

**.gov Reform Initiative**

**Department of the Interior 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 Department of the Interior, 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 Department of the Interior.

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

Yes.

The Department's Web Strategy is outlined in the Department's Web Managers Handbook. A copy of this handbook is available on the Department's Intranet site and is available upon request on a controlled unclassified information basis.

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

Initial Domain Name Server requests and renewal requests go through a review process that addresses business, technological/infrastructure, information management, governance and operational support.

#### **Business/Governance**

The Department has already consolidated existing web sites in alignment with agency needs. The Department is further developing Department-wide policy and procedures to standardize the preference for leveraging existing domain name servers (DNS) versus the establishing of new DNS.

#### **Technological/Infrastructure/Operational Support**

The Department already uses cost-effective approaches to support the technology and infrastructure of DNS sites. However, these approaches may not ensure consistent value-based results. As examples, Departmental bureaus and offices leverage partnerships with other Federal agencies, state agencies, educational institutions and private companies to both reduce the technological, infrastructure and operational costs of a DNS.

#### **Information Management**

The Department implemented a review process for initial Domain Name Server (DNS) requests. Each initial request is reviewed by the requesting bureau staff that includes, but is not limited to, compliance with OMB Circular A-130, E-Government Act of 2002, Privacy Act, Federal Records Act, Federal Cyber Security Guidelines, Information Accessibility Standards (Section 508), Information Quality Guidelines (Section 515), Paperwork Reduction Act and clear site sponsorship notifications. The bureau's Assistant Director for Information Resources verifies and signs a commitment of compliance prior to the

Departmental Chief Information Officer request submission to General Services Administration. The Department is implementing this process for both initial DNS requests and DNS renewal actions.

#### Governance

The Department currently has a Departmental Web Manager's Handbook that provides guidelines for bureaus and offices to manage web sites. The Department continues to develop policy and procedures to determine appropriate governance for hosting sites, operational support, and content control. Many DNS sites are shared content sites for intra-agency and inter-agency partnerships. The Department looks forward to working with OMB and other agencies to determine a standard process for governance.

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

This question was answered as portion of another question. A section is included below along with additional specific detail.

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Specific policy, procedures and guidelines to ensure ready-access, updated, accurate and routinely improved content includes, but not limited to:

- Bureau Web Managers review material to ensure compliance with Electronic Information and Accessibility Standards (Section 508) prior to web posting
- Annual Privacy Act review as part of the Federal Information System Security Management Act
- Semi-annual Information Quality Guidelines (Section 515) review of web content; and
- Departmental Privacy Act policy link on each web site.

#### **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?**

Upon access to a Federal web site, customers have the expectation that the web site will ensure public trust, information protection, and transparency. The customer experience is enhanced through provisions to provide suggestions and comments for improvements and enhancements to web site content and functionality.

- The Department provides clear notification when the customer is leaving a Departmental web site or Federal web site via a web site link.
- The Department reviews web links on a regular basis to ensure link viability.
- Disclaimers are posted for Departmental web sites that have inherent limitations on the content provided.
- The Department web site policy ensures that the site is “not used to advertise for private individuals, firms, or corporations, or imply in any manner that the Government endorses or favors any specific commercial product, commodity or service”.
- The Department has a Freedom of Information Act web site for frequently requested information (i.e., electronic reading room) to ensure information transparency (located at <http://www.doi.gov/foia>).
- For selected Departmental bureaus, a content management system (CMS) manages access rights, reporting features and publishing information. The Department is in the process of developing an enterprise-wide CMS.