bev Godwin serves as Director of the USA.gov and Web Best Practices Division at the Office of Citizen Services and Communications, U.S. General Services Administration. She is responsible for the content, look and feel, and day-to-day operations for USA.gov and GobiernoUSa.gov, and for working across federal agencies on issues related to improving all government websites.



Prior to joining the USA.gov team in December 2000, Bev served as Deputy Director at the National Partnership for Reinventing Government (NPR). Joining NPR when it first began in 1993, Bev worked there for eight years on issues ranging from managing and budgeting for results, improving intergovernmental service delivery, waivers and local flexibility, the U.S. State and Local Gateway, family and community issues, and electronic government.

Bev joined the federal government in 1982 at the U.S. Department of Health and Human Services. There she managed analyses of budgets, policy, legislation, regulations and staffing for the \$40 billion social services and income maintenance programs for children, families, and senior citizens. Bev also previously worked as a lobbyist and consultant for state governments. Bev received a Masters in Public Policy from the University of Michigan ; and a B.A. in Political Science from Columbia University.



Prudence Goforth is Director of the Department of Health and Human Services Web Communications Division and is a Senior Policy Advisor to the Assistant Secretary for Public Affairs. She has been an early advocate of embracing Web 2.0 and social media leader for government communications outreach, among other efforts helping to initiate HHS Secretary Leavitt's highly acclaimed blog. Both at HHS, and previously at USEPA, Prudence has been a leader in the development of federal government Web governance.

Candi Harrison was Web Manager at the U.S. Department of Housing and Urban Development, from 1995-2005, where she managed HUD's Internet and intranet websites, web-based public kiosks, and web clinics for HUD partners. Under her leadership, HUD received numerous awards, including the first Digital Government Award in 2000 for outstanding use of the Internet in serving citizens; the E-Gov Trailblazer Award in 2001 for HUD's web clinics; and the E-Gov Pioneer Award in 1999 for HUD's kiosks.



In 2004, Candi co-chaired the interagency U.S. Government Web Content Management Working Group (which became the Web Managers Advisory Council), as part of the

Interagency Committee on Government Information (ICGI), required by the E-Gov Act of 2002. The group researched and recommended policies for federal public websites that resulted in OMB's direction to agency heads in OMB Memorandum M-05-04. Candi organized and led workshops across the country to train government web managers on the new federal policies and best practices; and she helped create Webcontent.gov, as a resource for government web managers. In 2000, Candi founded the Web Content Managers Forum; and she remained part of its leadership until she retired in September 2005, after 24 years of federal government service.

Prior to working in government, Candi was a member of student services staffs at the University of Pennsylvania, PA, and Rider University in Lawrenceville, NJ. She holds a B.S. in English Education and an M.S. in Higher Education Administration, both from Indiana University. Presently, Candi lives in Tucson, AZ. She maintains her blog [Candi on Content](#).



Dan Herman is the program director of [New Paradigm](#)'s Government 2.0: Wikinomics, Government and Democracy research program that looks at how changes in technology, demographics, social and economic organization are transforming the world of government. His previous research has focused on organizational strategy, innovation and collaboration, and contributed to *Wikinomics: How Mass Collaboration Changes Everything* by Don Tapscott and Anthony D. Williams. Dan has also worked for the United Nations and TakingITGlobal in Sierra Leone and holds a degree in Business Administration from Wilfrid Laurier University, as well as Masters in Development Studies in the Faculty of Economics at the London School of Economics.

Gwynne Kostin is Director of Web Communications, Office of Public Affairs in the U.S. Department of Homeland Security. She is responsible for content strategy and integration, program development, and Web evangelization for the new department. She provides leadership for all department public websites. She is also tasked with coordinating public Web communications across the federal government during incidents of national significance.



Sanjay J. Koyani, Director of Web Communications in the U.S. Food and Drug Administration (FDA), leads Web design and usability efforts for the FDA. As director, he sets strategic direction for FDA.gov and related media, including the implementation of a content management system, Web governance, continued evolution of FDA.gov, assessment of Web 2.0 opportunities, and institutionalization of user-centered design approaches.

Prior to FDA, Sanjay served as a Senior Usability Specialist in the U.S. Department of Health and Human Services (HHS) Web Communications Division. At HHS, he led Web design and usability efforts on HHS websites and other digital communication systems. He served as project manager for the development of key evidence-based resources—

like Usability.gov, the first usability portal in the Federal government, and the Research-Based Web Design and Usability Guidelines resource—which help Web managers and designers create highly responsive and usable websites. Sanjay served as manager of the Web Design and Usability Section in the Communication Technologies Branch at the National Cancer Institute (NCI) from 1999 to 2003. From 1995 to 1999, He served with NCI's Patient Education Branch (PEB) as a Health Communications Specialist responsible for designing, managing, promoting, and evaluating multimedia health education and promotion programs targeted to patients, health professionals, and the public.

Sanjay holds a Masters of Public Health from the University of Tennessee and a Bachelor of Arts degree in Psychology from Purdue University.



Jeffrey Levy is the Acting Director of Web Communications in EPA's Office of Public Affairs. In that role, he focuses on developing content standards, coordinating Web development with news announcements, reviewing draft materials, and preparing for emergencies. Jeffrey is one of the original members of the Web Managers Advisory Council, serving as co-Chair in 2005 and 2006. He started at EPA in 1993, writing regulations to protect the ozone layer.

Janice R. Nall, Director of the Division of eHealth Marketing at the National Center for Health Marketing, part of the Centers for Disease Control and Prevention, is responsible for leading CDC's communication technology efforts. Janice manages www.cdc.gov and CDC's other e-health and new media initiatives.



Formerly Manager of the Usability Solutions Group at the General Services Administration, Janice was responsible for increasing the usability of U.S. Government websites and other communication technologies by providing policy, guidance, tools, resources, and training to federal Web developers and communicators. Janice led the development of a cross-agency usability program that included the Usability University program (now known as [Web Manager University](#)) and the U-Group E-newsletter. While at GSA, Janice was honored as one of Federal Computer Week's Federal 100—the top executives from government, industry, and academia who had the greatest impact on the government information systems community in 2002.

Prior to working with GSA, Janice served as Chief of the Communication Technologies Branch for the U.S. Department of Health and Human Services National Cancer Institute (NCI) in the National Institutes of Health. She was responsible for usability, accessibility, emerging technologies, graphic design, and other user interface issues for NCI's communication technology products and services. During her eight years at NCI, Janice led the development of several new usability initiatives including the Usability.gov website, the *Research-Based Web Design and Usability Guidelines*, the Communication Technologies Research Center (CTRC), and the Usability Seminar Series and Training Program.



Joe Pagano is currently a digital media project coordinator in the Office of Strategic Initiatives at the Library of Congress, where he leads the Library's Web site analytics program. He has worked with Web metrics in various capacities for the last eight years. He also co-chairs the Web Manager's Advisory Council Web Metrics Task Group. Prior to coming to the Library of Congress in 1998, he worked at the National Library of Medicine. He holds a BA in Chemistry and a Masters Degree in Library Science. He is active in the Web Analytics Association.

Andrew Rasiej is the Founder of [Personal Democracy Forum](#), an annual conference and community website about the intersection of politics and technology. He is also the co-founder of [techPresident](#), an award winning group blog that covers how the 2008 presidential candidates are using the web, and how content generated by voters is affecting the campaign. He has served as an advisor on the use of Information Technology for campaign and policy purposes since 1999.



In the aftermath of the September 11th tragedy, Mr. Rasiej helped organize hundreds of local technology professionals to provide relief and recovery to small businesses and schools in lower Manhattan. From this experience, he proposed the creation of a National Tech Corps that would act similarly to the National Guard and provide emergency technical, communication, and database support in the event of a natural disaster or terrorist strike. This idea, now called NetGuard, was integrated into the Homeland Security Act and is currently being built by the US Department of Homeland Security. Mr. Rasiej also maintains the position of senior technology adviser for the Sunlight Foundation, a Washington D.C. based organization that focuses on using technology to facilitate citizen engagement and oversight.

Mr. Rasiej is the founder of MOUSE (Making Opportunities for Upgrading Schools and Education), an educational non-profit organization started in 1997 focused on providing technology support to public schools. Mr. Rasiej is the former chairman, CEO, and co-founder of the Digital Club Network (DCN) which created the internet's largest live music archive, which is now part of eMusic. In 1996, Mr. Rasiej co-founded the world's best known annual digital music conference, "Plug In," which was attended by executives from major record labels and technology companies. Mr. Rasiej is a member of the Board of Directors of Pop!Tech, a three-day summit that explores the cutting-edge ideas, emerging technologies and new forces of change that are shaping our collective future. He is also a graduate of the Cooper Union for the Advancement of Science and Art and past recipient of the prestigious David Rockefeller Fellowship.

Richard Stapleton is Deputy Director of the Department of Health and Human Services Web Communications Division and is a Senior Policy Advisor to the Assistant Secretary for Public Affairs. He has been a leader in the development of federal government Web governance and an early advocate of topical reorganization of government content. Mr. Stapleton's career spans the spectrum of media. He was Executive Producer of CBS News Special Broadcasts and a Senior Editor at ABC



News, and has published two books.



Kath Straub is the Chief Scientist for Human Factors International. She has over 10 years of experience in the design and evaluation of websites, applications and physical products following on 10 years of experience in basic cognition research. In her career, she has fostered, mentored, and managed individuals to employ evidence-driven research methodologies in user-centered design, basic and applied research environments. She currently leads a team of usability and accessibility professionals, graphics artists and project managers working on projects for clients throughout the world. Kath approaches usability as the intersection of experimental cognition, social psychology, marketing, and technology. Her design practices evolve continuously to reflect current research.

In addition to her client work, Kath is actively involved in HFI's Certified Usability Analyst Training. She has been the lead designer of HFI's Putting Research into Practice and User Centered Analysis and Conceptual Design seminars. In addition, she has developed specialized training on advanced topics, including creating actionable surveys, design for aging citizens and developing global usability teams. Kath frequently presents invited lectures on usability, effective global sourcing, the institutionalization of usability and skill specific topics for agencies and organizations at conferences/technical society meetings (for example Usability Professionals Association, [Web Manager University](#), Society for Technical Communication and others).

Hallie Wilfert is an Information Architect at SRA International, a technology and strategic consulting firm in Arlington, VA. At SRA, she works mainly with government clients including the EPA's ENERGY STAR program, the Bureau of Land Management's Abandoned Mine Lands program, USAID, and FEMA. Previously, Hallie worked as the Director of New Media at the Institute of Medicine of the National Academies. As an information architect, she is committed to advocating for the user while satisfying the needs of the client. Hallie received her B.A. in American Studies, studying at the University of California, Berkeley, and the University of Maryland, College Park. Hallie is a member of the Information Architecture Institute and the Usability Professionals Association (UPA). She has presented at the 2007 and 2008 Information Architecture Summits and will be presenting at the upcoming 2008 International UPA Conference in the e-Gov track.