

.gov Reform Initiative

Department of the Treasury 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 Treasury, 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 Treasury.

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

No.

Treasury plans to develop a new strategy in line with this effort.

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

Within the Department of the Treasury, each Bureau along with Treasury Headquarters (Departmental Offices) is empowered to manage its own web program. This allows each to make the best decisions to meet its mission given Bureau-specific constraints of time, money, and resources. Each Bureau's public site functions are vastly different from each other and from Headquarters and are more likely to be transaction and/or task based. Examples include, filing taxes (IRS), buying savings bonds (Bureau of Public Debt), educating people on security features of new money (Bureau of Engraving and Printing) selling commemorative products (both U.S Mint and Bureau of Engraving and Printing), and license application management (Alcohol and Tobacco Tax and Trade Bureau). Bureaus are also given the flexibility to decide whether web resources within each Bureau are combined for external vs. internal web projects. Many web services/resources, however, are made available agency-wide by Treasury Headquarters and are managed via a Working Capital Fund relationship.

For example, the Department's main website, www.treasury.gov, serves as a gateway to the Department as a whole as well as to each of the Bureau websites. Many Bureau popular tasks and initiatives are highlighted on the Department's website to reinforce Bureau connections to the Department.

In addition, other shared services include:

- E-Mail Subscription Service
- Public Website Search
- Public Cloud-based Web Hosting
- Treasury-wide Terms of Service for Social Media
- Periodic Public Website Section 508 Accessibility Scanning and Reporting
- Second Level Domain Redirects (redirecting Treasury.gov to www.Treasury.gov)

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

Each Bureau is expected to follow Executive Branch applicable web policies, guidance, and best practices with respect to accessibility, updates, and accuracy. Content updates and accuracy are handled at the Bureau level, as is accessibility implementation. The Headquarters Section 508 Program office is responsible for monitoring accessibility across all of the Bureaus and periodically runs a 508 Accessibility Report for each Bureau's public website. Information Quality as defined in the Information Quality Act is formally handled Treasury-wide by the Office of the CIO's Planning and Management division by providing a formal mechanism for the public to report quality issues and by performing required annual reporting. Web content staff within each Bureau receives reports of problems through online feedback mechanisms (such as email and ForeSee customer satisfaction surveys) and calls received.

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?

Each Bureau's web content staff is responsible for staying abreast of current trends in usability and meeting customer expectations of public websites. Staff stays current on best practices through howto.gov, www.plainlanguage.gov, www.usability.gov, the Federal Web Content Manager Forum, and meetings hosted by ForeSee and other organizations. Eight of the eleven Bureaus have at least one staff that is a registered member of the Forum. IRS has over 45 registered members, from multiple states. Each Bureau's website has a mechanism for receiving feedback and six of the Bureaus receive customer input through the ForeSee Customer Satisfaction Survey. These inputs combined with search and analytics data are analyzed at each individual Bureau.