

December 2, 2005

Web Managers Advisory Council
Strategic Plan for Making Government Websites in the U.S. the Most Citizen-Focused and Visitor-Friendly in the World

| Strategic Goal and Objectives | Tasks | Webcontent.Gov Deliverables | Task Leader(s) |
|---|---|--|--|
| Goal 1: Improve the content of government websites | | | |
| A. Enhance the public's trust in government websites by proposing and promoting actions to make all government websites informative, authoritative, and objective. | | | |
| | 1. Identify best practices in policies and procedures to ensure that government web content is both current and accurate | Guidance and best practices (part of "Managing Content" section) | Tina Kelley Tina.Kelley@usdoj.gov |
| | 2. Identify best practices in policies and procedures for preserving content across changes in administrations. | Guidance and best practices (part of "Managing Web Records" section) | Jennifer Nelson jennifer.nelson@nara.gov |
| B. Improve citizens' access to government web content by advising and working with the Director and staff of Firstgov.gov – the "front door" to government information on the web. | | | |
| | 1. Advise the Director and staff of Firstgov on matters that could improve the Firstgov website and citizens' access to government information and services | | Co-chairs |
| | 2. Identify and propose opportunities to use Firstgov.gov to aggregate content across agencies, particularly when that would alleviate the need for a separate cross-agency website | | Co-chairs |
| | 3. Identify and propose strategies to work with the Firstgov staff to facilitate or advocate for cross-agency web management activities, such as training and policy development. | | Co-chairs |
| | 4. Identify top tasks that our audiences – especially citizens - want, online; and make sure FirstGov is featuring them | Publish list of most requested government information and services | Co-chairs |
| C. Improve content for the public by reducing the number and size of government websites, eliminating duplication, and consolidating and aggregating content wherever possible (within agencies, across agencies, and across levels of government). | | | |

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| | 1. Identify best practices and propose guidance for identifying and eliminating duplicative content and "right-size" websites, both within agencies and across agencies | Best practices and guidance | Rachel Flagg Rachel_Flagg@hud.gov Richard Struense (Richard.Struense@ed.gov) volunteered to work on this |
| | 2. Identify best practices and propose policies and procedures to manage cross-agency websites, commensurate with the issues and recommendations made to the ICGI | Best practices and guidance on creating and managing cross-agency websites | Donovan Albert dalbert@fs.fed.us (w) |
| Susan Fariss (susan.fariss@gsa.gov) volunteered. | 3. Develop and implement plans to use metadata and XML schemas across government to improve searches, help aggregate information, and help agencies manage their sites | <ul style="list-style-type: none"> Guidance on and best practices in metadata and XML. "Dummies guide" to metadata and XML | Sam Gallagher/Tom McClay Sam_Gallagher@hud.gov Thomas_McClay@ios.doi.gov |
| D. Improve the quality of writing on government websites | | | |
| | 1. Conduct plain language workshops | Online tips and training | Annetta Cheek Annetta.Cheek@faa.gov |
| | 2. Develop a checklist for evaluating the quality of web writing | Checklist | Annetta Cheek Annetta.Cheek@faa.gov |
| | 3. Share best practices in training content contributors | Best practices | |
| E. Make it easier to use all government websites by working toward content consistency across government | | | |
| | 1. Test common terms (e.g., FAQs) and placement of common content. | Usability testing findings and recommendations for common content | Janice Nail |
| | 2. Identify best practices and propose guidance and procedures for establishing required links on agency websites (like No Fear) (to address the Las Vegas effect) | Guidance and procedures (part of "Managing Content" section) | Colleen Hope hopeca@state.gov |
| | 3. Create templates, incorporating laws, policies, and best practices; and make them available to web managers to use | Templates | |
| F. Use web metrics to improve government websites | | | |

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| | 1. Show web managers how to use metrics to improve their websites (metrics = quantitative data to help improve websites) | Tutorials and best practices (part of "Measuring Performance" section) | Joe Pagano, Richard Huffine (chairs) jpag@loc.gov Richard.Huffine@gsa.gov Gina Pearson gpearson@ers.usda.gov |
| | 2. Identify best practices and develop guidance to help agencies identify, understand, and respond to the wants of its audiences, including citizens | Best practices and guidance on knowing your audience (part of Measuring Performance section) | |
| G. Help agencies create effective Intranets for their employees | | | |
| | 1. Develop guidance and best practices in managing intranets | Guidance and best practices | Clare DeCleene, Joe Pagano Clare_De_Cleene@ao.uscourts.gov v jpag@loc.gov |
| H. Help agencies create effective multilingual websites | | | |
| | 1. Develop guidance and best practices in managing multilingual websites | Guidance and best practices | Leilani Martinez Leilani.Martinez@gsa.gov |
| I. Analyze emerging technologies that could help Web Managers create and manage web content in better ways | | | |
| | 1. Research and develop routine updates on new technologies – including CMS - that could help agency web managers, Webcontent.gov, and/or managing any of tasks of the Advisory Council. Include suggestions for potential uses and – if available – contact information for agencies who are using the technologies successfully | <ul style="list-style-type: none"> • Recommend new technologies for the website • Recommend possible online collaborative space (Intranet/Extranet) • Develop surveys for Forum • Support db of experts | Diane Childress childress.diane@dol.gov Brian Dunbar Brian.dunbar@nasa.gov Annie Archbold aarchbold@cdc.gov Andy Bailey Bailey.andy@dol.gov |
| Goal 2: Improve how government manages its use of the web | | | |
| A. Improve web management (governance) structures so they ensure that government websites aid mission accomplishment | | | |
| Priority 2 | 1. Develop guidance and spotlight best practices in web "governance" | Guidance and resources on and best practices in web governance | |

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| Priority 2 | 2. Develop strategies to help executives take advantage of the web to achieve mission and goals | Guidance on and best practices in management consulting | |
| | 3. Help agencies establish performance measures that show the nexus between their websites and mission achievement | Guidance on and best practices in performance measures | Andy LeBold Andrew.J.LeBold@irs.gov |
| B. Find ways to work collectively across government to make our web operations more efficient | | | |

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| | 1. Identify and establish processes to develop and share requirements for products and services that many agencies may want to buy (such as software, consulting services, training services, etc.) | <ul style="list-style-type: none"> • A library of generic SOWs • Guidance on how to use the process to get a new SOW created • Best practices and lessons learned | Joyce Bounds Joyce.Bounds@va.gov |
| Priority 2. | 2. Research and develop a contracting vehicle that will let us buy products and services jointly | <ul style="list-style-type: none"> • List of joint contracts • Guidance on how to request that a new generic contract be created | |
| | 1. Network, coordinate, and educate Web content managers about Customer Relationship Management (CRM). 2. Inform the Web content manager community about new research, findings, and recommendations about CRM. 3. Serve as liaison between CSLIC and the AC | <ul style="list-style-type: none"> • Develop guidance and best practices | Justin VanEpps |
| C. Develop models for funding and budgeting for government websites | | | |
| Priority 2 | 1. Determine best practices and options for funding websites and budgeting allocated funds | Guidance and best practices in funding and budgeting | |
| Priority 2 | 2. Develop best practices and guidance in evaluating and documenting return on investment (ROI) | Best practices and guidance | |
| D. Help agencies establish contingency plans to make sure their websites can operate in emergencies and that their audiences can be informed about important changes to operations or procedures | | | |
| | 1. Develop guidance and best practices for emergency planning | Guidance on and best practices in emergency procedures | Gwynne Kostin Gwynne.kostin@dhs.gov |
| | 2. Share web manager emergency contact information between agencies | | Gwynne Kostin Gwynne.kostin@dhs.gov |
| Goal 3: Enhance the government web content management community | | | |
| A. Develop marketing strategies to promote use of government websites, conduct outreach to the government web content community, and encourage involvement and sharing to create citizen-centric, world-class websites | | | |

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| | <ol style="list-style-type: none"> 1. Reach out to establish, sponsor, and support regional/local Web Manager groups working across agencies and levels of government | | <p>Annie Archbold aarchbold@cdc.gov</p> <p>Karen Reshkin Reshkin.Karen@epamail.epa.gov</p> |
| <p>Priority 2</p> | <ol style="list-style-type: none"> 2. Develop guidance and best practices in marketing websites 3. Market the objectives and accomplishments of the web content management community to keep stakeholders informed, to promote replication, and to inspire linkages with related efforts. 4. Identify best practices of other governments (state, local, other federal governments) that we might want to replicate | <p>Guidance and best practices</p> | <p>Randy Eltringham Randy.eltringham@osd.mil</p> <p>Helen Elrod, helrod@fs.fed.us</p> <p>Rachel Flagg Rachel_Flagg@hud.gov</p> |
| <p>B. Communicate - inform, alert, ask, and prepare web content managers for new trends, challenges, and issues, so we can plan - not just react</p> | | | |
| | <ol style="list-style-type: none"> 1. Develop and maintain Webcontent.Gov as a source of information, resources, and guidance for all government Web Managers; manage Editorial Board to provide editorial and strategic advice and guidance | <p>See attached Work Plan</p> | <p>Sheila Campbell, Janet Stevens Sheila.Campbell@gsa.gov Janet.Stevens@fsis.usda.gov</p> |
| | <ol style="list-style-type: none"> 2. Manage the Web Content Managers Forum as a means for communicating and sharing information <ul style="list-style-type: none"> • Organize monthly calls • Take minutes • Monitor Forum discussions and catalog, summarize, maintain for reference | <ul style="list-style-type: none"> • Schedule of meetings • Summary of minutes, if appropriate • Summary of discussions, if appropriate | <p>Co-Chairs and Jennifer Reeves</p> |
| | <ol style="list-style-type: none"> 3. Monitor laws, regs, policies, directives, and other official requirements and make sure the web content community knows about changes; assist other task groups in researching legal issues | <ul style="list-style-type: none"> • Checklist for 508 compliance • Checklist for privacy and security • Routine updates of the laws and regs section | <p>Alan Vander Mallie Alan.VanderMallie@mail.doc.gov</p> |

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| | 4. Provide input to policy-makers, based on issues and trends identified in the community, as appropriate | | Co-chairs |
| C. Train them - Share expertise, promote initiatives to gain and share knowledge and skills across agencies | | | |
| Priority 2 | 1. Create international Web Content Managers discussion groups to discuss common issues and share best practices | Publish any interesting best practices, common issues | Co-chairs |
| | 2. Create a training program for Web Managers to help them gain and maintain the core skills, to include planning and coordinating the national and regional workshops sponsored by the Advisory Council and getting agencies to share their training sessions and | <ul style="list-style-type: none"> • Publicize training sessions within agencies that could be open to other agencies • Publicize training opportunities from public vendors • Publicize government employees who are available to train web managers (e.g., Annetta's plain language courses) • Publicize workshops • Create online tutorials, webcasts, and other training materials • Identify core skills for web content managers/develop job description | <p>Randy Eltringham, Eric Ramoth Randy.eltringham@osd.mil Eric R. Ramoth@hud.gov</p> <p>Gina Pearson gpearson@ers.usda.gov</p> |
| D. Recognize them – Seek ways to recognize successful innovations in web content management | | | |
| | 1. Manage the Web Content Managers Awards | <ul style="list-style-type: none"> • Nominating information • Online Voting for Finalists; • Spotlight winners | <p>Larry Teller Teller.Lawrence@epa.gov</p> |