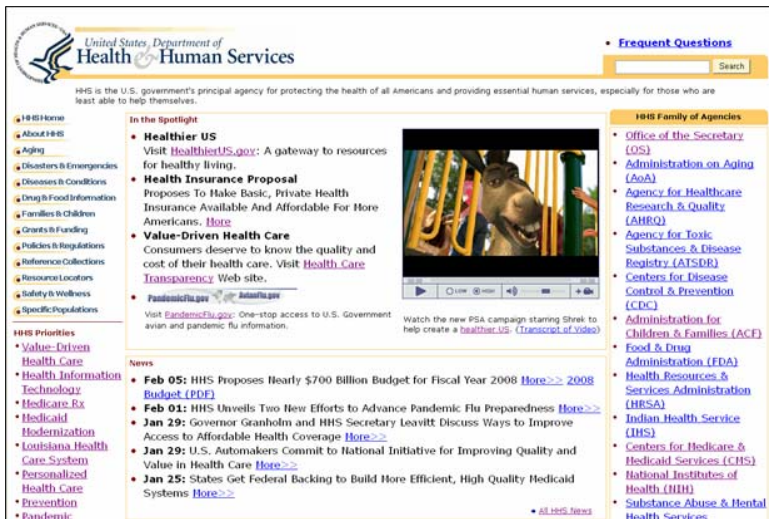




**Web Communications Division (WCD) January Update**  
 design and content consulting · web content management ·  
 google search · watchfire compliance monitor · urchin  
 metrics · graphics support · rightnow Q/A database ·  
 cross-department portal · governance · usability ·  
 intranet support ·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

v.2.n.2



**What's a donkey doing on the HHS homepage?** No, we weren't hacked; it's a PSA featuring Shrek and friends urging kids to "Play an hour a day." A first for the HHS homepage, the PSA taps our video-on-demand capability, and reflects plans to produce a more interesting, interactive homepage. The TV ad is part of a Prevention Program that includes redesign of the [HealthierUS.gov](http://HealthierUS.gov) Website. **(Prevention Site Manager: Kimberly Berlin)**

## building a community

How many people actually work on the Department's Websites?

No one has a clue. Even at the macro level, we work largely in isolation, doin' our own thing, independently solving similar problems, reinventing the wheel.

That's changing. More people than ever attended the most recent Web Reps meeting. More people actually participated too, and the exchange of ideas, comments and suggestions only underscored the value of shared insight

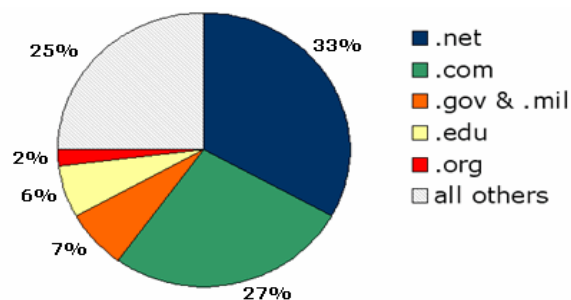
We're working to build a larger community, sharing lists of Web contacts, communicating beyond the meeting room, creating synergy.

We have an ambitious next step ahead: To host, this spring, a Department-wide Web Workgroup Training Conference. An opportunity to learn, discuss, share on a grand scale. To meet each other. To build a community.

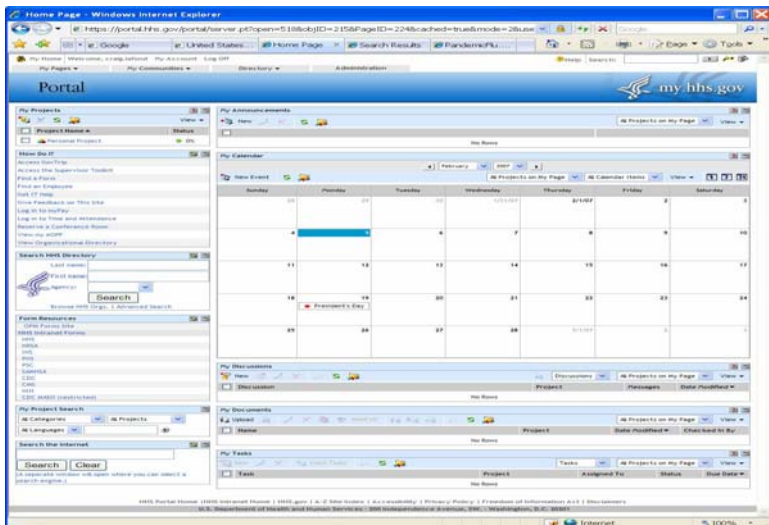
Prudence/Dick

**Next Web Reps meeting:** Thursday, March 15, 9am to 12pm, in Humphrey Room 800. **(Meeting Coordinator: Beth Martin)**

## web metrics



Where HHS.gov visitors come from.



**The Portal is Back!** Right on target, the re-engineered portal launched with the Federal Health Architecture (FHA) as its inaugural community. New features include an enterprise-wide license, upgraded software, a secure environment, the ability to work across the firewall, and a metrics package. Communities waiting to move onto the new portal are now being scheduled. Contact us if you are considering a portal application. **(Portal: Craig Lafond)**

## application updates

**Watchfire:** All efforts to retrieve the Watchfire database failed. As a result, the application has been removed from ITSC and will be hosted, including database backup, by the Watchfire vendor. For now, we can desk audit on piecemeal basis. **(Watchfire: Julia Sothoron)**