
DEVELOPMENT AND MAINTENANCE OF GIPSA WEB SITES

1. PURPOSE

This Directive establishes Grain Inspection, Packers and Stockyards Administration (GIPSA) policy for developing, maintaining, and improving the Agency's external and internal Internet sites.

2. REPLACEMENT HIGHLIGHTS

This Directive updates GIPSA Directive 3210.1, dated September 7, 1999.

3. AUTHORITIES

Departmental Regulation 3430-1, "Web Site Development and Maintenance," dated May 19, 2004 (<http://www.ocio.usda.gov/directives/doc/DR3430-001.htm>).

DM3515-001, "Collection of Web Page Cookies and Privacy Requirements," dated August 19, 2004 (<http://www.ocio.usda.gov/directives/doc/DM3515-001.htm>).

4. DEFINITIONS

- a. Internal Web Site. The "*in*GIPSA" Web site provides GIPSA employees with relevant professional, personal, and technical information.
- b. External Web Site. The GIPSA public Internet site educates all interested audiences, including American agriculture, the Congress, academia, and the public about the Agency and its services, programs, policies.
- c. GIPSA Webmaster. An individual designated responsibility by the Administrator (and/or his/her designee) for the overall quality, maintenance, and improvement of the GIPSA web sites, and for ensuring GIPSA's continuing professional presence on the Internet.

5. POLICY

It is GIPSA policy to maintain, in accordance with Departmental regulations and guidance, internal and external web sites that are customer-friendly; correct and current in content; professional in appearance; and of value to the audiences who use them.

GIPSA's web sites are informational tools with wide-ranging audiences. The external site, in particular, more than any other single publication or document, represents GIPSA to our employees, our local, national, and international customers, and the world. It is imperative that GIPSA presents an error-free, current, and informative site to these diverse audiences. The quality of GIPSA's web sites reflects on every GIPSA employee and on USDA and the Federal government as a whole.

6. DEVELOPMENT

The GIPSA Webmaster must approve all additions, improvements, and changes to the structure or appearance of the Agency's web sites. The Webmaster is ultimately responsible for the professional presentation of correct information on the Agency's internal and external web sites.

7. CONTENT

Senior managers are responsible for ensuring that their staffs provide current and complete content related to their programs and policies for both the internal and external web sites.

All content submitted for posting on the Agency's Web site(s) must be cleared via appropriate established requirements within the originating unit.

Organizational units are responsible for preparing materials for posting on the Internet in the appropriate format (e.g., HTML, PDF, etc.). Consultation with the Webmaster is encouraged in determining appropriate formatting. Units may accomplish document preparation and formatting at their discretion, e.g., by using available resources, training staff, etc.

8. QUALITY CONTROL

The GIPSA Webmaster is responsible for ensuring the overall quality (including content, appearance, and structure) of the Agency's internal and external web sites. This includes identifying and applying appropriate technology to enhance the operation of the sites. All materials prepared for the sites, requested structural changes, or additions to the sites must be cleared by the Webmaster prior to posting.

9. POSTING TO THE WEB SITES

Posting rights and access to the servers housing the internal and external sites are limited to the Webmaster and those delegated such authority by the Webmaster.

10. INQUIRIES

- a. Direct inquiries or requests for changes to this policy to the GIPSA Webmaster at (202) 720-5091.
- b. This Directive is available on the Internet at
<http://www.aphis.usda.gov/library/gipsa/GIPSA.html>

/s/

James E. Link
Administrator