



INTERNATIONAL
TRADE
ADMINISTRATION

International Trade Administration Charter

Web Governance Board

Last Updated
February 21, 2007

Preamble

To institute more direct and formal management controls over the International Trade Administration's Web presence, the ITA Web Governance Board is chartered to provide guidance to ITA's business units on the continuing evolution of ITA's Web presence and oversight of its Web development, information architecture, methods and day-to-day management.

I ITA Web Governance Board Mission Statement

Improve ITA's web presence to better meet the needs of clients, stakeholders and the organization and to promote the value of the organization by:

- Defining a vision for ITA's web presence and establishing a road map to realize it;
- Aligning ITA's web presence with its mission, goals, and objectives;
- Ensuring that ITA's web presence complies with Federal, DOC and ITA web policies; and
- Developing processes for establishing new sites, restructuring existing sites, providing ongoing management of existing sites, and decommissioning sites.

II PURPOSE

The purpose of this Charter is to define the authority, membership, roles and responsibilities of the ITA Web Governance Board (WGB).

The purpose of the Web Governance Board is to align ITA's Web presence with its strategic goals and to promote industry best practices with regard to Web design, application development and information architecture. In so doing, the WGB will serve to guide ITA and its component offices using a set of established e-government principles:

- **Consolidation** – of application/development platforms, data storage, Web sites, etc. Through consolidation within and across agencies, OMB seeks economies of scale and improved compliance with accessibility and usability standards.
- **Re-use** – of data in multiple Web domains, of good quality design techniques, of developed applications that may serve a number of purposes across multiple agencies. Re-use improves consistency of data and minimizes redundant development costs.
- **Standardization** – Standardized Web presence, standardized Web navigation, use of standardized development tools and programming languages, etc. Improves usability of online resources for the public and reduces the cost of IT development while enabling re-use.
- **Sharing of resources** – Costs for enterprise-wide systems, application development, maintenance, etc. can be shared across ITA and across departments where possible and practical.

III BACKGROUND

The Office of Management and Budget, the Congress, and citizens are challenging the federal government to change its program delivery processes to realize the opportunities enabled by the information age.

Client expectations are driving the public sector to offer electronic business options equal to the best of private industry. The federal government has detailed a set of eGovernment principles and technologies to guide agencies in their ongoing efforts to respond to public requests and meet mandated eGovernment requirements under ever-tighter budgetary constraints. At their most basic level, these principles can be summarized as: consolidation, re-use, standardization, and sharing of resources. At their core, these principles reflect the need to improve the delivery of information to the public along federal lines of business, the need to achieve economies of scale in the development and procurement of online systems and applications, and the need to standardize the appearance and coding of Web applications to facilitate the re-use of data across agencies and improve the usability of Web sites to the public. While ITA has made progress in meeting these challenges, much remains to be done.

In Fall of 2004, ITA procured an enterprise Web Content Management System (WCMS) in order to more efficiently manage the development and delivery of online content, enforce established Web standards, track workflow and lifecycle of online content, and consolidate document storage and the management of ITA's Web presence.

By serving as a coordinating authority for the initiation, development, and ongoing maintenance of public Web sites and their content, the WGB supports the Under Secretary, the Director of Public Affairs, the Chief Information Officer (CIO), and other senior managers in achieving agency and administration objectives. As the coordinating authority, the WGB is tasked with recommending, promoting or implementing changes at the enterprise level to ensure ITA Web sites and their content are comprehensive in scope, effectively managed, necessary, and not duplicative of other ITA, departmental or federal Web sites.

IV AUTHORITY

The Web Governance Board, its purpose, responsibilities and mission are derived through a charter from the Deputy Under Secretary (DUS) and endorsed by the Strategic Planning Leadership Team (SPLT) to provide guidance and oversight of ITA's Web presence. The DUS possesses the authority and mandate to set ITA priorities and establish governance boards to oversee and advise on administrative policy issues. The formation of a WGB more effectively aligns ITA with the President's Management Agenda, which calls for expanded electronic government and the strategic management of human capital.

V MEMBERSHIP AND STRUCTURE

The WGB's membership is to be composed of at least two members each from the following seven business units: the Office of Public Affairs (OPA), the Office of the Chief Information Officer (OCIO), Office of the Chief Financial Officer/Administration the U.S. and Foreign Commercial Service (CS) , Manufacturing and Services (MAS), Import Administration (IA), and Market Access and Compliance (MAC).

The ITA DUS is the sponsor of the WGB. The WGB is co-chaired by a designated representative from the Office of Public Affairs and a designated representative from OCIO to coordinate and plan WGB activities.

VI ROLES AND RESPONSIBILITIES

The ITA WGB is comprised of individuals who will coordinate activities related to Web content management and development on behalf of their respective units. Members of the WGB will provide guidance and leadership in developing ITA's Web environment, vision, goals and objectives, establishing a framework for achieving established objectives, and communicating the Board's vision and policies to its managers and employees. The purpose and responsibilities of the Web Governance Board are as follows:

- a. To establish and communicate a vision and target structure for ITA's Web presence.
- b. To clearly define and communicate the purpose, target audience, and content types for ITA's Web domains (trade.gov, export.gov, OurPlace, manufacturing.gov, etc.)
- c. To reinforce ITA's target Web presence and information architecture by coordinating new requests and providing direction, recommendations, and approval for the development of new Web sites and/or online applications affecting ITA's Web presence as well as by decommissioning existing Web sites.
- d. To reinforce ITA's corporate brand identity.
- e. To plan and support efforts to migrate ITA's current Web presence and online content into the enterprise-wide content management system (WCMS).
- f. To establish and review ITA standards for Web sites, Web content, and Web based applications and to monitor and enforce compliance.
- g. To set priorities for the development of Web sites and/or online applications within ITA.
- h. To communicate and explain ITA's Web presence vision, goals, and determinations to its component units and offices.
- i. To recommend funding for specific projects to the SPLT.

Additionally, the WGB co-chairs are responsible for:

- a. Setting the WGB meeting agendas in consultation with WGB members.
- b. Coordinating with the Application Development team to implement WGB decisions.
- c. Assisting ITA component units and offices on specific Web development requests with their WGB unit representatives.

VII MEETINGS AND COMMUNICATIONS

The ITA WGB will meet at least monthly at a time mutually agreed upon by the WGB members. More frequent meetings may be called depending upon agency need or priorities. A quorum will exist and meetings proceed when representatives from at least three of the four following units, USFCS, MAS, MAC, and IA, plus representatives from OPA and OCIO are in attendance. Designated members of the WGB may send proxies to meetings with the approval of one of the WGB co-chairs. Meeting minutes will be taken at each meeting and distributed to WGB members, the Director of OPA and the Chief Information Officer, and to the Director of Policy Coordination/ITA within two business days of each meeting.

VIII DECISION-MAKING

Decisions will be made both in person at WGB meetings and “virtually” through electronic correspondence. A decision making quorum has the same requirements as those to proceed with a meeting. The seven business units will cast a single vote each. It is assumed that each unit’s representatives are in concurrence before their votes are cast. A decision may be reached by a simple majority vote when votes are cast by six of the seven business units and three of the four following units are in agreement, USFCS, MAS, MAC, and IA.

Decisions may be made virtually by an electronic request to all WGB members by one of the WGB co-chairs with a specified response deadline. A decision may be reached by a simple majority vote when votes are received from representatives of at least six of the seven business units and three of the four following units are in agreement, USFCS, MAS, MAC, and IA, by the specified response deadline.

IX APPEAL PROCESS

WGB decisions may be appealed to the SPLT following consultation between senior managers as appropriate and the Director of Public Affairs and/or the Chief Information Officer.

X COMMITTEES

The WGB has the authority to establish task forces as necessary to consider items of concern.

XI CHARTER REVIEW

The WGB will review this Charter at least on an annual basis to evaluate its effectiveness and incorporate any improvements. Changes to the Charter must be approved by a 2/3-majority vote of the WGB.