

## MAJOR IMPLICATIONS OF OMB CIRCULAR A-130 FOR FEDERAL WEB CONTENT MANAGERS

Following is a brief summary of key sections of OMB A-130 that pertain to web management and suggestions for the impact on Web Managers

For a copy of the complete Circular, OMB A-130, Management of Federal Information Resources, visit:

<http://www.whitehouse.gov/omb/circulars/a130/a130trans4.html>

OMB A-130 Section	What It Says	What It Means to Web Managers
<b>Section 7: Basic Considerations and Assumptions</b>		
7a	The Federal Government is the largest single producer, collector, consumer, and disseminator of information in the United States. Because of the extent of the government's information activities, and the dependence of those activities upon public cooperation, the management of Federal information resources is an issue of continuing importance to all Federal agencies, State and local governments, and the public.	<ul style="list-style-type: none"> <li>Your website(s) is/are a significant way to deliver government information to the public</li> </ul>
7b	Government information is a valuable national resource. It provides the public with knowledge of the government, society, and economy -- past, present, and future. It is a means to ensure the accountability of government, to manage the government's operations, to maintain the healthy performance of the economy, and is itself a commodity in the marketplace.	<ul style="list-style-type: none"> <li>This is a biggie! Government information is, itself, a product that we need to manage effectively. Like any product, you need to plan, organize, manage, and measure its creation and delivery.</li> <li>The public depends on our providing this product – and your website(s) can be one of the most efficient and effective ways to do that.</li> </ul>
7c	The free flow of information between the government and the public is essential to a democratic society. It is also essential that the government minimize the Federal paperwork burden on the public, minimize the cost of its information activities, and maximize the usefulness of government information.	<ul style="list-style-type: none"> <li>You should provide information to and exchange information with the public, and our websites are an excellent way to do this.</li> <li>We need to do our very best to manage our websites efficiently and effectively, to give the public the most “bang for the buck.”</li> </ul>
7d	In order to minimize the cost and maximize the usefulness of government information, the expected public and private benefits derived from government information should exceed the public and private costs of the information, recognizing that the benefits to be derived from government information may not always be quantifiable.	<ul style="list-style-type: none"> <li>Though we can't always put a dollar amount on the value of the information on our websites to the public, we need to do our best to make sure that the cost of creating and managing our web content doesn't exceed the value.</li> </ul>
7e	The nation can benefit from government information disseminated both by Federal agencies and by diverse nonfederal parties, including State and local government agencies, educational and other not-for-profit institutions, and for-profit organizations.	<ul style="list-style-type: none"> <li>We should work with our partners – both government and private – to collaborate on and consolidate content, to trade links and combine content on portals, and to distribute our information and services to the widest audience.</li> </ul>
7f	Because the public disclosure of government information is essential to the operation of a democracy, the management of Federal information resources should protect the public's right of access to government information.	<ul style="list-style-type: none"> <li>We need to design and manage our websites so that the content is available to the widest possible audience, including people with disabilities and those with low technical capabilities.</li> </ul>
7g	The individual's right to privacy must be protected in Federal Government information activities involving personal information	<ul style="list-style-type: none"> <li>We must design and manage our websites to protect the privacy of our visitors.</li> </ul>
7h	Systematic attention to the management of government records is	<ul style="list-style-type: none"> <li>We must adopt and implement good web records management</li> </ul>

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	an essential component of sound public resources management which ensures public accountability. Together with records preservation, it protects the government's historical record and guards the legal and financial rights of the government and the public.	policies and procedures.
7j	Because State and local governments are important producers of government information for many areas such as health, social welfare, labor, transportation, and education, the Federal Government must cooperate with these governments in the management of information resources.	<ul style="list-style-type: none"> <li>• We need to work with our state and local partners to combine and present government information efficiently and effectively.</li> </ul>
7k	The open and efficient exchange of scientific and technical government information, subject to applicable national security controls and the proprietary rights of others, fosters excellence in scientific research and effective use of Federal research and development funds.	<ul style="list-style-type: none"> <li>• Where we have scientific and technical information, we should share it – to the extent possible – with those who are interested, through our websites.</li> </ul>
7m	Federal Government information resources management policies and activities can affect, and be affected by, the information policies and activities of other nations.	<ul style="list-style-type: none"> <li>• We should monitor what other nations are doing to identify best practices and lessons learned; and we should look for opportunities to discuss best practices with other nations.</li> </ul>
7o	The application of up-to-date information technology presents opportunities to promote fundamental changes in agency structures, work processes, and ways of interacting with the public that improve the effectiveness and efficiency of Federal agencies.	<ul style="list-style-type: none"> <li>• We should consult with managers and help them find ways to use the web to improve their operations and accomplishment of the mission and goals of the agency.</li> <li>• In particular, we should help managers use the web creatively to interact with the public, to improve the delivery of services and achieve our missions.</li> </ul>
7p	The availability of government information in diverse media, including electronic formats, permits agencies and the public greater flexibility in using the information.	<ul style="list-style-type: none"> <li>• Our websites can be one of the fastest, most effective ways to deliver information quickly and effectively to the public.</li> </ul>
7q	Federal managers with program delivery responsibilities should recognize the importance of information resources management to mission performance.	<ul style="list-style-type: none"> <li>• We should educate managers about the opportunities the web offers, as they create and implement their management and strategic plans for achieving the mission and goals of the agency.</li> </ul>
<b>Section 8: Policy</b>		
8 (a) 1 (a)	Consider, at each stage of the information life cycle, the effects of decisions and actions on other stages of the life cycle, particularly those concerning information dissemination	<ul style="list-style-type: none"> <li>• As you develop new web content, be strategic. Consider how often that content needs to be updated, how long it should stay on the site, and when – if at all – it needs to be archived for public access</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Comply with records management requirements:</li> </ul> </li> </ul>

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8 (a) 1 (b)	Consider the effects of actions on members of the public and ensure consultation with the public as appropriate	<p><a href="http://www.firstgov.gov/webcontent/req6j.shtml">http://www.firstgov.gov/webcontent/req6j.shtml</a></p> <ul style="list-style-type: none"> <li>• Reach out to the public to find out what they want on your website and listen to the feedback you are receiving from the public</li> <li>• Measure usability and customer satisfaction and use it to improve your website</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Measure customer satisfaction and usability: <a href="http://www.firstgov.gov/webcontent/req2e.shtml">http://www.firstgov.gov/webcontent/req2e.shtml</a></li> <li>○ Ensure Information Quality: <a href="http://www.firstgov.gov/webcontent/req6e.shtml">http://www.firstgov.gov/webcontent/req6e.shtml</a></li> <li>○ Post your web publication schedule (per the E-Gov Act): <a href="http://www.firstgov.gov/webcontent/req6g.shtml">http://www.firstgov.gov/webcontent/req6g.shtml</a></li> </ul> </li> </ul>
8 (a) 1 (c)	Consider the effects of actions on State and local governments and ensure consultation with those governments as appropriate	<ul style="list-style-type: none"> <li>• How will your maintenance of the site impact the audience it is trying to reach?</li> <li>• Reach out to state and local governments and other partners to find out what they want and need on your website and listen to the feedback you are receiving from the audience</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Measure customer satisfaction and usability: <a href="http://www.firstgov.gov/webcontent/req2e.shtml">http://www.firstgov.gov/webcontent/req2e.shtml</a></li> <li>○ Ensure Information Quality: <a href="http://www.firstgov.gov/webcontent/req6e.shtml">http://www.firstgov.gov/webcontent/req6e.shtml</a></li> </ul> </li> </ul>
8 (a) 1 (d)	Seek to satisfy new information needs through interagency or intergovernmental sharing of information, or through commercial sources, where appropriate, before creating or collecting new information	<ul style="list-style-type: none"> <li>• Avoid duplication. Look to see if the information already is available on your own website or on another website before you create it. Create content once and use it many times through links and other content distribution methods.</li> <li>• Seek opportunities, such as through the Web Content Managers Forum, to collaborate with other organizations or agencies on content.</li> <li>• Participate in or develop cross-agency websites, as appropriate.</li> <li>• Use metadata that is common across the government to help aggregate information on the same subject or for the same audience</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Avoid duplication <a href="http://www.firstgov.gov/webcontent/req4a.shtml">http://www.firstgov.gov/webcontent/req4a.shtml</a></li> <li>○ Collaborate in developing cross-agency portals <a href="http://www.firstgov.gov/webcontent/req4b.shtml">http://www.firstgov.gov/webcontent/req4b.shtml</a></li> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Use standard metadata: <a href="http://www.firstgov.gov/webcontent/req3g.shtml">http://www.firstgov.gov/webcontent/req3g.shtml</a></li> </ul> </li> </ul>
8 (a) 1 (g)	Protect government information commensurate with the risk and	<ul style="list-style-type: none"> <li>• Establish management controls and security procedures to protect</li> </ul>

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	magnitude of harm that could result from the loss, misuse, or unauthorized access to or modification of such information	<p>the quality and integrity of web content</p> <ul style="list-style-type: none"> <li>• Resources <ul style="list-style-type: none"> <li>○ Establish security protocols to protect information: <a href="http://www.firstgov.gov/webcontent/req6b.shtml">http://www.firstgov.gov/webcontent/req6b.shtml</a></li> <li>○ Ensure Information Quality: <a href="http://www.firstgov.gov/webcontent/req6e.shtml">http://www.firstgov.gov/webcontent/req6e.shtml</a></li> </ul> </li> </ul>
8 (a) 1 (j)	Record, preserve, and make accessible sufficient information to ensure the management and accountability of agency programs, and to protect the legal and financial rights of the Federal Government	<ul style="list-style-type: none"> <li>• Maintain or archive information on Agency programs – including descriptions, significant funding decisions, significant management decisions, and significant achievements; management initiatives; and other key mission and management related efforts.</li> <li>• Resources: <ul style="list-style-type: none"> <li>○ Comply with records management: <a href="http://www.firstgov.gov/webcontent/req6j.shtml">http://www.firstgov.gov/webcontent/req6j.shtml</a></li> </ul> </li> </ul>
8 (a) 1 (k)	Incorporate records management and archival functions into the design, development, and implementation of information systems	<ul style="list-style-type: none"> <li>• Develop procedures to ensure that web content is reviewed and archived routinely and appropriately</li> <li>• Resources: <ul style="list-style-type: none"> <li>○ Comply with records management: <a href="http://www.firstgov.gov/webcontent/req6j.shtml">http://www.firstgov.gov/webcontent/req6j.shtml</a></li> </ul> </li> </ul>
8 (a) 1 (k) 1	Provide for public access to records where required or appropriate	<ul style="list-style-type: none"> <li>• Apply federal web records guidance to your website and ensure that web records are available through your own website, through the National Archives, or through other appropriate means.</li> <li>• Write and organize your website to help the public find the content efficiently and effectively; use terms they understand so they will be successful in finding what they seek</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Provide access to people with limited English proficiency: <a href="http://www.firstgov.gov/webcontent/req6f.shtml">http://www.firstgov.gov/webcontent/req6f.shtml</a></li> <li>○ Provide common access to a broad range of visitors: <a href="http://www.firstgov.gov/webcontent/req3a.shtml">http://www.firstgov.gov/webcontent/req3a.shtml</a></li> <li>○ Organize content according to citizen needs: <a href="http://www.firstgov.gov/webcontent/req2a.shtml">http://www.firstgov.gov/webcontent/req2a.shtml</a></li> <li>○ Write and organize homepage from the viewpoint of the public <a href="http://www.firstgov.gov/webcontent/req2b.shtml">http://www.firstgov.gov/webcontent/req2b.shtml</a></li> <li>○ Use consistent navigation <a href="http://www.firstgov.gov/webcontent/req3e.shtml">http://www.firstgov.gov/webcontent/req3e.shtml</a></li> <li>○ Ensure continuity of operations during emergencies <a href="http://www.firstgov.gov/webcontent/req3i.shtml">http://www.firstgov.gov/webcontent/req3i.shtml</a></li> <li>○ Provide access to documents in different file formats <a href="http://www.firstgov.gov/webcontent/req3c.shtml">http://www.firstgov.gov/webcontent/req3c.shtml</a></li> <li>○ Use plain language: <a href="http://www.firstgov.gov/webcontent/req3b.shtml">http://www.firstgov.gov/webcontent/req3b.shtml</a></li> </ul> </li> </ul>

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8 (a) 1 (k) 2	Agencies must collect or create only that information necessary for the proper performance of agency functions and which has practical utility	<ul style="list-style-type: none"> <li>• Ensure that your web content is mission-related</li> <li>• Ensure that any information collected through the website is essential to achieve the agency's mission and is consistent with all appropriate laws and regulations about privacy and information collection.</li> <li>• Don't duplicate content that has been created by other agencies who are responsible for that function</li> <li>• Reach out to your audiences to find out what they want and need, and be an advocate within your organization to develop content that addresses those needs</li> <li>• Consult with the public to make sure the information you provide is practical for them; measure usability and customer satisfaction</li> <li>• Avoid using the public website to provide information that only is important to employees – it can be confusing to the public.</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Measure customer satisfaction and usability: <a href="http://www.firstgov.gov/webcontent/req2e.shtml">http://www.firstgov.gov/webcontent/req2e.shtml</a></li> <li>○ Ensure Information Quality: Avoid publishing information on the public website that is just for employees: <a href="http://www.firstgov.gov/webcontent/req2c.shtml">http://www.firstgov.gov/webcontent/req2c.shtml</a></li> </ul> </li> </ul>
8 (a) 3 (1)	Executive agencies under Sections 1703 and 1705 of the Government Paperwork Elimination Act (GPEA), P. L. 105-277, Title XVII, are required to provide, by October 21, 2003, the (1) option of the electronic maintenance, submission, or disclosure of information, when practicable as a substitute for paper	<ul style="list-style-type: none"> <li>• To the extent possible, create online processes to apply for, manage, maintain, and report information necessary for agency operations and mission achievement</li> </ul>
8 (a) 3 (2)	Use and acceptance of electronic signatures, when practicable	<ul style="list-style-type: none"> <li>• Offer electronic signature, if possible.</li> </ul>
8 (a) 3 (a)	Ensure that records management programs provide adequate and proper documentation of agency activities	<ul style="list-style-type: none"> <li>• Apply web records guidance in managing the website</li> </ul>
8 (a) 3 (b)	Ensure the ability to access records regardless of form or medium	<ul style="list-style-type: none"> <li>• Apply web records guidance in managing the website.</li> <li>• If someone requests information available only on the website – and the individual does not have access to the Internet – provide a print copy</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Provide access for people with disabilities: <a href="http://www.firstgov.gov/webcontent/req6c.shtml">http://www.firstgov.gov/webcontent/req6c.shtml</a></li> <li>○ Provide access to documents in different file formats <a href="http://www.firstgov.gov/webcontent/req3c.shtml">http://www.firstgov.gov/webcontent/req3c.shtml</a></li> </ul> </li> </ul>
8 (a) 3 (d)	Provide training and guidance as appropriate to all agency officials and employees and contractors regarding their Federal records management responsibilities.	<ul style="list-style-type: none"> <li>• Ensure that Web Managers and others understand their responsibilities for maintaining and preserving web records.</li> </ul>
8 (a) 5(a)	Agencies have a responsibility to provide information to the public consistent with their missions. Agencies will discharge this	<ul style="list-style-type: none"> <li>• Ensure that your agency's website(s) support the agency's mission</li> <li>• Provide any information required by law, including your agency's</li> </ul>

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	responsibility providing information, as required by law, describing agency organization, activities, programs, meetings, systems of records, and other information holdings, and how the public may gain access to agency information resources	<p>organization, programs and activities</p> <ul style="list-style-type: none"> <li>• Explain to the public how they can access agency information; use terms they understand (plain language)</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Organize content according to citizen needs: <a href="http://www.firstgov.gov/webcontent/req2a.shtml">http://www.firstgov.gov/webcontent/req2a.shtml</a></li> <li>○ Use basic common content and placement: <a href="http://www.firstgov.gov/webcontent/req2d.shtml">http://www.firstgov.gov/webcontent/req2d.shtml</a></li> <li>○ Write and organize homepage from the viewpoint of the public <a href="http://www.firstgov.gov/webcontent/req2b.shtml">http://www.firstgov.gov/webcontent/req2b.shtml</a></li> <li>○ Ensure Information Quality: <a href="http://www.firstgov.gov/webcontent/req6e.shtml">http://www.firstgov.gov/webcontent/req6e.shtml</a></li> <li>○ Provide access to documents in different file formats <a href="http://www.firstgov.gov/webcontent/req3c.shtml">http://www.firstgov.gov/webcontent/req3c.shtml</a></li> <li>○ Use plain language: <a href="http://www.firstgov.gov/webcontent/req3b.shtml">http://www.firstgov.gov/webcontent/req3b.shtml</a></li> </ul> </li> </ul>
8 (a) 5(b)	Providing access to agency records under provisions of the Freedom of Information Act and the Privacy Act, subject to the protections and limitations provided for in these Acts	<ul style="list-style-type: none"> <li>• Provide information frequently requested by the Freedom of Information Act on your website, if possible</li> <li>• Explain how to request information under FOIA and provide an option to make that request online</li> </ul>
8 (a) 5(c)	Providing such other information as is necessary or appropriate for the proper performance of agency functions	<ul style="list-style-type: none"> <li>• Provide information and services that support the agency's mission, including information on other government websites or partner websites, through links.</li> <li>• Consult with managers to help them use the web to carry out the mission and goals of the agency</li> <li>• Help managers write and organize information so that it communicates effectively and achieves its purpose; use plain language</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Use plain language: <a href="http://www.firstgov.gov/webcontent/req3b.shtml">http://www.firstgov.gov/webcontent/req3b.shtml</a></li> </ul> </li> </ul>

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8 (a) 5(d)(i)	Disseminate information in a manner that achieves the best balance between the goals of maximizing the usefulness of the information and minimizing the cost to the government and the public	<ul style="list-style-type: none"> <li>• Provide information and services as efficiently and effectively as possible.</li> <li>• Be a good writer-editor – make sure your web content is written and organized so that it is effective in communicating the information to the audiences – remember that, on the web, typically “less is better.”</li> <li>• Use metadata to help link similar information and avoid duplication</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Measure customer satisfaction and usability: <a href="http://www.firstgov.gov/webcontent/req2e.shtml">http://www.firstgov.gov/webcontent/req2e.shtml</a></li> <li>○ Write and organize homepage from the viewpoint of the public <a href="http://www.firstgov.gov/webcontent/req2b.shtml">http://www.firstgov.gov/webcontent/req2b.shtml</a></li> <li>○ Avoid duplication <a href="http://www.firstgov.gov/webcontent/req4a.shtml">http://www.firstgov.gov/webcontent/req4a.shtml</a></li> <li>○ Collaborate in developing cross-agency portals <a href="http://www.firstgov.gov/webcontent/req4b.shtml">http://www.firstgov.gov/webcontent/req4b.shtml</a></li> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Provide access to documents in different file formats <a href="http://www.firstgov.gov/webcontent/req3c.shtml">http://www.firstgov.gov/webcontent/req3c.shtml</a></li> <li>○ Use plain language: <a href="http://www.firstgov.gov/webcontent/req3b.shtml">http://www.firstgov.gov/webcontent/req3b.shtml</a></li> <li>○ Use standard metadata: <a href="http://www.firstgov.gov/webcontent/req3g.shtml">http://www.firstgov.gov/webcontent/req3g.shtml</a></li> </ul> </li> </ul>
8 (a) 5(d)(ii)	Disseminate information dissemination products on equitable and timely terms	<ul style="list-style-type: none"> <li>• Ensure that information and services are timely</li> <li>• Ensure equal access to information, including access for those with disabilities and access for those with limited technical capabilities</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Provide access to documents in different file formats <a href="http://www.firstgov.gov/webcontent/req3c.shtml">http://www.firstgov.gov/webcontent/req3c.shtml</a></li> <li>○ Provide access for people with disabilities: <a href="http://www.firstgov.gov/webcontent/req6c.shtml">http://www.firstgov.gov/webcontent/req6c.shtml</a></li> <li>○ Provide access to people with limited English proficiency: <a href="http://www.firstgov.gov/webcontent/req6f.shtml">http://www.firstgov.gov/webcontent/req6f.shtml</a></li> <li>○ Provide common access to a broad range of visitors: <a href="http://www.firstgov.gov/webcontent/req3a.shtml">http://www.firstgov.gov/webcontent/req3a.shtml</a></li> <li>○ Provide dates and ensure content is current: <a href="http://www.firstgov.gov/webcontent/req1d.shtml">http://www.firstgov.gov/webcontent/req1d.shtml</a></li> <li>○ Ensure continuity of operations during emergencies <a href="http://www.firstgov.gov/webcontent/req3i.shtml">http://www.firstgov.gov/webcontent/req3i.shtml</a></li> </ul> </li> </ul>
8 (a) 5(d)(iii)	Take advantage of all dissemination channels, Federal and nonfederal, including State and local governments, libraries and private sector entities, in discharging agency information	<ul style="list-style-type: none"> <li>• Market your websites to all appropriate audiences</li> <li>• Trade links, where appropriate</li> <li>• Partner with other agencies to create cross-agency websites, as</li> </ul>

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	dissemination responsibilities	<p>appropriate</p> <ul style="list-style-type: none"> <li>• Resources <ul style="list-style-type: none"> <li>○ Avoid duplication <a href="http://www.firstgov.gov/webcontent/req4a.shtml">http://www.firstgov.gov/webcontent/req4a.shtml</a></li> <li>○ Collaborate in developing cross-agency portals <a href="http://www.firstgov.gov/webcontent/req4b.shtml">http://www.firstgov.gov/webcontent/req4b.shtml</a></li> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Post a link to FirstGov.gov: <a href="http://www.firstgov.gov/webcontent/req4e.shtml">http://www.firstgov.gov/webcontent/req4e.shtml</a></li> <li>○ Links to other cross-agency portals: <a href="http://www.firstgov.gov/webcontent/req4c.shtml">http://www.firstgov.gov/webcontent/req4c.shtml</a></li> </ul> </li> </ul>
8 (a) 5(d)(iv)	Help the public locate government information maintained by or for the agency	<ul style="list-style-type: none"> <li>• Provide a search, site map, and/or subject index to help the public find the information they want</li> <li>• Design your website to make it easy for the public to find what they want. Design it from the point of view of the audience; use consistent navigation; write in plain language.</li> <li>• Design your website to help the public use all federal websites more easily. Use common terms and placement; use links; use standard metadata and XML schema to help search engines find your content.</li> <li>• Inform your audience when you're changing the design of the website, so they know where to look for information</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Organize content according to citizen needs: <a href="http://www.firstgov.gov/webcontent/req2a.shtml">http://www.firstgov.gov/webcontent/req2a.shtml</a></li> <li>○ Use basic common content and placement: <a href="http://www.firstgov.gov/webcontent/req2d.shtml">http://www.firstgov.gov/webcontent/req2d.shtml</a></li> <li>○ Write and organize homepage from the viewpoint of the public <a href="http://www.firstgov.gov/webcontent/req2b.shtml">http://www.firstgov.gov/webcontent/req2b.shtml</a></li> <li>○ Use plain language: <a href="http://www.firstgov.gov/webcontent/req3b.shtml">http://www.firstgov.gov/webcontent/req3b.shtml</a></li> <li>○ Use consistent navigation <a href="http://www.firstgov.gov/webcontent/req3e.shtml">http://www.firstgov.gov/webcontent/req3e.shtml</a></li> <li>○ Link to the home page <a href="http://www.firstgov.gov/webcontent/req4d.shtml">http://www.firstgov.gov/webcontent/req4d.shtml</a></li> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Use standard metadata: <a href="http://www.firstgov.gov/webcontent/req3g.shtml">http://www.firstgov.gov/webcontent/req3g.shtml</a></li> <li>○ Categorization of Information: <a href="http://www.firstgov.gov/webcontent/req6p.shtml">http://www.firstgov.gov/webcontent/req6p.shtml</a></li> <li>○ Have search and search standards:</li> </ul> </li> </ul>



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		<p><a href="http://www.firstgov.gov/webcontent/req3f.shtml">http://www.firstgov.gov/webcontent/req3f.shtml</a></p> <ul style="list-style-type: none"> <li>○ Inform audiences of website changes: <a href="http://www.firstgov.gov/webcontent/req3h.shtml">http://www.firstgov.gov/webcontent/req3h.shtml</a></li> <li>○ Post a link to FirstGov.gov: <a href="http://www.firstgov.gov/webcontent/req4e.shtml">http://www.firstgov.gov/webcontent/req4e.shtml</a></li> <li>○ Post your web publication schedule (per the E-Gov Act): <a href="http://www.firstgov.gov/webcontent/req6g.shtml">http://www.firstgov.gov/webcontent/req6g.shtml</a></li> </ul>
8(a)6 (b)	Consider whether an information dissemination product available from other Federal or nonfederal sources is equivalent to an agency information dissemination product and reasonably fulfills the dissemination responsibilities of the agency	<ul style="list-style-type: none"> <li>● Do not duplicate efforts. If information or services are available elsewhere and they fulfill or supplement the agency's mission, link to it or pull it through XML schema or other capabilities.</li> <li>● Use standard metadata – it will help you and other agencies find information that might be similar and, therefore, avoid duplicating it</li> <li>● If content bridges organizations or agencies, work with the other organizations and agencies to develop one source for the content</li> <li>● Resources <ul style="list-style-type: none"> <li>○ Avoid duplication <a href="http://www.firstgov.gov/webcontent/req4a.shtml">http://www.firstgov.gov/webcontent/req4a.shtml</a></li> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Use standard metadata: <a href="http://www.firstgov.gov/webcontent/req3g.shtml">http://www.firstgov.gov/webcontent/req3g.shtml</a></li> <li>○ Collaborate in developing cross-agency portals <a href="http://www.firstgov.gov/webcontent/req4b.shtml">http://www.firstgov.gov/webcontent/req4b.shtml</a></li> <li>○ Post a link to FirstGov.gov: <a href="http://www.firstgov.gov/webcontent/req4e.shtml">http://www.firstgov.gov/webcontent/req4e.shtml</a></li> <li>○ Links to other cross-agency portals: <a href="http://www.firstgov.gov/webcontent/req4c.shtml">http://www.firstgov.gov/webcontent/req4c.shtml</a></li> </ul> </li> </ul>
8(a)6 (e)	Identify in information dissemination products the source of the information, if from another agency	<ul style="list-style-type: none"> <li>● If information is pulled from another website or source, make sure it is clear, through linking language, copyright information, or other attribution.</li> <li>● Resources <ul style="list-style-type: none"> <li>○ Follow basic linking practices: <a href="http://www.firstgov.gov/webcontent/req1c.shtml">http://www.firstgov.gov/webcontent/req1c.shtml</a></li> <li>○ Guidance on Digital Rights, Copyright, Trademark, and Patent Laws: <a href="http://www.firstgov.gov/webcontent/req6k.shtml">http://www.firstgov.gov/webcontent/req6k.shtml</a></li> <li>○ Use standard metadata: <a href="http://www.firstgov.gov/webcontent/req3g.shtml">http://www.firstgov.gov/webcontent/req3g.shtml</a></li> </ul> </li> </ul>
8(a)6 (f)	Ensure that members of the public with disabilities whom the agency has a responsibility to inform have a reasonable ability to access the information dissemination products	<ul style="list-style-type: none"> <li>● Make sure your site is accessible and in compliance with Section 508 requirements.</li> <li>● Resources <ul style="list-style-type: none"> <li>○ Provide access for people with disabilities: <a href="http://www.firstgov.gov/webcontent/req6c.shtml">http://www.firstgov.gov/webcontent/req6c.shtml</a></li> </ul> </li> </ul>

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8(a)6 (i)	Establish and maintain communications with members of the public and with State and local governments so that the agency creates information dissemination products that meet their respective needs	<ul style="list-style-type: none"> <li>• Reach out to the public and to partners, including state and local governments, to determine their wants and needs. Make sure your website is responsive.</li> <li>• Offer ways for the public to contact you through your website.</li> <li>• Be an advocate for the public and your partners – know and understand what they want and need; and work within your agency to develop information and services to meet that demand, within the context of mission accomplishment</li> <li>• Write and edit your web content so that communication is effective; use plain language</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Organize content according to citizen needs: <a href="http://www.firstgov.gov/webcontent/req2a.shtml">http://www.firstgov.gov/webcontent/req2a.shtml</a></li> <li>○ Use basic common content and placement, such as “Contact Us”: <a href="http://www.firstgov.gov/webcontent/req2d.shtml">http://www.firstgov.gov/webcontent/req2d.shtml</a></li> <li>○ Measure customer satisfaction and usability: <a href="http://www.firstgov.gov/webcontent/req2e.shtml">http://www.firstgov.gov/webcontent/req2e.shtml</a></li> <li>○ Write and organize homepage from the viewpoint of the public <a href="http://www.firstgov.gov/webcontent/req2b.shtml">http://www.firstgov.gov/webcontent/req2b.shtml</a></li> <li>○ Use plain language: <a href="http://www.firstgov.gov/webcontent/req3b.shtml">http://www.firstgov.gov/webcontent/req3b.shtml</a></li> </ul> </li> </ul>
8(a)6 (j)	Provide adequate notice when initiating, substantially modifying, or terminating significant information dissemination products	<ul style="list-style-type: none"> <li>• Inform your web audience of significant changes to the website</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Inform audiences of website changes: <a href="http://www.firstgov.gov/webcontent/req3h.shtml">http://www.firstgov.gov/webcontent/req3h.shtml</a></li> </ul> </li> </ul>
8(a)6 (k)	Ensure that, to the extent existing information dissemination policies or practices are inconsistent with the requirements of this Circular, a prompt and orderly transition to compliance with the requirements of this Circular is made	<ul style="list-style-type: none"> <li>• Review your website policies and practices and make any changes required by this Circular as soon as possible</li> <li>• Review the implementation guidance provided on the Web Content Managers Toolkit and apply it appropriately</li> </ul>
8(a)7(a)	Avoid establishing, or permitting others to establish on their behalf, exclusive, restricted, or other distribution arrangements that interfere with the availability of information dissemination products on a timely and equitable basis	<ul style="list-style-type: none"> <li>• Don’t create or permit practices (including contracts or partnerships) that delay publication of information on the website or that restrict access inappropriately</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Provide access to documents in different file formats <a href="http://www.firstgov.gov/webcontent/req3c.shtml">http://www.firstgov.gov/webcontent/req3c.shtml</a></li> <li>○ Provide access for people with disabilities: <a href="http://www.firstgov.gov/webcontent/req6c.shtml">http://www.firstgov.gov/webcontent/req6c.shtml</a></li> <li>○ Provide access to people with limited English proficiency: <a href="http://www.firstgov.gov/webcontent/req6f.shtml">http://www.firstgov.gov/webcontent/req6f.shtml</a></li> <li>○ Provide common access to a broad range of visitors: <a href="http://www.firstgov.gov/webcontent/req3a.shtml">http://www.firstgov.gov/webcontent/req3a.shtml</a></li> </ul> </li> </ul>
8(a)7(b)	Avoid establishing restrictions or regulations, including the charging	<ul style="list-style-type: none"> <li>• Information on a federal website is in the public domain and should</li> </ul>

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	of fees or royalties, on the reuse, resale, or redissemination of Federal information dissemination products by the public	<p>be made available for free, unless it is subject to copyright or other laws</p> <ul style="list-style-type: none"> <li>• Resources <ul style="list-style-type: none"> <li>○ Guidance on Digital Rights, Copyright, Trademark, and Patent Laws: <a href="http://www.firstgov.gov/webcontent/req6k.shtml">http://www.firstgov.gov/webcontent/req6k.shtml</a></li> </ul> </li> </ul>
8(a)8(a)	Agencies will use electronic media and formats, including public networks, as appropriate and within budgetary constraints, in order to make government information more easily accessible and useful to the public.	<ul style="list-style-type: none"> <li>• Provide information and services online, as much as possible and practical</li> </ul>
8(a)9(a)	Ensure that information is protected commensurate with the risk and magnitude of the harm that would result from the loss, misuse, or unauthorized access to or modification of such information	<ul style="list-style-type: none"> <li>• Create and use management controls over posting information on the website</li> <li>• Create and use security safeguards on interactive applications</li> <li>• Protect the privacy of information provided by the public through the website, in compliance with the Privacy Act</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Security protocols to protect information: <a href="http://www.firstgov.gov/webcontent/req6b.shtml">http://www.firstgov.gov/webcontent/req6b.shtml</a></li> <li>○ Implement privacy requirements: <a href="http://www.firstgov.gov/webcontent/req6a.shtml">http://www.firstgov.gov/webcontent/req6a.shtml</a></li> </ul> </li> </ul>
8(a)9(b)	Limit the collection of information which identifies individuals to that which is legally authorized and necessary for the proper performance of agency functions	<ul style="list-style-type: none"> <li>• Only collect information about visitors that you need to help you improve the website.</li> <li>• Inform website visitors how you serve the public and how you will use any information that you collect or that they provide in your Privacy statement.</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Security protocols to protect information: <a href="http://www.firstgov.gov/webcontent/req6b.shtml">http://www.firstgov.gov/webcontent/req6b.shtml</a></li> <li>○ Implement privacy requirements: <a href="http://www.firstgov.gov/webcontent/req6a.shtml">http://www.firstgov.gov/webcontent/req6a.shtml</a></li> </ul> </li> </ul>
8(a)9(c)	Limit the sharing of information that identifies individuals or contains proprietary information to that which is legally authorized, and impose appropriate conditions on use where a continuing obligation to ensure the confidentiality of the information exists	<ul style="list-style-type: none"> <li>• Ensure that your practices are in line with the Privacy Act</li> <li>• Inform the public about situation in which you might share information, in your Privacy statement</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Security protocols to protect information: <a href="http://www.firstgov.gov/webcontent/req6b.shtml">http://www.firstgov.gov/webcontent/req6b.shtml</a></li> <li>○ Implement privacy requirements: <a href="http://www.firstgov.gov/webcontent/req6a.shtml">http://www.firstgov.gov/webcontent/req6a.shtml</a></li> </ul> </li> </ul>

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8(a)9(d)	Provide individuals, upon request, access to records about them maintained in Privacy Act systems of records, and permit them to amend such records as are in error consistent with the provisions of the Privacy Act.	<ul style="list-style-type: none"> <li>• Provide information on how to request information under the Privacy Act</li> <li>• Resources <ul style="list-style-type: none"> <li>○ Implement privacy requirements: <ul style="list-style-type: none"> <li><a href="http://www.firstgov.gov/webcontent/req6a.shtml">http://www.firstgov.gov/webcontent/req6a.shtml</a></li> </ul> </li> </ul> </li> </ul>