***DRAFT***

**City of Municipality**

**Web Governance Policy**

**January 23, 2011**

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**City of Municipality**

**Web Governance Policy**

“Web Governance is the structure of people, positions, authorities, roles, responsibilities, relationships, and rules involved in managing an agency's website(s). The governance structure defines who can make what decisions, who is accountable for which efforts, and how each of the players must work together to operate a website and web management process effectively”. (*Source: Webcontent.gov, a Best Practice Source for Federal, State and Local Governments*)

**Web Management Plan**

The City of Municipality’s plan for an external web presence serves to identify where the City intends to go with related programs and how it intends to get there. The plan is posted on the City’s website so the public knows what we hope to achieve. The public is invited to offer comments and suggestions by contacting Public and Media Affairs Manager.

**Vision for the City Website**:

The City of Municipality will use the web to serve citizens, to open government to its citizens, and to support the business processes necessary to achieve our mission. Our website will offer complete information and secure processes for citizens transacting business with the City’s departments. Our website will embrace the web standards established by Municipality’s Web Governance Committee. When citizens interact with the City, they will be able to:

* Get the information or service they want without having to figure out which part of our City provides it
* Get prompt, complete, and understandable answers to their questions
* Easily find and complete basic transactions online, such as filling out forms or applying for programs
* Get clear and accurate instructions on where to start and what happens next

This is the vision that guides our long term goals and objectives

**City Website Goals and Objectives**

1. Improve the quality and ease-of-use of City websites by identifying and enhancing the efficiency of the most used tasks, by making those tasks easier to find, and by eliminating content that is outdated, redundant, and inaccurate.

**To achieve this goal, we will:**

* Identify the most used (top) tasks
* Improve the efficiency of the top tasks
* Improve the design of the home page to make it easier to find the top tasks
* Establish a certification process, requiring managers to regularly review and certify that their web content is both current and accurate
* Establish rewards for excellent performance and consequences for failure to complete the certification process
* Establish an annual review process to verify and enhance top tasks
* Work across departments and with partner web site owners to consolidate and/or link top tasks to help citizens get complete information and follow logical sequences
* Use new/social media tools to inform and educate customers about our services

1. Improve the efficiency and effectiveness of the City’s web governance structure to ensure the City’s use of the web is effective and that it supports its intended purpose and provides public service.

To achieve this goal, we will:

* Review and update City web policies
* Establish a quarterly meeting of all members of the governance structure to review progress and prepare future plans
* Create a semi-annual e-newsletter for all department content managers, keeping them informed of web plans and acknowledging excellence in department web content & achievements
* Develop performance standards for all web content managers and web editors
* Assign accountabilities for all City department managers, establishing responsibility for creating and managing web content from their organizations

1. Improve customer service by improving the way we communicate with citizens on City websites and through new media. Improvements will include improvements to content organization, written content, and methods (e.g. Social Media) of delivery.

To achieve this goal, we will:

* Train all employees who routinely contribute to the website to write for the web, using the principles of plain language
* Develop and implement a process to review and—where needed—rewrite web content to make it easier to understand and use
* Work with other agencies to consolidate content around topics of interest to the public

**Web Governance Structure**

The City’s *external* web presence is governed by the Web Governance Committee. It is charged with the responsibility for establishing and managing the processes needed to ensure a continuing effective external web presence; the committee reports to the ITB.

The committee is chaired by the Public and Media Affairs Manager with committee members from Information Technology, Organizational Development, and other departments that utilize the web as a major tool for conducting business with external stakeholders. Each committee member is assigned liaison responsibility to other departments. Committee membership may be altered as the City’s web governance model evolves.

**Membership (as of 1-5-12):**

Web Governance Senior Management Champion

Web Governance Committee Chair

Public Safety

Human Resource

Information Technology

Planning & Transportation

Organizational Development

Parks, Recreation & Cultural Arts   
Final Approvers

**Roles and Responsibility**

**ITB** (Group)

* Approves Web Governance Committee’s recommendations for projects, establishes relative project priorities, and identifies funding sources to sustain City web sites.

**Chairperson Web Governance Committee** (Public and Media Affairs Manager)

* Chairs the Web Governance Committee
* Delegates committee’s administrative tasks among members (minutes, agendas, etc.)
* Oversees all new web content, per the City of Municipality’s review and approval process.
* Certifies Department Content Editors and provides feedback to Department managers annually for performance review purposes.
* Administers Annual Re-Certification of web-enabled content
* Establishes publication and review process (including Emergency Management publishing)
* Decides the extent to which department Content Editors may publish to the web without pre-approval by the Public and Media Affairs Manager, or her/his designee.

**Web Governance Committee** manages the comprehensive Municipality website to include the functions of:

* Proposes and recommends priorities for web-related enhancements and redevelopment projects to the ITB
* Develops and maintains the Information Architecture (influenced by analytics)
* Maintains website analytics
* Provides graphics assistance to departments
* Maintains the City’s web registry
* Maintains the website style guide
* Seeks language support specialists as needed
* Oversees management, information architecture, taxonomy, graphic design, usability testing, content training and review.
* Coordinates departmental inclusion into the City’s website.
* Provides guidance and leadership to department content managers and content teams.
* Provides management/oversight of the development and implementation of web content policy, procedures, standards and style guide.
* Collaborates with content teams and department content managers to institute best practices.
* Delegates maintenance of all upper level pages; as well as, foreign language pages.
* Ensures compliance with City internet policies, and provides for accessibility and privacy.
* Assures that web-based communications align with the City’s Editorial Calendar
* Develops and posts a clear and comprehensive policy for linking to other websites and inclusion of content related to external entities.

**Content Management Teams**:

Each Department Manager serves as the Web Content Manager for his/her respective organizations and who:

* Oversees the content of that entity’s external-facing landing page, to ensure currency, relevancy and accuracy.
* Functions as the liaison with the PUBLIC AND MEDIA AFFAIRS MANAGER and the content teams for issues that arise related to the comprehensive Municipality website.
* Manages the development and maintenance of new content.
* On an annual basis, “certifies” that the information on the Public-facing and Internal-facing websites is current and accurate.
* Appoints the department’s Content Editor and credits his/her accomplishments via the annual performance review.
* Is accountable for the quality, relevance, and currency of department publications and documents on both Public-facing and Internal-facing websites.

**Level 2 Approver (For Special Cross-Departmental Sections Only)**

* Reviews Cross-Departmental content to assure comprehensive accuracy.

**Level 1 Approver (Department Approver)**

* Reviews and approves content that is ready for publication outside of the department.
* Assures that content is grammatically and technically accurate.
* Department’s quality advocate; communicates Web Governance policy, procedures, and guidelines to Editors.
* Ensures conformance to Web Style Guide, Brand Guidelines, etc
* The person who manages the content review for the department and works with Editors to update the content.
* Ensures a content owner is identified for each page.

**Editor**

* Develops Web Content for publication to Public-facing and Internal-facing Websites.