

Web Manager University

What Is Web Manager University?

GSA's Web Manager University (WMU) is the federal government's training program for digital government and new media professionals. The multi-disciplinary curriculum addresses a broad range of skills agencies need to manage digital government efforts:

- ★ Federal web requirements
- ★ Governance, policy, and strategic planning
- ★ User experience and design
- ★ Plain language and customer-focused writing
- ★ Search and search engine optimization
- ★ Metrics and analytics
- ★ Contact center management
- ★ Accessibility requirements
- ★ Emerging technology
- ★ Social media and citizen engagement

Who Do We Serve and How Do We Meet Their Needs?

- ★ CIOs: **"I need innovative technologies and agile development infrastructure"**
- ★ Web & New Media Staff: **"I need field guides on 50+ topics"**
- ★ Technologists: **"I need cheaper and more efficient tools"**
- ★ Program Staff: **"I want to provide excellent service to my customers"**
- ★ Program Managers: **"I want to use social media to engage with citizens"**
- ★ Contact Center Staff: **"I need cost effective solutions"**
- ★ Senior Leaders: **"I want to deliver our top services better than anyone else"**
- ★ OpenGov Officials: **"I want to know who's innovating and what's been successful"**

Why Is It Important?

Rather than having hundreds of agencies manage their own training program, WMU provides high value to government agencies because it centralizes digital government and media training solutions. Since the inception of the program in 2004, WMU has sponsored more than 250 training events and attracted more than 18,000 attendees.



Jointly sponsored by
U.S. General Services Administration and
the Federal Web Managers Council



Web Manager University

What Do We Offer?

One and Two-Day In-Person Courses

- ★ In-depth professional training, focused on digital government services
- ★ Fees: One-Day \$300 Gov/\$400 Others
Two-Day \$600 Gov/\$800 Others

Webinars

- ★ Interactive online training (1-2 hours)
- ★ Fees: \$50 Gov/\$75 Others
Some Webinars are Free

New Media Talks

- ★ Demos of government's use of new media tools and discussions with industry thought leaders
- ★ All New Media Talks are Free!

Monthly Forum Series

- ★ Webinars sharing best practices, lessons learned, and news from community members
- ★ Free, but open to government employees only

Government Web and New Media Conference

- ★ Largest networking and premier event of the year for web content managers, web writers, web editors, and other government employees who contribute content for government websites (2 days)
- ★ Early bird rates available
- ★ **Save the Date: May 16-17, 2012 in Washington, DC**

Recent Offerings

- ★ No FAIL Accessibility Testing
- ★ Going Mobile
- ★ Writing Great Web Content: Plain Language in Action
- ★ Essentials of Usability and User-Centered Design
- ★ Designing Social Media Policy for Government
- ★ Apps Challenge Workshop
- ★ Delivering Great Customer Service
- ★ Government Web Analytics
- ★ USA Search Program
- ★ Using a Blog to Engage Citizens Online

To Learn More

- ★ Visit us online: webmanageruniversity.gov
- ★ E-mail us: webmanageruniversity@gsa.gov
- ★ Call us: 202-208-0668
- ★ Follow us on Twitter: [@webmanageru](https://twitter.com/webmanageru)
- ★ Friend us on Facebook: [Web-Content-Managers-Forum](https://www.facebook.com/Web-Content-Managers-Forum)



Jointly sponsored by
U.S. General Services Administration and
the Federal Web Managers Council

