

Web Governance Self-Assessment Checklist

Use this checklist to see where your agency is doing great ...and where you need to improve

Roles

Yes No We have all the right people in the governance structure (top decision official, top program managers, Public Affairs, CIO, Contracting, Field coordination, web managers, web coordinators, contractors, etc.), and our roles are documented

Responsibilities

Yes No We have determined the responsibilities that need to be performed by each person in our governance structure to manage the website and web support functions, and we documented them

Yes No Everyone knows and understands what his or her responsibilities are

Yes No We have a way to hold everyone accountable for their responsibilities (such as critical elements in his or her performance standards), and we use it

Relationships

Yes No We determined all the ways the people in our governance structure need to interact for effective governance, and we documented them

Yes No Everyone knows with whom he or she is supposed to interact and for what

Yes No We have a way to take action if relationships break down, and we use it

Rules

Yes No We determined all the policies we need to run a successful website and supporting operations, and we documented them

Yes No We determined publication procedures and style preferences for the content of our website(s), and we documented them

Yes No We determined operating procedures to manage the website and all the functions that support the website (for example, marketing, communications, evaluation, training, etc.), and we documented them

Yes No Everyone in the governance structure knows and understands our policies, publication procedures, and operating procedures

Yes No Everyone in the agency who needs to know and wants to know our policies, publication procedures, and operating procedures can find them and will understand them because they are written clearly

Review

Yes No We have identified management controls to ensure the website and web operations are protected from fraud, waste, abuse, and mismanagement; and we have documented them

Yes No We have ways to take action if we find breakdowns in management controls, and we use them

Yes No We measure the effectiveness of our website (usability, traffic, customer satisfaction), and we act on what we learn from those measures

Yes No We measure the impact of the website on mission achievement and public service, and we act on what we learn from those measures

Web Governance Self-Assessment Checklist (continued)

General

- Yes No Web managers throughout the agency are viewed as effective leaders because we choose them for their leadership skills or we train them to be effective leaders
- Yes No We have a current and visionary strategic plan, and everyone understands his or her responsibilities for achieving it
- Yes No We monitor achievement of our strategic plan, and we hold people accountable
- Yes No We have an effective communication strategy so that everyone in the governance structure, key executives, and everyone who contributes to the website knows what we've achieved, what we plan, what challenges we face, and what they need to do
- Yes No We train web managers
- Yes No We train web coordinators (people who work on web content routinely, but probably not full-time)
- Yes No We train executives so they can take advantage of the website(s) to achieve mission and serve the public
- Yes No We train potential web managers so we will have a candidate pool when we have vacancies
- Yes No We routinely celebrate our successes. We spread praise and recognize both achievement and "good tries"
- Yes No We participate in the Web Content Managers Forum and other cross-government web management activities, and we encourage our web managers to look for opportunities to work across government
- Yes No We monitor and implement best practices for government websites as much as possible