

June 4, 2008

MEMORANDUM TO: R. W. Borchardt
Executive Director for Operations

Eliot Brenner, Director
Office of Public Affairs

FROM: Annette L. Vietti-Cook, Secretary **/RA by Andrew L. Bates
Acting for/**

SUBJECT: STAFF REQUIREMENTS – COMSECY-08-0013 – ACTION
PLANS REGARDING WEB RE-DESIGN AND PUBLICATION
IMPROVEMENTS

The Commission has approved the staff's plan to revise and update the agency's website and to redesign the look of some of its printed products.

The staff should coordinate these improvement efforts with the Office of Public Affairs (OPA). OPA should have the lead for the basic design of the web page, while the Office of Information Services (OIS) should have the lead for implementing any web redesign. OPA should have editorial input to the web site's content, while all staff should continue to provide specific subject matter content consistent with their expertise.

The staff should develop a plan for ensuring that the additional recommendations in the contractor's report, that were not discussed directly in the memorandum; specifically: (1) adopt a proactive approach to the communications to clarify the NRC's independent role, and showcase the safety and protection the Agency provides citizens; and (2) depict the breadth of responsibility of the Agency; are incorporated into the Agency's communications initiatives, including content considerations, and provide recommendations for accomplishing this.

The staff should redesign NRC printed products to the new look and format on the same schedule as currently exists for updating them to incorporate revised content. As documents need to be updated to incorporate revised content, it is appropriate to utilize the new graphics and style that resulted from the branding initiative; however, funds should not be spent simply to publish new documents, until existing paper copies are depleted.

The staff should provide the Commission with information regarding this project in a possible 2009 mid-year resource review and in the 2010 budget.

OIS should continue working towards the development of federated search engines which would allow website users to look across databases such as the Next Generation ADAMS and other agency databases, as described in the IT Infrastructure Plan, and as appropriate.

The staff should consider maintaining some of the same or similar buttons and links so that those stakeholders who have invested their time in learning to navigate the NRC website don't have to start over.

cc: Chairman Klein
Commissioner Jaczko
Commissioner Lyons
Commissioner Svinicki
OGC
CFO
OCA
Office Directors, Regions, ACRS, ACNW, ASLBP (via E-Mail)
PDR