OMB Memorandum M-11-24 Next Steps - Agency Instructions for Conducting Web Inventory and Web Improvement Plan
8/12/2011

Per the June 13, 2011, OMB Memorandum M-11-24, *Implementing Executive Order 13571 on Streamlining Service Delivery and Improving Customer Service*, Agencies must take action to improve their online services and eliminate wasteful spending by developing a comprehensive and consistent strategy for efficiently managing web resources and assuring that valuable content is readily accessible and available online. Since the issuance of this memorandum, the following actions have been taken:

- A freeze has been enacted on the issuance of new .gov domain names for the federal executive branch.
- The .gov Reform Task Force was established and has been meeting regularly to solicit and develop recommendations to update policies and guidelines for federal executive branch websites.
- A list of all registered .gov domain names has been posted on Data.gov and is updated weekly.
- Executive branch agencies have begun reviewing .gov domains to identify those that can be eliminated, consolidated, and streamlined.

Based on the lessons learned from these actions to date, the following additional guidance is provided to Agencies:

- The freeze on creating new federal executive branch .gov domains will continue until December 31, 2011, to reinforce the importance of curtailing the proliferation of stand-alone .gov sites and infrastructure. Should Agencies need to establish new web content during this timeframe, they should leverage existing .gov sites and infrastructure. During this freeze, any new .gov domain requires a written waiver from the Federal CIO or his designee. The .gov Reform Task Force, in collaboration with GSA, is reviewing the .gov domain approval process, and final guidance will be provided on the long term procedures related to requesting .gov domains.
- An interim target has been set to reduce (or redirect to existing domains), the number of federal executive branch .gov domains by 25% by September 2011. The target goal is to reduce/redirect .gov domains by 50% within one year. Concurrently, each Agency will develop a comprehensive Web Improvement Plan to address the broader objectives of streamlining content, infrastructure, and ultimately improving customer service.

Agency Requirements

Agency Chief Information Officers are responsible for the following deliverables:

By September 6, 2011 – Report Interim Progress

By September 6, 2011, Agencies shall provide to OMB an interim progress report on streamlining Agency-managed .gov domains. The report must include:

- List of .gov domains shut down since June 13, 2011. This should include outdated, redundant or poorly performing domains, old "redirects" that no longer provide value, or domains that are non-functioning and no longer in use.
- List of .gov domains redirected to, or consolidated into, existing domains since June 13, 2011.

- Brief description of other streamlining plans underway but not yet completed.

The .gov Reform Task Force will provide a template for this interim report.

By October 11, 2011 - Complete Web Inventory and Develop Web Improvement Plan

- **Complete Web Inventory**: By October 11, Agencies shall conduct an inventory and analysis of all registered .gov domain names and an assessment of Agency web governance. The goals of this inventory are to:

  o Collect key management data about each .gov domain to determine which will be maintained, merged, or eliminated.
  o Identify websites that provide high value to the public and can serve as models to be replicated by others.
  o Gather baseline data on the state of web governance and operations across the agency.
  o Identify opportunities for improving efficiencies in web management and operations within and across agencies (including shared services) and improving the customer experience with federal online services.

Instructions, guidance, and access to the online inventory are provided in the attachment to this email.

- **Develop 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. Agencies must post this Web Improvement Plan on their Open Government page by October 11, 2011. The .gov Reform Task Force will provide a template for this plan.

Next Steps

The .gov Reform Task Force will continue implementing the actions above and will focus on the following priorities:

- Conduct an online national dialogue to get public input on improving federal websites.

- Outline the optimum approach for establishing and maintaining .gov domains.

- Work with OMB and GSA to upgrade federal web policies and the criteria and process for granting new .gov domains.

- Develop a federal web strategy that establishes the long-term vision of what the user/citizen experience should be with federal websites.

- Develop common tools and best practices to make federal web operations more effective and cost efficient.

For more information about the .gov Reform Initiative, go to http://www.usa.gov/webreform. If you have questions, please contact Janice Nall, OMB E-Gov Office, at jnall@omb.eop.gov.

Please Read: Instructions, guidance, and access to the online inventory