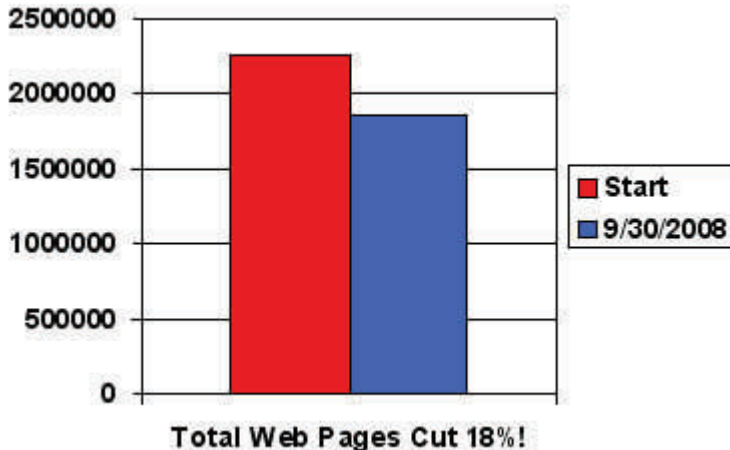




Web On A Diet!



508 Efforts Paying Off

Five months in, the Department-wide effort to make our Web sites 508 compliant, fix broken links, and better manage the Web is already showing significant results. The number of 508 errors are coming down even as our Compliance and Remediation Plans are being finalized, 508 training is starting to be delivered, and 508 standards and guidance are being put in place.

Remarkable progress has been made in cutting the sheer size of our Web content. We've trimmed more than 400,000 pages - almost 20 percent of our total page count. For us, that means fewer pages to manage. For site users, it reduces the likelihood they are viewing outdated content and that's good news for us as well.

Web Crawler: Catch 22

The good news: We've replaced the inadequate Watchfire Policy Tester with the far more robust Accenture Digital Diagnostics crawler. The Accenture application is on a development server, WCD is trained, and everyone is ecstatic with the tool's capabilities.

The bad news: We need approval for further development and hosting. We are making presentations to the ITIRB and SSF this week. You can assist in informing your CIO, CFO and managers of the importance in getting the crawler deployed.

Widgets: Getting the Word Out

HHS assisted in the development of a cross-government, Web-based widget as a part of the federal response to Hurricanes Gustav and Ike. Within two weeks:

- The widget was added to many state and local emergency sites and more than 70 local Fox station websites
- As of mid September, there were more than 21,500 visits to the "[Get this Widget Page](#)" and 67,057 visits to the "[What Government is Doing](#)" page

Federal Hurricane Response

- [How to Get Help](#)
- [Local Resources](#)
- [Find Friends & Family](#)
- [Health & Safety](#)
- [Donate & Volunteer](#)
- [What Government is Doing](#)
- [En español](#)

Put these links on your web page

Join ^{US} for a **SAMHSA** technical competency Seminar

Find out what the long neck means for your Web site

Creating User-Centric Web sites: Practical Tips

FEATURED SPEAKER: GERRY MCGOVERN

Gerry is the founder and CEO of Customer Carewords. He is widely regarded as the number one worldwide authority on managing Web content as a business asset. Gerry has spoken, written, and consulted extensively on Web content management issues since 1994. He will be conducting a workshop that provides the specific steps Webmasters, Web managers, and Web content owners can take to ensure that their sites are easily helping users. Topics include: improving navigation, ensuring search results, managing in tasks not technology, knowing what your top tasks are, etc. For more about Gerry, please visit <http://gerryccg.com>.

Who should attend: Anyone using Web sites to communicate or project officers managing contracts with Web sites

DATE: October 16, 2008
 TIME: 12:30 p.m. - 4:30 p.m.
 LOCATION: Sugarloaf Conference Room
 1 Choke Cherry Road, Rockville, MD 20857

All SAMHSA and HHS Staff welcome
 Please RSVP to Tracy.Springs@samhsa.hhs.gov by October 10th
 Parking is free and available at SAMHSA

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 Substance Abuse and Mental Health Services Administration
 www.samhsa.gov

McGovern Returns

Web content guru **Gerry McGovern** has been brought back for another WCD workshop at the [October 16th Web Council meeting at SAMHSA](#).

McGovern's main message is the promotion of **customer-centric, task-focused sites** that are managed with facts, not opinions.

New WCD Staff

Mikio Manuel

Mikio will focus on Section 508 issues. He brings significant experience to the position recently being the Section 508 Clearance Officer for HHS's Baltimore Human Resource Center (BHRC).
mikio.manuel@hhs.gov | 202.401.8446

Andrew Wilson

Andrew comes from USDA and will be the lead for PandemicFlu.gov. He will also be assisting with Web metrics and mobile development.
andrew.wilson@hhs.gov | 202.260.1252