

Web Governance in the Federal Sector

Lisa Welchman

Founding Partner, WelchmanPierpoint

Session Agenda

- Web Governance in context
- Definition of Web Governance
- Three Federal Governance Models and a critique

Web Governance in Context



Web Governance Definition

- The authoritative administrative structures that set Policy and Standards for Web product management

Web Governance Framework

- The Web Governance Framework specifies the organizational mechanisms through which Web Governance related policies and standards are set, maintained, and enforced.
 - Emplacing a framework requires determining who has input regarding Web policy and standards and who makes decisions

Web Policy

- Basic set of legal, compliance-related, editorial and technical constraints for Web development
 - Objective: to influence behavior and mitigate risk
 - Scope: entire organization
 - Number: few
 - Length: short
 - Frequency of Change: Rarely

Web Standards

- Web standards describe specific parameters and limits and exceptions for development of Web products
 - Objective: to effectively and efficiently manage an aspect of the Web by dictating actions
 - Scope: specific group of people
 - Number: significant, albeit targeted
 - Length: long
 - Frequency of Change: Often (highly dynamic)

Web Governance Stakeholders

- Strategic Organizational Leadership
- Communications; Public Relations
- Information Technology
- Program Offices

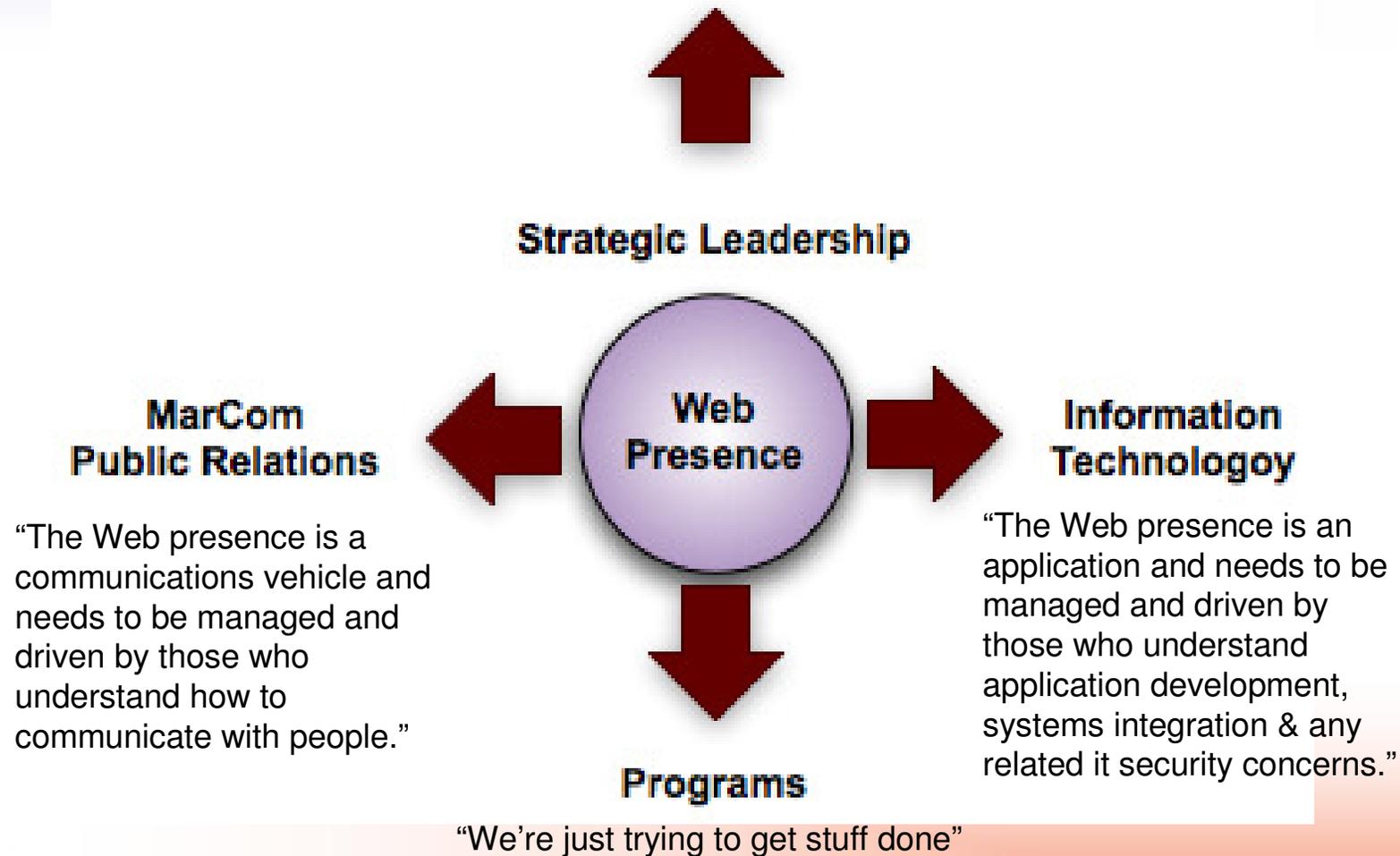
How Stakeholders Interact

- Governance stakeholders are avoiding having the difficult conversations and making the difficult choices required to establish a governance framework that would effectively manage Web quality and risk.

The Way it Should Be



The Way it Is



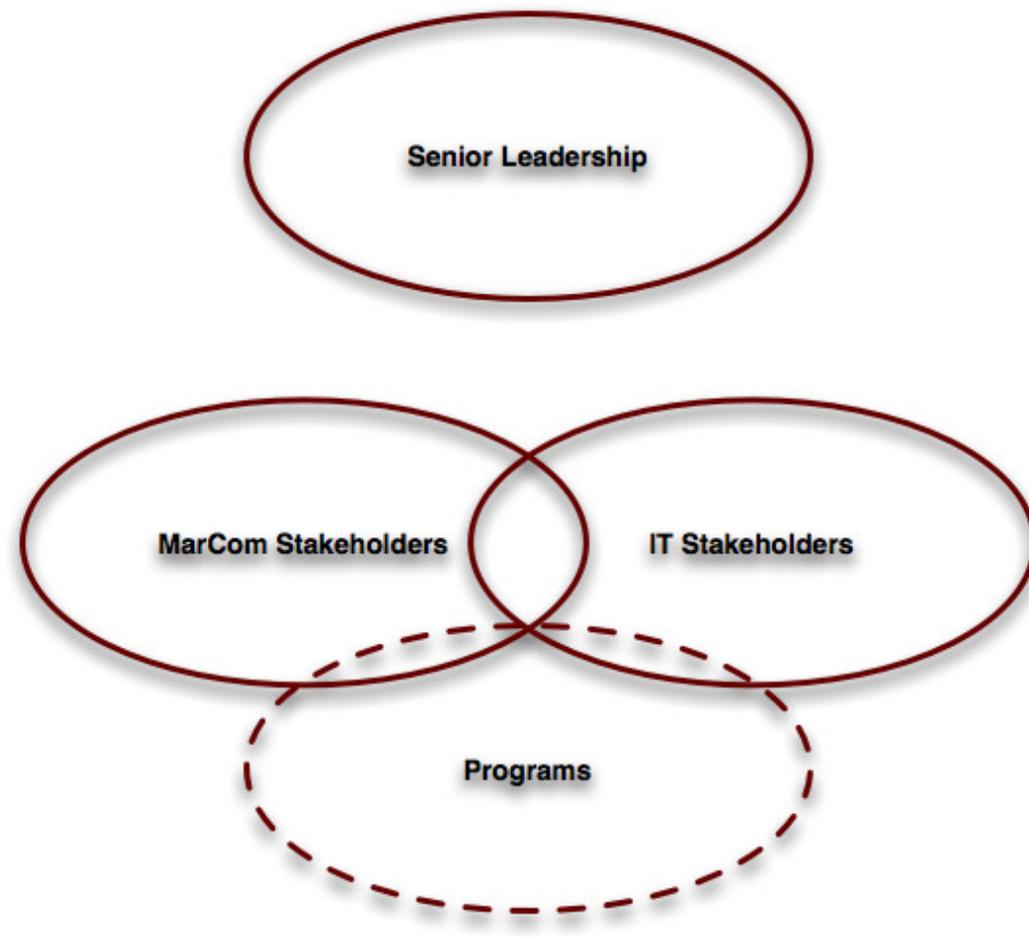
To be more succinct....

*It's a power struggle masquerading as
righteous battle!*

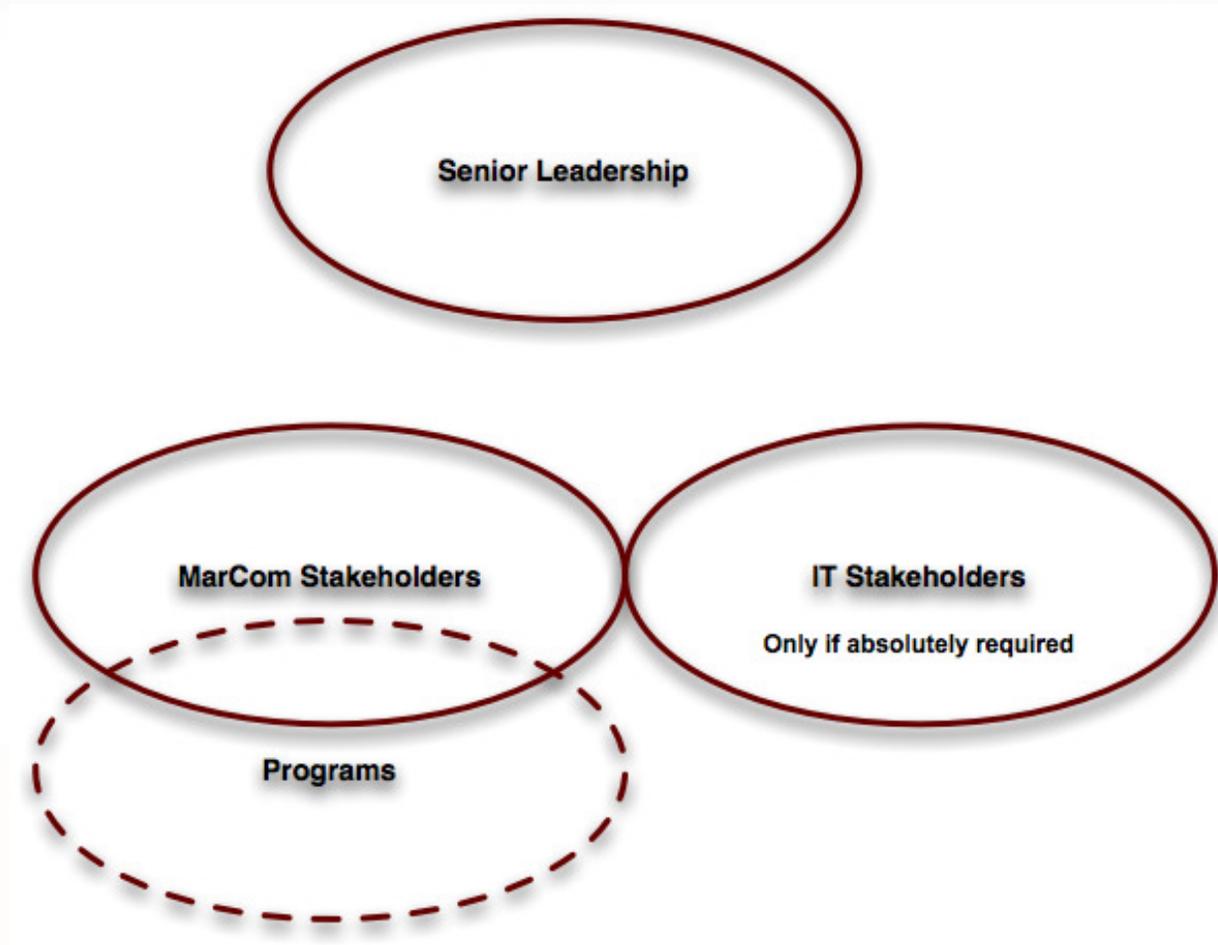
Three Federal Frameworks

- The “It’s Ours ‘Cause We’re the Experts” Model
 - Compressed Joint Web Governance
- The “They’re Backward Looking Slow-Pokes” Model
 - Compressed Content-Centered Web Governance
- The “Married, But Living in a Duplex” Model
 - Compressed Dual Framework

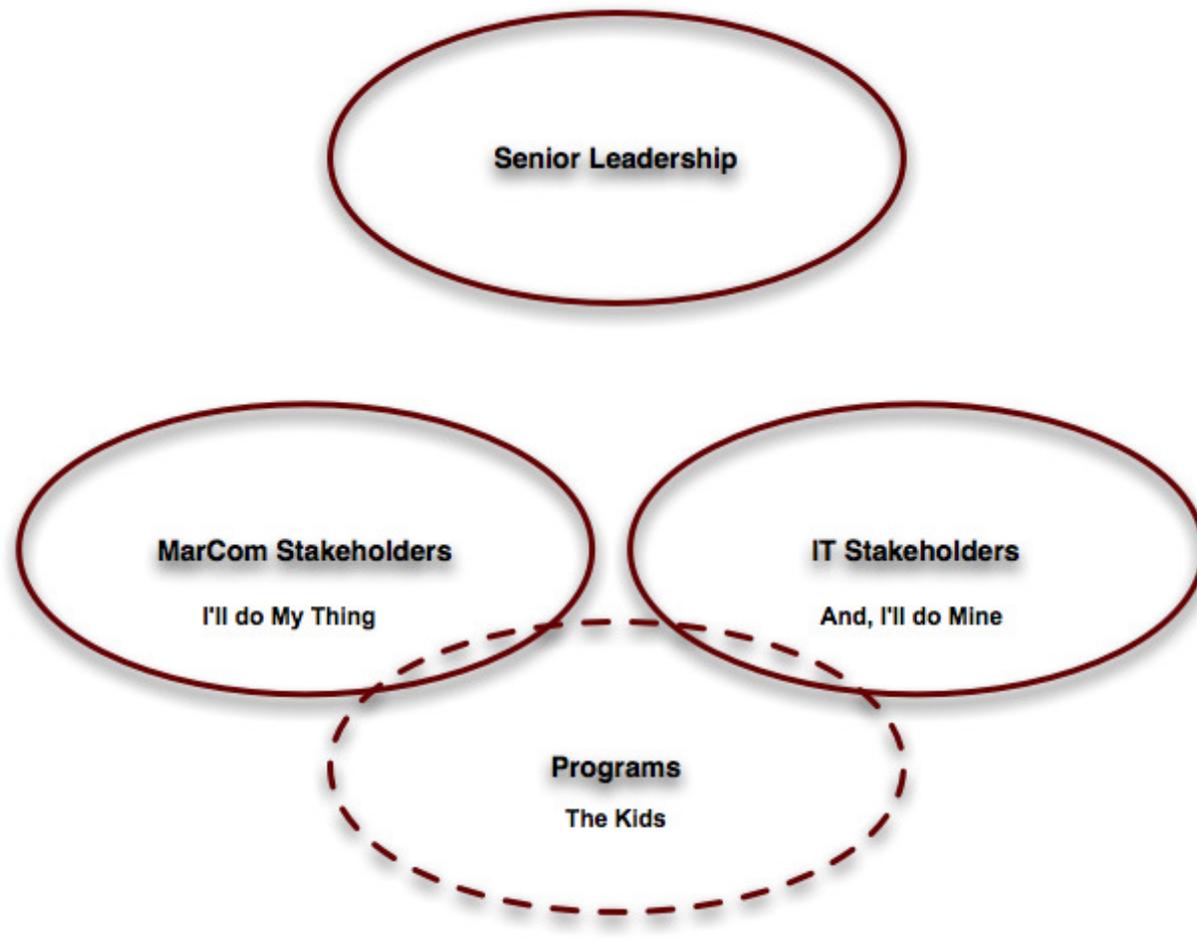
It's Ours!



Backward Looking Slow-Pokes



Married, But Living in a Duplex



Why Governance is Relevant

- Managing and surfacing Top tasks
 - Implies consistency
 - Implies that you know what “top tasks” are for the organization and the end user

Why Governance is Relevant

- Enabling cross agency collaboration
 - Standards
 - And standards
 - And, did I say standards?

Why Governance is Relevant

- Transparency, Citizen Participation & Engagement
 - Transactional ease that translates into response and action not just a lot of user generated content
 - Quality user experience

Last Word

- Have the fight and kiss and make up for the sake of
 - Quality and meeting the mission
 - Sanity– this is no way to work
 - Execution Control – do something before you are told to do something really silly

Thanks!

- Email: lisa@welchmanpierpoint.com
- Twitter handle: lwelchman
- <http://www.welchmanpierpoint.com>