

.gov Reform Initiative

Executive Office of the President Web Improvement Plan

Working Draft as of 10/11/2011

Background

In the [August 12, 2011 Agency Instructions for Completing Web Inventories and Web Improvement Plans](#), Agency CIOs were asked to work with their Agency Web Manager and Office of Public Affairs to submit an Interim Progress Report on their efforts to streamline Agency-managed .gov domains (due September 6, 2011) and to begin development of an Agency-wide Web Improvement Plan.

“By October 11, Agencies shall develop a Web Improvement Plan that communicates their **strategy for managing web resources more efficiently, improving online content, and enhancing the customer experience of Agency websites.**” This comprehensive plan will “address the broader objectives of **streamlining content, infrastructure, and ultimately improving customer service.**”

The purpose of this Web Improvement Plan is to identify the strategy, actions, measurements, and timelines that the Agency is using to streamline website infrastructure, improve web content, and enhance the customer experience with Executive Branch websites.

Agencies are being asked to create a Web Improvement Plan that will be developed iteratively over the next few months. In this plan, Agencies will describe Agency-wide efforts to effectively manage publicly accessible websites in the .gov domain. Only agencies in the Executive Branch are required to submit a Web Improvement Plan. The initial plan for the Executive Office of the President, due to OMB by October 11, 2011, is in the following section.

Step 1: Current State of Agency-wide Web Improvement Efforts

Over the past few months, Agencies have been reviewing their .gov domains, web operations, and other web-related efforts in response to OMB .gov Reform data collection efforts (individual domain inventories, web governance survey, interim progress reports, etc.). The following describes the state of current web improvement efforts at the Executive Office of the President.

1) Does your Agency currently have an Agency-wide web strategy?

Yes.

Yes; the White House Office online strategy is threefold: 1. To amplify and deliver the President's message as technology transforms how and where people get information. 2. To develop online content, tools and opportunities to provide a greater level of transparency and understanding of the Administration's policies. 3. To provide a platform that offers meaningful opportunities for the public to connect with the Administration and one another. The President's Executive Order for a more transparent, participatory, and collaborative government has driven a web strategy that emphasizes openness and public engagement, not only on WhiteHouse.gov, but across all agencies. The White House's Office of Digital Strategy is responsible for the development and execution of this online strategy for the White House, which in addition to white House.gov includes presences on third-party websites such as social media platforms.

2) How does your agency currently ensure that Agency-wide web resources are managed efficiently (e.g. governance, technology/infrastructure, hosting, staffing, operations, etc.)?

To efficiently manage the resources that power the White House's online program, the Office of Digital Strategy collaborates with the Office of Administration, specifically the Office of the Chief Information Officer (OCIO). The OCIO's tasks include providing a stable environment capable of hosting WhiteHouse.gov and related content, overseeing the development of new tools and infrastructure, and providing expertise and insight into technical questions. The OCIO New Media Technologies team and White House Office of Digital Strategy meet weekly to ensure operational efficiency. Areas addressed weekly include: product development pipeline, technology/infrastructure, staffing, and any opportunistic issues that arise.

With the help of OCIO, the White House Office of Digital Strategy has focused on eliminating waste and making the EOP's technical infrastructure more efficient. Our strategy has been to move various EOP components to a single web platform powered by a common content management system, with the goal of sharing resources across the enterprise. The Office of Management and Budget, the Office of Science and Technology Policy and the Office of National Drug Control Policy have all been transferred to this enterprise web platform.

3) How does your Agency currently ensure that website content is readily accessible, updated, accurate, and routinely improved?

The White House Office of Digital Strategy is a full time team dedicated to the creation of original content for the Executive Office of the President including but not limited to email programming, social media, daily blog content, video and infographics. The Office of Digital Strategy is abreast of best web practices and constantly on the lookout for ways to improve our visitor's experience, whether it is through new tools, new functionality or new third-party platforms.

4) How does your Agency currently ensure that websites are meeting user expectations and needs and that the customer experience with websites is continually enhanced?

The Office of Digital Strategy reviews user feedback captured through feedback forms on every page of WhiteHouse.gov, periodic surveys, and social media comments. Whitehouse.gov has prompts across the site asking for feedback on content and on user experience. We routinely read and review the submissions and respond accordingly. We monitor the comments to our wall posts on Facebook and replies to our tweets on Twitter and established a Twitter hashtag for feedback on our website's technology and overall user experience (#WHWeb) , which gives us insight into what people are responding to, want more of or dislike. We also regularly create surveys of our various audiences (this year: website, Facebook audience, twitter audience) to gauge how we're meeting their needs and expectations. We monitor our traffic metrics and use that information to guide decisions on creating content and prioritizing development updates.