

From: CIO-COUNCIL [<mailto:CIO-COUNCIL@LISTSERV.GSA.GOV>] **On Behalf Of** Adam Sedgewick (M1X)
Sent: Monday, September 26, 2011 12:06 PM
To: CIO-COUNCIL@LISTSERV.GSA.GOV
Subject: [CIO-COUNCIL] Action: OMB Memorandum M-11-24 - Agency Instructions for Developing Web Improvement Plans

The following is sent on behalf of Steve VanRoekel, U. S. Chief Information Officer, OMB

Agency CIOs and Federal Web Managers,

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, described in Step 1 below, is due to OMB by October 11, 2011, and subsequent versions of the plans are due according to the timelines established below. Detailed submission instructions on submitting Web Improvement Plans will be posted on the [.Gov Reform Initiative MAX Page](#).

Step 1: Current State of the 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.). For the October 11 deadline, Agencies will describe the state of current web improvement efforts by answering the following questions:

1) Does your Agency currently have an Agency-wide web strategy? If so, please attach it here.

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

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

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?

Two additional questions will be asked as part of this exercise (but will not be published as part of Agency Web Improvement Plans):

5) What barriers impede your ability to improve your websites? (gaps in policy/guidance, organizational structure, current policy/guidance, etc.)

6) What tools, services, and/or information would help you improve your websites if available government-wide? (metrics packages, code, other agency web strategies, etc.)

Step 1 of Web Improvement Plans Due to OMB: Tuesday, October 11, 2011. Submission instructions on submitting the answers to the above questions for Step 1 of the Web Improvement Plan will be posted on the .Gov Reform Initiative MAX Page no later than October 4, 2011. However, Agencies should prepare responses now to prepare for the October 11, 2011 deadline (responses can be cut and pasted into the submission form). Each question will have a maximum response limit of 1,000 words. Once the data call closes, OMB will aggregate Agency responses to these questions and post it on the .gov Reform Initiative website (usa.gov/webreform). Agencies will link to this page from their OpenGov pages once the Web Improvement Plan (Step 1) page is online – on or about October 11, 2011.

Note: The .gov Reform Task Force is working to establish a Federal Web Strategy (the desired **future state** of federal web) based on responses to the governance survey, inventory results, secondary research, and other sources such as the [National Dialogue on Improving Federal Websites](#) which is currently underway and will continue through Friday, September 30. The Federal Web Strategy will outline how to **bridge the gap** between the current state and future state of Federal web. OMB will also update relevant web policies and establish deliverables and timelines for executing the strategy (e.g. all agencies will establish an agency-wide web governance structure by X date.)

Step 2: Revised Agency Web Improvement Plans – Once the .gov Reform Task Force releases the Federal Web Strategy and issues additional web policy and guidance, Agencies will be asked to provide more detailed plans for improvement of their websites (based on the Federal Web Strategy, additional guidance, and Agency experience to date). Agencies will also be asked to describe the implementation of these revised Web Improvement Plans including specific actions they will take, timelines for accomplishing these actions, and metrics for measuring progress.

Estimated Date Revised Plans Due to OMB: within 60 days after publication of the Federal Web Strategy

Step 3: Review of Agency Web Improvement Plans – OMB and the .gov Reform Task Force will review Agency Web Improvement Plans and meet with each Agency (CIO, Director of Public Affairs, and Web Manager) to provide feedback to the Agency on their plan. This peer review may also include review by the Federal Web Managers Council and other subject matter experts.

Estimated Date for Completion of Reviews: within 30 days of receiving Revised Agency Web Improvement Plans

Step 4: Posting of Agency Web Improvement Plans on Agency OpenGov Pages – Based on the feedback from Step 3 above, Agencies will revise their Web Improvement Plans and post them on their OpenGov pages.

Estimated Due Date for Posting Web Improvement Plans: within 30 days of Agency meeting with the .gov Reform Task Force

Step 5: Reporting Results of Agency Web Improvement Plans – Agencies will report to OMB on the progress of their Web Improvement Plans.

Estimated Due Date for Reporting Progress/Results of Web Improvement Plans to OMB: three months and six months after posting Agency Web Improvement Plans on Agency Open Government page

History and timeline for this effort:

The .gov reform effort is part of President Obama's [Campaign to Cut Waste](#), identifying unnecessary websites that can be consolidated into other websites to reduce costs and improve the quality of service to the American public. The President signed Executive Order 13571, "[Streamlining Service Delivery and Improving Customer Service](#)," April 27, 2011, which requires federal agencies to take specific steps to strengthen customer service, including how they deliver services and information on federal ".gov" websites. Agencies must also develop a strategy to efficiently manage web resources and assure that valuable content is readily accessible and available online.

Between June 13 and September 22, 2011:

- A freeze was enacted on the issuance of new .gov domain names for the federal executive branch;
- The .gov Reform Task Force was established to recommend updates to the policies and guidelines for federal executive branch websites;
- A list of all registered second-level .gov domain names was posted on Data.gov and is being updated weekly;
- Executive branch agencies began reviewing websites to identify sites that can be eliminated, consolidated, and/or streamlined and reported interim progress;
- An online dialog was launched to obtain public and professional input on improving Federal websites;
- Overall progress on the .gov Reform Initiative is posted at <http://usa.gov/webreform>

Key dates for this effort:

Jul 13 - Federal Executive Branch .gov domain dataset posted on Data.gov

Aug 12 - Agency website inventory survey launched

Sept 6 - Interim Progress Reports from agencies submitted to OMB

Sept 19 – National Dialog on Improving Federal Websites launched

Oct 11 - Agencies complete Web Inventories (individual domain surveys and Web Governance Survey)

Oct 11 - Agencies complete first section of Web Improvement Plans on their Open Government Pages

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