



Web Communications Division (WCD) December Update
 design and content consulting · web content management ·
 google search · watchfire compliance monitor · urchin
 metrics · graphics support · rightnow Q/A database ·
 cross department portal · governance · usability ·
 intranet support · video hosting · hhs@work/web
Prudence Goforth, Director · Richard Stapleton, Deputy.

v.2.n.1



PandemicFlu.gov, the information gateway to federal pandemic, avian and bird flu information, is now fully translated into Spanish. New content is translated daily, and that can be expedited in an emergency. Key portions of the site will soon be available in Chinese and Vietnamese. **(Site Manager: Marsha Carey)**

application updates

Watchfire: As you know, our 508 compliance/link checking application has been down since October. With ITSC unable to restore it, outside experts have been brought in. We will keep you posted. **(Watchfire: Julia Sothoron)**

Portal: Portal software is installed on one complete set of servers with installation on the second set underway. Next step: working with remaining OPDIV Active Directory owners to authenticate their users. Phase One completion target remains February 2nd. **(Portal: Craig Lafond)**



The **National Disaster Medical Service**, transferred to FEMA when DHS was created, has returned home. With cross-agency cooperation under a tight deadline, a new public-facing Website was ready for the Jan. 1 move. **Site Consultant: Shhonn Taylor**

first web standards!

It may seem a small step – and long overdue, but the adoption of HHS’s first set of web standards is a historic moment.

Not just for the impact it will have on our site, but for what it says about our growth. It clearly marks the end of the “wild, wild west” days of anything-goes web publishing.

Some complain that standards curtail creativity. Bah to convention, they say; we want our links to be red and our headers need to be Letter Gothic!

They miss the point. People visit to do business; to be informed, to learn, to sign-up. They don’t come for “creative” typeface.

Establishing standards marks the evolution of hhs.gov as a premium communications medium. “Warehouse” has become “Mass Media.” We best invest our creativity in the quality of our content.

(intranet.hhs.gov/web/#stand)



The daily HHS **Healthbeat** tip is not only being podcast, but is available via iTunes. **(Podcasting: Craig Lafond)**

web reps meeting

Next Web Reps meeting 9am to 1pm on Thursday, February 1, in Room 800.

- Governance Management Structure – Complete discussion and approval **(Meeting Coordinator: Beth Martin)**

