

HHS DOT GOV Task Force Meeting #1 – August 9, 2011

August 9, 2011 The Web Council is to build a policy on how to eliminate or consolidate HHS websites, and this will be a bottom up solution. Web Council members may appoint another member to the group, only on a permanent basis. Members must report back to their staff on progress.

1. SURVEYS

Survey #1 – to be completed for each registered .gov website.

If a site is deleted as part of the consolidation, a survey will not have to be done for it.

Survey #2- for management, will deal with high level concerns (ex: how many CMS's do you use?)

- Once the surveys are sent to the Department level, a 120-day deadline for completion begins.
- ASPA will manage the distribution and aid for survey completion
- ASPA will review all findings/aggregate the completed surveys
- HHS CIO will manage collection of ALL surveys
- Responses will be posted to GSA & HHS Open Websites
- New DotGov Consolidation Memo has yet to be released (ETA: end of week)

2. DISCUSSIONS/CONCERNS

- How do we deal with the survey once we receive it?
- How serious are the discussions around a common look/feel for all federal websites?
- Common banner – could be implemented on Dept. agency websites
- Ensure best web practices – findability/content/etc.
- Fiscal Issues: People, Dollars, How this will cut costs?
- How do we know what our websites are made up of? (**Accenture Tool**)
- Should we include a new domain for all translated websites?
- How do we deal with redirects?
- What reasons/considerations establish a .net or .org over a .gov?
- Outdated material should be eliminated – not consolidated
- SWOT/Checklist/considerations should be drafted for topic based websites
- Send Customer Service Initiative Note (Ned Holland) to the group

3. OPPORTUNITIES THIS PROJECT BRINGS

- Work/Collaborate with other HHS web managers
- Identify User Needs & Build better consumer-based websites
- Cost savings
- Improve Communications
- Learning opportunity for best practices
- Push to use more analytics
- Kill duplication content

4. TASKS FOR THE GROUP (For Tuesday, August 23rd)

- Generate a list of websites that will be eliminated and by what date
- Identity a POC for each .gov website survey
- Take Inventory of .Org and .Nets
- List issues that need to be addressed - .gov prevention, consolidation, etc.
- Share any content/knowledge/guidelines/experiences that will help us improve
- Look at Strategic plan outline and determine what area(s) interest you
- Comment on DotGov Consolidation List (ALL sites)

5. STRATEGIC PLAN ASSIGNMENTS (ongoing)

Analytics: Dennis Rodrigues (NIH), Kathryn Messner (ASPA), Kaya Walton (ASPA)

- How do you use metrics?
- Use free tools, Google Trends, Search Terms
- Use it to formulate plan
- Create a formal Metrics Plan for the group?
- NIH – presentation/training on metrics plan?
- NIH – Identify User Experience & Audience, Search Logs, Compared all data together

Campaign Websites: Jon Booth (CMS), Carol Crawford (CDC), Randie Siegel (AHRQ)

- Recommendation: future campaign sites should be put inside another websites
- How do we move current campaign/initiative websites inside other sites NOW?
- Congress often requests a website to be made – with no designated location

6. POLITICS OF WEBSITES

- Policy will be a means for dealing with politics
- This should be a decision/policy decided at a higher level
- Leadership philosophy – unique vs. general efforts on the web
- If an Office has a priority consumer based website, it should be recognized by leadership
- Are there formal Federal groups forming guidance on this?

7. NEXT MEETING: AUGUST 23rd, 9:30 – 12:30

- Dawn Colbert will share SAMHSA criteria to kill sites

9.) EXERCISE METRICS AT A GLANCE

Websites to Eliminate:

Website	Votes
www.clubdrugs.gov	4
www.cuidadodesalud.gov	4
www.endingthedocumentgame.gov	4
www.hcqualitycommission.gov	4
www.thedataweb.gov	3
www.recoverymonth.gov	3
www.omhrc.gov	3
www.iedison.gov	3
www.iaegc.gov	3
www.hcfa.gov	3
www.foodreportstudy.gov	3
www.bam.gov	3

Websites to Consolidate:

Website	Votes
www.healthindicators.gov	6
www.cancerprevention.gov	6
www.4girls.gov	5
www.4parents.gov	5
www.cancernet.gov	5
www.childcare.gov	5
www.dataweb.gov	5
www.drugfreeworkplace.gov	5
www.forparents.gov	5

Websites to Keep:

Website	Votes
www.acf.gov	7
www.aids.gov	6
www.cdc.gov	6
www.fda.gov	6
www.usability.gov	6
www.cancer.gov	5
www.cms.gov	5
www.flu.gov	5
www.hhs.gov	5
www.medicare.gov	5