

**Subject:** Re: Federal Enterprise CRM - Strategy, design, & implementation - Looking for best practices and information  
**From:** Rachel Flagg - MIE <rachel.flagg@GSA.GOV>  
**Reply To:** Rachel Flagg - MIE <rachel.flagg@GSA.GOV>  
**Date:** Tue, 2 Jan 2018 07:15:17 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (9 kB)

Hi [REDACTED],

FYI, the CX-COP is a DigitalGov Community of Practice dedicated to customer experience, and members of that community likely have some good CRM advice to share.

Join the CX-COP listserv: <https://www.digitalgov.gov/communities/customer-experience-community/>

See all communities: <https://www.digitalgov.gov/communities/>

Hope this helps!  
-Rachel



U.S. General Services Administration

**Rachel Flagg**  
Office of Government-wide Policy  
202.368.0365

On Fri, Dec 29, 2017 at 10:27 AM, Jenkins, Rebecca L <[REDACTED]@state.gov> wrote:

We here at State have been piloting a CRM implementation for the past 18 months and have drafted plans to go enterprise. Erin, I'd be happy to meet with you and your team about our process and lessons learned.

At the same time, I'm eager to hear from other agencies who are further along on their road map than we are. The change management on this is huge.

Happy New Year,

[REDACTED]  
Digital Program Manager, PMP  
IIP Office of Digital | U.S. Department of State  
SA-5, 2200 C Street NW  
Washington, DC 20522

[REDACTED]

-----Or  
**From:** [REDACTED] <[REDACTED]@FEMA.DHS.GOV>  
**Sent:** Friday, December 29, 2017 12:34 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Federal Enterprise CRM - Strategy, design, & implementation -

Looking for best practices and information

Good afternoon, all.

I am the Program Analyst for the Customer Experience Office within the Federal Emergency Management Agency's Federal Insurance and Mitigation Administration. Our team is being tasked with the creation of an enterprise-wide Customer Relationship Management program to include the design and implementation of a tool that supports our varied business needs, and the development and implementation of change management and data governance plans (and practices) to support that effort.

I would be very interested to learn who else has undertaken similar projects in other Executive Agencies. If you or your Agency have gone through the CRM push already, I would love to learn more about any existing resources or best practices you might recommend that we familiarize ourselves with as we prepare to start on this endeavor in early 2018.

Please email me directly at (b) (6), (b) (7)(C) @fema.dhs.gov with any information you may have.

Thanks and Happy New Year!

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5/25/2021

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[http://www.fedpoint.com/communities/listserve/central-services/](#)

**Subject:** Come join The Lab at OPM for one of our Monthly Courses!  
**From:** "Thomas, Elaine" <Elaine.Thomas@OPM.GOV>  
**Reply To:** Thomas, Elaine  
**Date:** Wed, 3 Jan 2018 15:25:02 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (3364 bytes) , [text/html](#) (10 kB) , [image001.jpg](#) (10 kB)



**Come and join us for the Fundamentals of Human-Centered Design, Visual Eloquence and Mapping courses!**

**Sign up for monthly course offerings by visiting our [webpage!](#)**

**Title:** Visual Eloquence (Sketching, Diagramming, and more)

**Description:** Drawing in its multiple variations -sketching, diagramming, doodling, tracing, collaging, rendering, etc. is at the core of the human-centered design process in government. We put pen to paper, and marker to whiteboard, to quickly visualize and explain complex problems; to understand the depth of the insights and ideas we generate to address them; and to present our design process to an audience. In design, visual eloquence is a requisite to express, explain, communicate, and clarify to others -and to ourselves- what would be much harder and slower to explain with written or spoken words. This hands-on module introduces the principles of visual eloquence for thinking and acting in human-centered design.

**Date, Times and Pricing:**

January 9, 2018 at OPM Innovation Lab, 1900 E Street NW, \$800  
Hours: 9 AM - 4 PM

**Title:** Mapping Systems and Processes

**Description:** Human-centered design brings to government the ability to visually represent complex systems, processes, and human interactions. While data visualizations and infographics are abstract representations of numbers, maps are graphic spaces designed to combine information and meaning. A map is a space of pathways and relationships that facilitates navigation and way-finding; but it is also a territory of possibility that invites the viewer to explore, discover, and envision. This condition of having multiple readings - objective and subjective, implicit and explicit, symbolic and literal, etc. situates mapping at the center of the human-design process.

**Dates, Times and Pricing:**

January 10, 2018 at OPM Innovation Lab, 1900 E Street NW, \$800  
Hours: 9 AM - 4 PM

**Title: Fundamentals of Human-Centered Design**

**Description:** This workshop teaches the theory and practice of human-centered design through a three-day open enrollment course. Participants will understand why, when and how to apply human-centered design to their public sector work, whether they are involved in policy design, program management or service delivery.

**Date, Times and Pricing:**

January 23-25, 2018 at OPM Innovation Lab, 1900 E Street NW, SBH22, \$1900

Hours: 9 AM - 5 PM

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**Subject:** Fwd: Upcoming event 1/9 - Responding to a Disaster: How USAGov Helped Shape the Digital Response in Puerto Rico  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Thu, 4 Jan 2018 16:02:26 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3143 bytes) , [text/html](#) (5 kB)

Cross-posting to this list.

----- Forwarded message -----

**From:** DigitalGov University <[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)>  
**Date:** Thu, Jan 4, 2018 at 1:47 PM  
**Subject:** Upcoming event 1/9 - Responding to a Disaster: How USAGov Helped Shape the Digital Response in Puerto Rico  
**To:** [SM-COP@listserv.gsa.gov](mailto:SM-COP@listserv.gsa.gov)

Happy New Year!

Next week we're hosting an online event, **Responding to a Disaster: How USAGov Helped Shape the Digital Response in Puerto Rico**, that may be of interest to many of you. Here are the details:

**Date/Time:** Tuesday, January 9 at 12pm ET

[Register](#)

#### **More about the event**

Hurricane Maria made landfall on September 20, 2017, devastating Puerto Rico and the U.S. Virgin Islands. These events, coupled with hurricanes Harvey and Irma, and wildfires in California, made five simultaneous natural disasters that the Federal Emergency Management Agency (FEMA) would need to address. Within a few weeks, thousands of federal volunteers from across the country were deployed to the Joint Field Office (JFO) in San Juan.

[USAGov](#), which has been designated as the official channel of disaster communications for the federal government, supported efforts by building a digital response team in Washington, but also by sending a bilingual digital team member to Puerto Rico. The task included assisting the External Affairs team of the Joint Information Center with bolstering their digital capabilities.

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5/25/2021

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Subject: Want to show only your agency's videos on YouTube?  
 From: (b) (6), (b) (7)(C)@USCIS.DHS.GOV>  
 Reply To:  
 Date: Thu, 4 Jan 2018 21:20:01 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (40 kB) , text/html (10 kB) , image001.jpg (40 kB)

Hi everyone on multiple lists. Sorry in advance if you get this more than once, but I think this is worth sharing broadly.

I recently asked around for a YouTube contact to see whether we could get back to the way government channels used to be: when you viewed a video, you'd see only that agency's videos over on the right under "Up next." Waaaayyy back when the federal gov't originally worked out federal-friendly terms of service, that's how it was done.

Our account here didn't work that way, though.

I'm happy to report that getting it changed was very easy. I simply sent a request to [government@youtube.com](mailto:government@youtube.com) and asked for it. It does mean our videos won't appear on other channels' videos, but I'm ok with that. We do still show up in searches.

When we contacted YouTube, we also asked them to change our settings so that when people view our videos, all the "Up next" videos on the right side are now our own. No more providing links to random immigration stuff from our videos!

For example:



(b) (6), (b) (7)(C)  
 Chief of E-Communications  
 Office of Communications | U.S. Citizenship and Immigration Services  
 20 Massachusetts Avenue, Suite 3100 | Washington, DC 20529  
 Mobile: (b) (6), (b) (7)(C) | Email: (b) (6), (b) (7)(C)  
 @uscis.dhs.gov

USCIS English - [USCIS.gov](https://www.uscis.gov) | Facebook: [/USCIS](https://www.facebook.com/uscis) | Twitter: [@USCIS](https://twitter.com/uscis) | Instagram: [@USCIS](https://www.instagram.com/uscis) | YouTube: [/USCIS](https://www.youtube.com/uscis)  
 USCIS Español - [USCIS.gov/ES](https://www.uscis.gov/es) | Facebook: [/USCIS.ES](https://www.facebook.com/uscis.es) | Twitter: [@USCIS\\_ES](https://twitter.com/uscis_es) | Instagram: [@USCIS\\_ES](https://www.instagram.com/uscis_es)



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The Citizenship Interview and Test

Up next AUTOPLAY

-  **E-Verify: Employee Rights and Responsibilities**  
USCIS  
80K views  
16:48
-  **Citizenship Day Naturalization Ceremony at the Smithsonian**  
USCIS  
26K views  
40:47
-  **E-Verify: Employee Rights**  
USCIS  
24K views  
5:57
-  **E-Verify: Employer Responsibilities and Worker**  
USCIS  
25K views  
16:42
-  **Hello, I'm Emma. How may I help you?**  
USCIS  
Chat with Emma now  
uscis.gov (English)

**Subject:** Want to show only your agency's videos on YouTube?  
**From:** "Moya, Lindan A." <lmoya@GPO.GOV>  
**Reply To:** Moya, Lindan A.  
**Date:** Fri, 5 Jan 2018 15:53:36 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (161 lines)

That was great information from (b) (6), (b) (7)(C) – my group has been looking for a way to host webinars that other Federal agency employees can participate in – and YouTube is one possibility, and great because it is free. Has anyone used YouTube for that purpose? The one drawback is that it seems that the attendees have to log in with a YouTube account for that feature. And as we all know, some agencies still block their employees from sites like YouTube.

Very Respectfully,

Lindan A. Moya|Manager|Customer Services|ph : 202.512.0424  
m: (b) (6) |Email: lmoya@gpo.gov

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-----Original Message-----

From: CONTENT-MANAGERS-L automatic digest system [mailto:LISTSERV@LISTSERV.GSA.GOV]  
Sent: Thursday, January 04, 2018 11:00 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: CONTENT-MANAGERS-L Digest - 3 Jan 2018 to 4 Jan 2018 (#2018-3)

There are 2 messages totaling 1202 lines in this issue.

Topics of the day:

- 1. Fwd: Upcoming event 1/9 - Responding to a Disaster: How USAGov Helped Shape the Digital Response in Puerto Rico
- 2. Want to show only your agency's videos on YouTube?

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<https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=i%2Foj%2FTh%2Bx2zuxp qk7CsCnwDMHS6oM93FQbn%2BLUoO4al%3D&reserved=0>

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Date: Thu, 4 Jan 2018 16:02:26 -0500  
From: DigitalGov University <digitalgovu@GSA.GOV>  
Subject: Fwd: Upcoming event 1/9 - Responding to a Disaster: How USAGov Helped Shape the Digital Response in Puerto Rico

Cross-posting to this list.

----- Forwarded message -----

From: DigitalGov University <digitalgovu@gsa.gov>  
Date: Thu, Jan 4, 2018 at 1:47 PM  
Subject: Upcoming event 1/9 - Responding to a Disaster: How USAGov Helped Shape the Digital Response in Puerto Rico  
To: SM-COP@listserv.gsa.gov

Happy New Year!

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\*Date/Time: \*Tuesday, January 9 at 12pm ET

\*Register\*

<<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.digitalgov.gov%2Fevent%2Fresponding-to-a-disaster-how-usagov-helped-shape-the-digital-response-in-puerto-rico%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=oFhv%2B4yAWBtwexzh1eC PpppXI66MINyMBU8BogXcPFM%3D&reserved=0>>

\*More about the event\*

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USAGov <<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.usa.gov%2Fexplore%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=uGcOlt6cj6ocFuzXYJ%2B%2B25yXmqLrxsqA3frj%2B2Zldig%3D&reserved=0>>, which has been designated as the official channel of disaster communications for the federal government, supported efforts by building a digital response team in Washington, but also by sending a bilingual digital team member to Puerto Rico. The task included assisting the External Affairs team of the Joint

Information Center with bolstering their digital capabilities.

A team made up of FEMA reservists, federal government bilingual communicators, and local hires tackled emergency response and recovery efforts, which included bolstering their digital capabilities and a number of tactics for reaching survivors with critical information.

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\*DigitalGov University\* <<https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fevents%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=WQIVkX95XB0FoT00d275CmRj0%2FgKLKsDm5%2Byh6ND%2BqA%3D&reserved=0>>

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[url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=i%2Foj%2FTh%2Bx2zuxp](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=i%2Foj%2FTh%2Bx2zuxp)  
qk7CsCnwDMHS6oM93FQbn%2BLUoO4al%3D&reserved=0

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I recently asked around for a YouTube contact to see whether we could get back to the way government channels used to be: when you viewed a video, you'd see only that agency's videos over on the right under "Up next." Waaaayyy back when the federal gov't originally worked out federal-friendly terms of service, that's how it was done.

Our account here didn't work that way, though.

I'm happy to report that getting it changed was very easy. I simply sent a request to government@youtube.com<mailto:government@youtube.com> and asked for it. It does mean our videos won't appear on other channels' videos, but I'm ok with that. We do still show up in searches.

When we contacted YouTube, we also asked them to change our settings so that when people view our videos, all the "Up next" videos on the right side are now our own. No more providing links to random immigration stuff from our videos!

For example<[https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DSDb9\\_CqPUTQ&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=mp6b92nM17rBTEvIGHzGjXnu%2F8rCtHvhovt4TsVDN6w%3D&reserved=0](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DSDb9_CqPUTQ&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=mp6b92nM17rBTEvIGHzGjXnu%2F8rCtHvhovt4TsVDN6w%3D&reserved=0)>:

[cid:image001.png@01D38572.24261D80]

(b) (6), (b) (7)(C)

Chief of E-Communications  
Office of Communications | U.S. Citizenship and Immigration Services  
20 Mass. Ave., NW, Suite 3100 | Washington, DC 20529

Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

(b) (6), (b) (7)(C)@uscis.dhs.gov<mailto:(b) (6), (b) (7)(C)@uscis.dhs.gov>

USCIS English - USCIS.gov<<https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.uscis.gov%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=dVwxLyT74a%2BfSU%2FbUabBUsv6OVxMFPxy5fhQvPXws8c%3D&reserved=0>> | Facebook:

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url=https%3A%2F%2Fwww.facebook.com%2Fuscis&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=f%2FjxYT%2B6eYzBIGRXGpDV9rAB35EzmFAIP3lrfZjy4oc%3D&reserved=0> | Twitter: @USCIS<https://na01.safelinks.protection.outlook.com/?

url=https%3A%2F%2Ftwitter.com%2FUSCIS&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=yuUQGDTYIQy%2FHA3egF9jb6PEicsAJPnnonbK3iCuato%3D&reserved=0> | Instagram: @USCIS<https://na01.safelinks.protection.outlook.com/?

url=https%3A%2F%2Fwww.instagram.com%2Fuscis%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=OIJdxvhCjxx1KZPoCz5069KStDgWZct072jwsROvTiQ%3D&reserved=0> | YouTube: /USCIS<https://na01.safelinks.protection.outlook.com/?

url=https%3A%2F%2Fwww.youtube.com%2Fuser%2Fuscis&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=dfdyk9ESYIYEkb5WwMIV2tP64NlkbqsYCxxaz9U46K8%3D&reserved=0>

USCIS Español - USCIS.gov/ES<https://na01.safelinks.protection.outlook.com/?

url=http%3A%2F%2Fwww.uscis.gov%2FES&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=A5YcOzPHhAwiJInhcFVvxyF4Zge3Oatr%2Bj9C8SftLIY%3D&reserved=0> | Facebook: /USCIS.ES<https://na01.safelinks.protection.outlook.com/?

url=http%3A%2F%2Ffacebook.com%2Fuscis.es&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=GGyIX%2Bw61%2Fg8W1jeDty8bb7CWKHXP%2BnflIwGHq6Bvo%3D&reserved=0> | Twitter: @USCIS\_ES<twitter.com/uscis\_es> | Instagram: @USCIS\_ES<https://na01.safelinks.protection.outlook.com/?

url=https%3A%2F%2Fwww.instagram.com%2Fuscis\_es%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=8TR2gVbxARMNnwhCLIKsYxNkv%2Bx77sqXEXLAAoVa01M%3D&reserved=0>

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url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CImoya%40GPO.GOV%7C0b15007f332b42fd093808d553f0d969%7C97ae4de0d4584af3a7df1c19bdbe49d0%7C0%7C0%7C636507216282920848&sdata=i%2Foj%2FTh%2Bx2zuxpqk7CsCnwDMHS6oM93FQbn%2BLUoO4al%3D&reserved=0

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This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.

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End of CONTENT-MANAGERS-L Digest - 3 Jan 2018 to 4 Jan 2018 (#2018-3)

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\*\*\*\*\*

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\*\*\*\*\*



**Subject:** Lessons Learned from Digital Transformation in 2017  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Fri, 5 Jan 2018 18:51:20 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1802 bytes) , [text/html](#) (4 kB)

Insightful article! "Of all the many lessons learned on digital transformation last year, perhaps the most important was that the complexity and pervasiveness of the necessary changes -- organizational, cultural, and especially mindset -- as well as the new technologies themselves require powerful new tools and techniques that simply didn't exist a couple of years ago."

<https://dionhinchcliffe.com/2018/01/05/digital-transformation-in-2018-sustainably-delivering-on-the-promise-at-scale/>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
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571.270.5447  
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**Subject:** justification for release of code through github/other 3rd party repositories  
**From:** "Dawson, Cian" <cbdawson@USGS.GOV>  
**Reply To:** Dawson, Cian  
**Date:** Mon, 8 Jan 2018 11:48:01 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1754 bytes) , text/html (4 kB)

I am looking for

- 1) example rationales from federal agencies for use of third-party online code distribution services (like github) to release official government software/code
- 2) examples of any limits your agency puts on what kind of code is acceptable for open development (ie, that the public can see drafts in progress), or if there are no limits (excluding obvious issues like PII...)

If you have examples, could you share? I did look through the list archives, because I thought this had come up before, but my searches came up empty.

Thanks in advance!  
Cian Dawson

--

Cian B. Dawson  
Hydrologist  
Hydrogeophysics Branch | Earth System Processes Division | Water Mission Area  
U.S. Geological Survey  
345 Middlefield Road, Mail Stop 466, Menlo Park, CA 94025  
[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov) | Phone: (860) 377-7081 | <https://water.usgs.gov/ogw/bgas/>

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** 5 Most Popular Search Terms on USA.gov in 2017  
**From:** Leilani Martinez - QXBA <leilani.martinez@GSA.GOV>  
**Reply To:** Leilani Martinez - QXBA <leilani.martinez@GSA.GOV>  
**Date:** Tue, 9 Jan 2018 08:56:50 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1801 bytes) , [text/html](#) (3891 bytes)

Hello,

I wanted to share this information with the listserv. Our team thinks this data could be of interest to many of you. Enjoy and Happy New Year!

"Visitors to USA.gov performed more than 2.7 million searches on the site in 2017. Many of the words or phrases they used were variations on similar topics. We grouped these terms into categories and the most common sub-categories in order to get a larger view of what people want from the government." See the full post/infographic on our blog: <https://blog.usa.gov/5-most-popular-search-topics-on-usa-gov-in-2017>

--

B. Leilani Martínez  
Director, Content and Outreach Division  
[USAGov](#) - "Your Guide to Government Information and Services"  
OCSIT/18F - U.S. General Services Administration  
202.557.9389 (phone)  
[www.usa.gov/explore](http://www.usa.gov/explore)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** So, thinking about moving to Drupal 8 how about some more Free Training?  
**From:** "(b) (6)" <(b) (6)@STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Tue, 9 Jan 2018 20:07:07 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2667 bytes) , text/html (13 kB)

Check out our Eventbrite page for Global Drupal Training Days scheduled for January 26<sup>th</sup> from 11am to 4pm.

<https://www.eventbrite.com/e/global-drupal-training-day-tickets-41508855103>

This time, Booz Allen Hamilton is hosting Drupal4Gov at their local DC training space.

**Group 1**

You have Drupal experience and need to start looking at migrating to Drupal 8.

- Migration Module (Alek Snyder – Booz Allen)
- Theming: TWIG verses PHPTemplate (TBD)
- How Do You Know You're Ready? Prep Work for D8 Migration (Virginia Nguyen + TBD)

**Group 2**

You're new to Drupal and need to look at the concepts for building your first full site. You are not migrating a previous Drupal site, but do need to understand the steps beyond site building.

- Structured Content & The Power of Paragraphs (Sara Kieffer-Hess - Booz Allen, Nick Massa – Booz Allen)
- Web Services: Content Syndication, Cognitive Search, Chatbot, and Amazon Echo Integration - ([Arash Farazdaghi](#) - Booz Allen)
- Configuration Management (TBD)

**Group 3: Build A Module Workshop**

- Building Modules: Hands-on Module Building Workshop (Connor Hoehn – Booz Allen)

I'm still finalizing speakers, so the current list will be changing.

If SPACE is available (we're trying to make this happen now) we will also be offering a small (10 person max) hands-on [DOCKER](#) workshop the same day. So, if you'd like in on the Docker workshop, please email me directly as there is no ticket type for that right now since we're still working out the logistics.

Hope to see many of you at the GDTD for lots of drupal goodness! And yes, please drop me a line if you have questions.

(b) (6)

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Subject: DOCKER Free Training? YES!!  
 From: (b) (6) @STATE.GOV>  
 Reply To: (b) (6)  
 Date:  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (4 kB) , text/html (21 kB)

Docker training will be provided by Darryle Steplight on Friday, January 26<sup>th</sup>. This will be a 2 hour intensive and does require a computer.

As soon as I sent the email about Drupal4Gov doing this training, I got all the confirmations that we're on for Docker.

The Docker training has a Docker ticket type now, too! So, no need to email me directly, just head over to <https://www.eventbrite.com/e/global-drupal-training-day-tickets-41508855103>

and grab a ticket for hands-on DOCKER training!

And as always, feel free to ask me questions, I promise, I'm very approachable.

(b) (6)

---

From: (b) (6) [mailto:(b) (6) @STATE.GOV]  
 Sent: Tuesday, January 09, 2018 3:07 PM  
 To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 Subject: [CONTENT-MANAGERS-L] So, thinking about moving to Drupal 8 how about some more Free Training?

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If SPACE is available (we're trying to make this happen now) we will also be offering a small (10 person max)

5/25/2021

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Hope to see many of you at the GDTD for lots of drupal goodness! And yes, please drop me a line if you have questions.

Kirsten

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Subject: FW: EPA Innovation Fellowship Program Job Opportunities  
From: (b) (6), (b) (7)(C) USCIS.DHS.GOV>  
Reply To:  
Date: Wed, 10 Jan 2018 14:48:42 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (19 kB)

Hi everyone.

Please see below.

(b) (6), (b) (7)(C)

Chief of Operations | Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
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USCIS Español - [USCIS.gov/ES](http://USCIS.gov/ES) | Facebook: [/USCIS.ES](https://www.facebook.com/USCIS.ES) | Twitter: [@USCIS\\_ES](https://twitter.com/USCIS_ES) | Instagram: [@USCIS\\_ES](https://www.instagram.com/USCIS_ES)

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**From:** User Experience (UX) Community of Practice [mailto:UX-COP@LISTSERV.GSA.GOV] **On Behalf Of** Chen, Tina  
**Sent:** Wednesday, January 10, 2018 9:42 AM  
**To:** UX-COP@LISTSERV.GSA.GOV  
**Subject:** [UX-COP] EPA Innovation Fellowship Program Job Opportunities

Please share widely....

## [EPA Innovation Fellowship Program](#)

Come join EPA in providing superior information technology solutions and cutting edge digital services that help protect human health and the environment. EPA seeks information technology and digital services expertise to solve current Agency information technology challenges on a two-year temporary appointment (with possible extensions up to a total of four years.) Positions focus on the modernization of EPA system, applications and data through agile development, user-centered design, modular practices and open innovation. The duty location is based on the position available and the overall requirements of the program.

[Innovation Fellows](#) are placed in participating programs for a two-year temporary appointment with possible extensions of up to four years. Fellowship candidates are required to have hands-on skills and the leadership ability to work with a diverse group of EPA stakeholders. The following skill sets are desirable:

- Digital Services
- Software development
- DevOps and site reliability engineering
- Engineering management
- Product management
- Product design
- User experience and user interaction design
- Content design
- Contracting and technology acquisition expertise

### **Current Innovation Fellowship Opportunities at EPA**

#### [Digital Service Developer \(2 openings\)](#)

National Center of Computational Toxicology  
Research Triangle Park, NC

**User Experience Specialist**

Office of Policy  
Washington, DC

**Applicants must be United States citizens.**

**For more information, inquiries can be addressed to:**

**Innovation Fellows** ([InnovationFellows@epa.gov](mailto:InnovationFellows@epa.gov))

---

-- Tina

\*\*\*\*\*

Tina Chen

Digital Services Division  
Office of Digital Services & Technical Architecture  
Office of Environmental Information  
U.S. Environmental Protection Agency

(direct)  
**(b) (6)** (mobile)  
[chen.tina@epa.gov](mailto:chen.tina@epa.gov)

EPA West Building, 5130H  
Mail Code: 2810A

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To unsubscribe, send a blank email to: [UX-COP-signoff-request@LISTSERV.GSA.GOV](mailto:UX-COP-signoff-request@LISTSERV.GSA.GOV)

Anyone with a government email address can join by sending a request to [UX-COP-request@LISTSERV.GSA.GOV](mailto:UX-COP-request@LISTSERV.GSA.GOV).

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**Subject:** cheap SSL certificates?  
**From:** "Hammersmith, Carollynn" <Carollynn.Hammersmith@ED.GOV>  
**Reply To:** Hammersmith, Carollynn  
**Date:** Wed, 10 Jan 2018 15:27:13 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1465 bytes) , [text/html](#) (3379 bytes)

Hi all,

I recall a few years ago a discussion about procuring cheaper SSL certificates, and find we are in need to purchase a large number to satisfy the DHS BOD 18-01 for website security. Anyone have a good source for this? Maybe a GWAC that we could leverage. Our contractor is telling us its \$200+ per domain, and there just has to be a cheaper solution out there.

Help!

**Carollynn Hammersmith, CSM, CPO, FAC-P/PM Senior**  
Chief, Development Services Team  
Office of the Chief Information Officer  
US Dept. of Education  
202.245.6153

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**Subject:** [Re: cheap SSL certificates?](#)  
**From:** "Olshefski, Stanley (Federal)" <SOlshefski@DOC.GOV>  
**Reply To:** Olshefski, Stanley (Federal)  
**Date:** Wed, 10 Jan 2018 15:34:19 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2955 bytes) , [text/html](#) (6 kB)

GSA has an approved terms of service for Let's Encrypt – which offers free SSL certificates. I don't know anything about the security side of the service.

<https://letsencrypt.org>  
<https://letsencrypt.org/documents/LE-USG-SA-Amendment-Sept-22-2015.pdf>

Thank you,

Stan

**Stan Olshefski**

Director of Digital Strategy

[solshefski@doc.gov](mailto:solshefski@doc.gov)

Office: 202-482-3077

Mobile: (b) (6)

---

**From:** Hammersmith, Carollynn [mailto:Carollynn.Hammersmith@ED.GOV]

**Sent:** Wednesday, January 10, 2018 10:27 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] cheap SSL certificates?

Hi all,

I recall a few years ago a discussion about procuring cheaper SSL certificates, and find we are in need to purchase a large number to satisfy the DHS BOD 18-01 for website security. Anyone have a good source for this? Maybe a GWAC that we could leverage. Our contractor is telling us its \$200+ per domain, and there just has to be a cheaper solution out there.

Help!

**Carollynn Hammersmith, CSM, CPO, FAC-P/PM Senior**

Chief, Development Services Team

Office of the Chief Information Officer

US Dept. of Education

202.245.6153

---

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**Subject:** Re: cheap SSL certificates?  
**From:** Mark Kaprow - ICEA <mark.kaprow@GSA.GOV>  
**Reply To:** Mark Kaprow - ICEA <mark.kaprow@GSA.GOV>  
**Date:** Wed, 10 Jan 2018 11:18:20 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (6 kB)

Let me start by saying I am not endorsing any company and my opinions are mine alone based on my own experiences in this arena.

First of all, *all SSL certificates* offer the exact same amount of encryption and security.

The CA's like to shroud this all in mystery, but to get a certificate you send the CA a Certificate Signing Request (CSR) which contains your site name and some other information and the CA does some kind of check that the request is valid. Then the CA signs it using their Private Key.

This signed CSR becomes your certificate.

I have had good results using Namecheap which is a reseller of Comodo certificates.

I am aware that some entities have limits on whose CA's they will directly support and some don't support Comodo, but all modern browsers support it by default and an organization has to over-ride the default to not support it.

A domain validated SSL certificate from Comodo through Namecheap only costs \$9/year. The maximum time you can acquire now is 2 years for domain validated certificates. So, for \$9 or \$18 you get exactly the same amount of encryption as you would get with a \$200 or \$400 certificate from someone else. Also, comodo positive SSL certificates automatically support [example.gov](#) and [www.example.gov](#) which is another cost and time saving.

I am ware of other CA's that require you to submit a SAN (subject alternative name) CSR in order to protect [example.gov](#) and [www.example.gov](#).

Lets Encrypt, which is free, is fine if that works for you but it is best suited to Linux environments and I had trouble getting it to work in my environment. With Let's Encrypt you renew every 90-days, but you can automate the process.

The CA's will try to convince you that the Green Bar or their version of it is a value add but I personally don't buy into that.

The actual encryption and ciphers used are set on the server in an interaction between server and client.

Best regards,  
Mark Kaprow  
Corporate IT Services  
Office of GSA Information Technology  
O: 202-501-2886  
[mark.kaprow@gsa.gov](mailto:mark.kaprow@gsa.gov)

On Wed, Jan 10, 2018 at 10:27 AM, Hammersmith, Carollynn <[Carollynn.Hammersmith@ed.gov](mailto:Carollynn.Hammersmith@ed.gov)> wrote:

HI all,

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**Carollynn Hammersmith, CSM, CPO, FAC-P/PM Senior**

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US Dept. of Education

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**Subject:** Re: cheap SSL certificates?  
**From:** Eric Mill <eric.mill@GSA.GOV>  
**Reply To:** Eric Mill <eric.mill@GSA.GOV>  
**Date:** Wed, 10 Jan 2018 14:21:06 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (9 kB)

Yes, Let's Encrypt is widely used in the federal government. They're in use at GSA, NASA[1], and a host of other agencies. Even the White House's IT Modernization Report, a West Wing initiative, uses Let's Encrypt ([itmodernization.cio.gov](http://itmodernization.cio.gov)).

The \$200/domain estimate you got from your contractor is silly (though common enough to hear), and likely based on an outdated understanding of certificate security. There is no security benefit to more expensive kinds of certificates, and the certificate industry in general is rife with misinformation from companies who are used to printing money from expensive certificates.

The certificates you can get for \$0 from Let's Encrypt or Amazon, or \$10 from Namecheap or SSLMate, are just as good and secure as anything else.

Also -- I've observed Let's Encrypt's operations and their approach to infrastructure over the last couple years. I also participate, in my personal and work capacity, in the CA/Browser Forum and the Mozilla root program, and have contributed to uncovering security issues in Symantec and other CAs.

Based on my experience, I find Let's Encrypt to be among the most security-conscientious and technically competent certificate authorities in the world. Among publicly trusted CAs, Amazon and DigiCert might be the only other contenders.

That all said, the security of individual CAs doesn't really matter a lot to most organizations most of the time. Even if **you** don't use Let's Encrypt or Comodo, an attacker that manages to compromise their servers can still get a fake certificate for your stuff.

Whether we like it or not, we're dependent on the strength of the ecosystem and whatever its low watermark for quality is. Let's Encrypt, Amazon, DigiCert, and others have all greatly contributed to raising that low watermark and forcing better security from all CAs.

So that's all to say: just use the free/cheap certificates. It's all upside, they're secure, and using HTTPS on the internet should be routine. I'm glad that BOD 18-01 is helping your agency get there, and hope you can avoid paying out through the nose for something you shouldn't have to.

-- Eric

[1] <https://18f.gsa.gov/2017/05/25/from-launch-to-landing-how-nasa-took-control-of-its-https-mission/>

From: **Olshefski, Stanley (Federal)** <[SOlshefski@doc.gov](mailto:SOlshefski@doc.gov)>  
Date: Wed, Jan 10, 2018 at 7:34 AM  
Subject: Re: [CONTENT-MANAGERS-L] cheap SSL certificates?  
To: [CONTENT-MANAGERS-L@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L@listserv.gsa.gov)

GSA has an approved terms of service for Let's Encrypt – which offers free SSL certificates. I don't know anything about the security side of the service.

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**Stan Olshefski**

Director of Digital Strategy

[solshefski@doc.gov](mailto:solshefski@doc.gov)

Office: [202-482-3077](tel:202-482-3077)

Mobile: (b) (6)

---

**From:** Hammersmith, Carollynn [mailto:[Carollynn.Hammersmith@ED.GOV](mailto:Carollynn.Hammersmith@ED.GOV)]

**Sent:** Wednesday, January 10, 2018 10:27 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] cheap SSL certificates?

HI all,

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Help!

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US D O C E I O

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--

Eric Mill

Senior Advisor, Technology Transformation Services

Federal Acquisition Service, GSA



**Subject:** Re: justification for release of code through github/other 3rd party repositories  
**From:** Gray Brooks <gray.brooks@GSA.GOV>  
**Reply To:** Gray Brooks <gray.brooks@GSA.GOV>  
**Date:** Wed, 10 Jan 2018 16:20:42 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB)

Hi Cian,

Here's some notes which may be helpful.

- Just to make sure, did you see the OMB memo about this - OMB M-16-21? That text and some accompanying material can be found at <https://sourcecode.cio.gov/>.
  - In particular note, note [5.2 - Participation in the Open Source Community](#).
- Also, note [the resources section on code.gov](#) - It specifically gets to and quotes the relevant policy about using third party services.
- Our team's open source policy is [here](#). TL;DR - in all but very limited situations, it's our policy to work in the open from day 1. I can't tell you how useful that is over time - the cathartic benefits to your work quality are substantial and it avoids the heavy lift that builds up for when you wait until after your done before trying to make something public.
- [Here's some more policy documents](#) that various agencies have put out, that may be helpful.
- Another good place to ask this and other questions is the [government open source listserve](#).
- If you haven't already, I'd also suggest joining the government community [best practices forum](#) that GitHub set up and looking through the earlier questions/asking there. It's a great resource. ([Here's the registration info](#)).

Gray

```
-----
{
  "team": "TTS",
  "compa
  "cell": (b) (6)
  "links": [{
    "name": "/Developer Program",
    "url": "https://api-all-the-x.18f.gov"
  }, {
    "name": "US Government API listserve",
    "url": "https://bit.ly/apilistservedc"
  }]
}
```

On Mon, Jan 8, 2018 at 2:48 PM, Dawson, Cian <[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov)> wrote:

I am looking for

- 1) example rationales from federal agencies for use of third-party online code distribution services (like github) to release official government software/code
- 2) examples of any limits your agency puts on what kind of code is acceptable for open development (ie, that the public can see drafts in progress), or if there are no limits (excluding obvious issues like PII...)

If you have examples, could you share? I did look through the list archives, because I thought this had come up before, but my searches came up empty.

Thanks in advance!

Cian Dawson

--

Cian B. Dawson

Hydrologist

Hydrogeophysics Branch | Earth System Processes Division | Water Mission Area

U.S. Geological Survey

345 Middlefield Road, Mail Stop 466, Menlo Park, CA 94025

[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov) || Phone: (860) 377-7081 || <https://water.usgs.gov/ogw/bgas/>

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Subject: Re: justification for release of code through github/other 3rd party repositories  
 From: "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
 Reply To: Gillick, Larry  
 Date: Wed, 10 Jan 2018 17:04:24 -0500  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (6 kB) , text/html (13 kB)

Interesting. No one has ever asked me to justify the release of code paid-for by taxpayers.

Larry

---

Larry Gillick  
 Deputy Director of Digital Strategy  
 Drupal PaaS Evangelist  
 U.S. Department of the Interior  
 202-208-5141 (o) / (b) (6) (c)  
 Drupal Questions?  
<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Wed, Jan 10, 2018 at 4:20 PM, Gray Brooks <[gray.brooks@gsa.gov](mailto:gray.brooks@gsa.gov)> wrote:

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Gray

-----

```
{
  "team": "TTS",
  "company": "TTS",
  "cell": "(b) (6)",
  "links": [
    {
      "name": "/Developer Program",
      "url": "https://api-all-the-x.18f.gov"
    }, {
      "name": "US Government API listserve",
      "url": "https://api.alltheapi.gov/"
    }
  ]
}
```

```

"url": "https://bit.ly/api-listserve"
}
}
}

```

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Thanks in advance!  
Cian Dawson

--  
Cian B. Dawson  
Hydrologist  
Hydrogeophysics Branch | Earth System Processes Division | Water Mission Area  
U.S. Geological Survey  
345 Middlefield Road, Mail Stop 466, Menlo Park, CA 94025  
[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov) || Phone: (860) 377-7081 || <https://water.usgs.gov/ogw/bgaw/>

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**Subject:** Re: Lessons Learned from Digital Transformation in 2017  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Wed, 10 Jan 2018 18:58:35 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3218 bytes) , [text/html](#) (6 kB)

Thanks for sending this Bill,

I still regularly reference a report that 18F did about a year ago that is aimed specifically at digital transformation in government:

**Best practices in government digital transformation**

<https://github.com/18F/transformation-research/blob/master/preliminary-report.md>

Cheers,  
-jeremy

On Fri, Jan 5, 2018 at 1:51 PM, Brantley, William <[William.Brantley@uspto.gov](mailto:William.Brantley@uspto.gov)> wrote:

Insightful article! “Of all the many lessons learned on digital transformation last year, perhaps the most important was that the complexity and pervasiveness of the necessary changes -- organizational, cultural, and especially mindset -- as well as the new technologies themselves require powerful new tools and techniques that simply didn't exist a couple of years ago.”

<https://dionhinchcliffe.com/2018/01/05/digital-transformation-in-2018-sustainably-delivering-on-the-promise-at-scale/>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley

(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)

HR Specialist (Development)

Enterprise Training Division

Office of Human Resources

U.S. Patent and Trademark Office

[571.270.5447](tel:571.270.5447)

[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director DigitalGov / GSA — [digitalgov.gov](http://digitalgov.gov)

---

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**Subject:** Any recommendations for free website hosting for public-private conservation organizations?  
**From:** "(b) (6)" <(b) (6)@SI.EDU>  
**Reply To:** (b) (6)  
**Date:** Thu, 11 Jan 2018 13:42:45 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1654 bytes) , text/html (4 kB)

Dear Federal Content Mangers,

I am investigating free website hosting options for a conservation organization called the Plant Conservation Alliance (PCA), a public-private coalition of 12 federal agency members and more than 350 non-federal cooperators that share the goal of protecting native plants.

The current site is hosted through sites.usa.gov but I understand that contract with the GSA will not be renewed.

So I am reaching out to this group for other recommendations.

Many thanks,

(b) (6)

Chief of Web Services, Information Technology Office  
w (b) (6) c (b) (6) (b) (6)@si.edu

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[NATIONAL MUSEUM OF NATURAL HISTORY](#)

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digest

**Subject:** Re: Any recommendations for free website hosting for public-private conservation organizations?  
**From:** "Wood, Tim (Fed)" <timothy.wood@NIST.GOV>  
**Reply To:** Wood, Tim (Fed)  
**Date:** Thu, 11 Jan 2018 14:16:02 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3705 bytes) , [text/html](#) (8 kB)

Not sure what your the PCA's IT Security requirements are or any other government-related constraints PCA has, but maybe one of these options would work:

<https://pages.github.com/> (Supports custom domains but not SSL)

<https://about.gitlab.com/features/pages/> (Supports both custom domains **and** SSL)

Good luck, there's very little time before GSA's sites product goes dark!

-----  
**Tim Wood**  
 Drupal Developer  
 Applications Systems Division  
 Office of Information Systems Management  
 National Institute of Standards and Technology  
 Phone: 301-975-6694  
 Cell: (b) (6)  
 Email: [timothy.wood@nist.gov](mailto:timothy.wood@nist.gov)

---

**From:** (b) (6) @SI.EDU>  
**Sent:** Thursday, January 11, 2018 8:42:45 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Any recommendations for free website hosting for public-private conservation organizations?

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**Subject:** Drupal4Gov Webinar Series: Build Once - Deploy Many  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Dearie, Jessica  
**Date:** Thu, 11 Jan 2018 14:57:38 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2359 bytes) , [text/html](#) (5 kB)

**Join Drupal4Gov in the next edition of its Webinar series.**

**January 25th, 3pm EST**

This month, Tim Crommie from New York State (NYS), will be discussing how NYS built a Drupal 8 Enterprise Distribution on the “Build Once and Deploy Many”; a new philosophy of working. “Build Once” would mean that the NYS Distribution be built using an Enterprise Drupal 8 Distribution with robust functionality and flexibility. “Deploy Many” would mean that these components would be re-used and refined as each website is created and would provide the flexibility needed to meet agency needs without additional development.

**Read more about this webinar and sign-up to attend!**

<https://www.eventbrite.com/e/drupal4gov-webinar-series-build-once-deploy-many-registration-41882886842>

Interested in presenting as part of our webinar series? We would love to hear from you - please reach out to Jess Dearie ([jess.dearie@gmail.com](mailto:jess.dearie@gmail.com)) or Becca Goodman ([becca.goodman@gmail.com](mailto:becca.goodman@gmail.com)) and we'll get you plugged in!

*Drupal4Gov webinars are held monthly on the third Thursday at 3pm EST.*

-----  
**Jessica Dearie**

ORD Intranet Coordinator  
ORD SharePoint Site Collection Administrator  
ORD Office of Science Information Management  
Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))  
202-564-8718  
<https://intranet.ord.epa.gov/>

---

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**Subject:** Re: justification for release of code through github/other 3rd party repositories  
**From:** Eric Mill <eric.mill@GSA.GOV>  
**Reply To:** Eric Mill <eric.mill@GSA.GOV>  
**Date:** Thu, 11 Jan 2018 10:24:02 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (16 kB)

It sounds like the emphasis was on a justification for using third parties.

And another major justification for using a third party like GitHub or GitLab is the network effect of the user communities they have. Agencies shouldn't expect to get significant participation on self-hosted services that require new account creation. Usability is also a factor, especially usability for developers, and third parties have invested quite a bit in usability. The GitHub pull request and code review system, after years of evolution, is very strong and straightforward.

-- Eric

On Wed, Jan 10, 2018 at 5:04 PM, Gillick, Larry <larry\_gillick@ios.doi.gov> wrote:

Interesting. No one has ever asked me to justify the release of code paid-for by taxpayers.

Larry

---

Larry Gillick

Deputy Director of Digital Strategy

Drupal PaaS Evangelist

U.S. Department of the Interior

202-208-5141 (o) / (b) (6) (c)

**Drupal Questions?**

<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Wed, Jan 10, 2018 at 4:20 PM, Gray Brooks <gray.brooks@gsa.gov> wrote:

Hi Cian,

Here's some notes which may be helpful.

- Just to make sure, did you see the OMB memo about this - OMB M-16-21? That text and some accompanying material can be found at <https://sourcecode.cio.gov/>.
  - In particular note, note [5.2 - Participation in the Open Source Community](#).
- Also, note [the resources section on code.gov](#) - It specifically gets to and quotes the relevant policy about using third party services.
- Our team's open source policy is [here](#). TL;DR - in all but very limited situations, it's our policy to work in the open from day 1. I can't tell you how useful that is over time - the cathartic benefits to your work quality are substantial and it avoids the heavy lift that builds up for when you wait until after your done before trying to make something public.
- [Here's some more policy documents](#) that various agencies have put out, that may be helpful.
- Another good place to ask this and other questions is the [government open source listserve](#).
- If you haven't already, I'd also suggest joining the government community [best practices forum](#) that GitHub set up and looking through the earlier questions/asking there. It's a great resource. ([Here's the registration info](#)).

Gray

```

-----
{
  "team": "TTS",
  "compan
  "cell": "(b) (6)",
  "links": [{
    "name": "/Developer Program",
    "url": "https://api-all-the-x.18f.gov"
  }, {
    "name": "US Government API listserve",
    "url": "https://bit.ly/apilistservedc"
  }]
}

```

On Mon, Jan 8, 2018 at 2:48 PM, Dawson, Cian <[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov)> wrote:

I am looking for

- 1) example rationales from federal agencies for use of third-party online code distribution services (like github) to release official government software/code
- 2) examples of any limits your agency puts on what kind of code is acceptable for open development (ie, that the public can see drafts in progress), or if there are no limits (excluding obvious issues like PII...)

If you have examples, could you share? I did look through the list archives, because I thought this had come up before, but my searches came up empty.

Thanks in advance!

Cian Dawson

--

Cian B. Dawson  
 Hydrologist  
 Hydrogeophysics Branch | Earth System Processes Division | Water Mission Area  
 U.S. Geological Survey  
 345 Middlefield Road, Mail Stop 466, Menlo Park, CA 94025  
[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov) || Phone: (860) 377-7081 || <https://water.usgs.gov/ogw/bgaw/>

---

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**Subject:** Remote Usability Testing Tools and Fedramp  
**From:** (b) (6), (b) (7)(C) USDOJ.GOV>  
**Reply To:**  
**Date:** Thu, 11 Jan 2018 16:04:52 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1119 bytes) , text/html (3372 bytes)

Has anyone used (or know of) a remote usability testing tool that as FedRAMP certification?

(b) (6), (b) (7)(C)

Writer/Editor

National Institute of Justice

(b) (6), (b) (7)(C)

[NIJ.gov](http://NIJ.gov)

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**Subject:** Re: Any recommendations for free website hosting for public-private conservation organizations?

**From:** (b) (6) @STATE.GOV>

**Reply To:** (b) (6)

**Date:**

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB)

Another option would be to make the pages static html and go with Amazon S3 (storage) which is actually a free service. And you can use a CDN and https with it, so there are some nice options with that set up, but again, only if you're scraping your current site and hosting it as static content.

If you need a fully functioning site, there isn't really a free option that I know of, and most gov agencies wouldn't be able to accept free work like that (there are laws against that).

Only other option might be internal hosting if you have the access internally to host on your own servers. But like Tim says, I don't know your security requirements for this, so take it with a grain of salt.

(b) (6)

**From:** Wood, Tim (Fed) [mailto:timothy.wood@NIST.GOV]  
**Sent:** Thursday, January 11, 2018 9:16 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Any recommendations for free website hosting for public-private conservation organizations?

Not sure what your the PCA's IT Security requirements are or any other government-related constraints PCA has, but maybe one of these options would work:

<https://pages.github.com/> (Supports custom domains but not SSL)

<https://about.gitlab.com/features/pages/> (Supports both custom domains and SSL)

Good luck, there's very little time before GSA's sites product goes dark!

-----  
**Tim Wood**  
 Drupal Developer  
 Applications Systems Division  
 Office of Information Systems Management  
 National Institute of Standards and Technology  
 Phone: (b) (6) 694  
 Cell: (b) (6)  
 Email: [timothy.wood@nist.gov](mailto:timothy.wood@nist.gov)

**From:** (b) (6) @SI.EDU>  
**Sent:** Thursday, January 11, 2018 8:42:45 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Any recommendations for free website hosting for public-private conservation organizations?

Dear Federal Content Mangers,

I am investigating free website hosting options for a conservation organization called the Plant Conservation Alliance (PCA), a public-private coalition of 12 federal agency members and more than 350 non-federal cooperators that share the goal of protecting native plants

than 500 non-Federal cooperators that share the goal of protecting native plants.

The current site is hosted through sites.usa.gov but I understand that contract with the GSA will not be renewed.

So I am reaching out to this group for other recommendations.

Many thanks,

(b) (6)

Chief of Web Services, Information Technology Office  
w (b) (6) c (b) (6) @si.edu

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**Subject:** Re: Any recommendations for free website hosting for public-private conservation organizations?  
**From:** Will Slack <william.slack@GSA.GOV>  
**Reply To:** Will Slack <william.slack@GSA.GOV>  
**Date:** Fri, 12 Jan 2018 18:24:02 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (15 kB)

[Federalist](#) (which cannot be free, per those same legal constraints) uses S3 + Amazon CloudFront as a CDN, which has worked marvelously for us. S3's cost effectiveness is amazing - 1000000 views of HTML pages in a month costs 44 cents after you leave the "free tier" of pricing. If your office has other sites to host on Federalist, the PCA site could be included under the same agreement.

Depending on compliance requirements, you could also look into SquareSpace, Wix, or Wordpress, but most of those will have a minimal cost per month.

-Will

**Will Slack**  
18F Products and Platforms, TTS  
(b) (6) (c) - [william.slack@gsa.gov](mailto:william.slack@gsa.gov)

On Fri, Jan 12, 2018 at 11:38 AM, (b) (6) <[REDACTED]>@state.gov wrote:

Another option would be to make the pages static html and go with Amazon S3 (storage) which is actually a free service. And you can use a CDN and https with it, so there are some nice options with that set up, but again, only if you're scraping your current site and hosting it as static content.

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-----

**Tim Wood**

Drupal Developer

Applications Systems Division

Office of Information Systems Management

National Institute of Standards and Technology

Phone: [301-975-6694](tel:301-975-6694)

Cell: (b) (6)

Email: [timothy.wood@nist.gov](mailto:timothy.wood@nist.gov)

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**Sent:** Thursday, January 11, 2018 8:42:45 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Any recommendations for free website hosting for public-private conservation organizations?

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So I am reaching out to this group for other recommendations.

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(b) (6)

Chief of Web Services, Information Technology Office

w (b) (6) c (b) (6) @si.edu

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Subject: Drupal4Gov Webinar AND Half Day...Both are FREE  
From: (b) (6) STATE.GOV>  
Reply To:  
Date:  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (21 kB)

We have two upcoming Drupal4Gov events next week.

## 1<sup>st</sup> upcoming Drupal4Gov event is

**January 25th, 3pm EST**

This month, Tim Crommie from New York State (NYS), will be discussing how NYS built a Drupal 8 Enterprise Distribution on the “Build Once and Deploy Many”; a new philosophy of working. “Build Once” would mean that the NYS Distribution be built using an Enterprise Drupal 8 Distribution with robust functionality and flexibility. “Deploy Many” would mean that these components would be re-used and refined as each website is created and would provide the flexibility needed to meet agency needs without additional development.

**Read more about this webinar and sign-up to attend!**

<https://www.eventbrite.com/e/drupal4gov-webinar-series-build-once-deploy-many-registration-41882886842>

## 2<sup>nd</sup> upcoming Drupal4Gov event is

Global Drupal Training Days scheduled for January 26<sup>th</sup> from 11am to 4pm. This time, Booz Allen Hamilton is hosting Drupal4Gov at their downtown DC training space. Event is broken up into 4 groups. Sadly, no our half day events are not recorded.

<https://www.eventbrite.com/e/global-drupal-training-day-tickets-41508855103>

### **Group 1: Migrating to Drupal 8**

You have Drupal experience and need to start looking at migrating to Drupal 8. *(Computers are not required for this, but something to take notes on would be helpful.)*

- How Do You Know You're Ready? Prep Work for D8 Migration - *(Virginia Nguyen - [Booz Allen](#) , [Gerardo Maldonado](#) & [Carla Briceno](#) - [Bixal](#))*
- Theming: TWIG verses PHPTemplate *([Dan Schiavone](#) - [SnakeHill](#))*
- Migration Module *([Alek Snyder](#) – [Booz Allen](#))*

### **Group 2: Getting Started with Drupal 8**

You're new to Drupal and need to look at the concepts for building your first full site. You are not migrating a previous Drupal site, but do need to understand the steps beyond site building. *(Computers are not required for this, but something to take notes on would be helpful.)*

- Structured Content & The Power of Paragraphs *([Christen Geiler](#) - [HHS ASPA](#), [Sara Kieffer-Hess](#) & [Nick Massa](#) – [Booz Allen](#))*
- Web Services: Content Syndication, Cognitive Search, Chatbot, and Amazon Echo Integration - *([Arash Farazdaghi](#) - [Booz Allen](#))*
- Configuration - *([Rich Allen](#): & [John Shortess](#) - [Bixal](#))*

### **Group 3: Build-A-Module Workshop**

You are familiar with Drupal and would like a primer on how to build modules for Drupal 8. *(Please*

*bring a computer with Drupal 8 pre-deployed in your local development environment.)*

- Building Modules: Hands-on Module Building Workshop (*Connor Hoehn & Alexandra Screven – [Booz Allen](#)*)

#### **Group 4: DOCKER Workshop**

- This workshop will walk you through how to build your own custom Docker container using Docker Compose. Docker Compose is a tool for defining and running multi-container Docker applications. You will walk away with the skills to build images that are easy to manage and update. You will have the basic dev-op skills to customize your containers to satisfy your specific project needs. (*Please bring a computer*) ([Darryle Steplight](#))

*Thanks!*

*Hope to see lots of folks next week.*

**(b) (6)**

**Subject:** Congress, and 508  
**From:** "Adams, Arva" <Arva.Adams@USPTO.GOV>  
**Reply To:** Adams, Arva  
**Date:** Tue, 16 Jan 2018 21:00:12 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1170 bytes) , [text/html](#) (11 kB)

Hi,

Members of Congress are holding town halls without interpreters and publishing videos without captions. Is there anything that would exempt congressmen from 508 compliance?

Also, on another note, is the 508 listserv gone?

Thanks,  
Arva

---

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**Subject:** Re: Congress, and 508  
**From:** Arantxa Piperova - QXBB <arantxa.recio@GSA.GOV>  
**Reply To:** Arantxa Piperova - QXBB <arantxa.recio@GSA.GOV>  
**Date:** Tue, 16 Jan 2018 16:21:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2341 bytes) , text/html (5 kB)

The Section508 listserve is active. I am sharing this email with the list.

Arantxa Piperova  
Technology Transformation Services  
Office of Products and Programs  
U.S. General Services Administration

On Tue, Jan 16, 2018 at 4:00 PM, Adams, Arva <[Arva.Adams@uspto.gov](mailto:Arva.Adams@uspto.gov)> wrote:

Hi,

Members of Congress are holding town halls without interpreters and publishing videos without captions. Is there anything that would exempt congressmen from 508 compliance?

Also, on another note, is the 508 listserv gone?

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**Subject:** USWDS again RE: [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading  
**From:** "(b) (6)" <(b) (6)@STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Tue, 16 Jan 2018 23:03:07 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB)

Hi,

Just wanted to ask (and I'll pose this on github again, too) when are you all gonna remove "Standards" from this repository?

Just as a reminder this is the github issue:  
<https://github.com/18F/web-design-standards/issues/2240>

Thanks,  
(b) (6)

**From:** Daniel Williams - QXE [mailto:daniel.williams@GSA.GOV]  
**Sent:** Wednesday, December 20, 2017 2:07 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading

Happy end of 2017!

This was a big year for the U.S. Web Design Standards. In March, we released version 1.0 — the culmination of nearly two years of work researching, designing, building, testing, and iterating. Today our design system is used by over 100 websites and services, reaching tens of millions of users. And our project continues to demonstrate the potential of open source software. Over the lifetime of the project, our community of nearly 400 contributors and commenters from across government and beyond closed over 1000 issues and merged over 1000 pull requests on GitHub, generating over 8000 comments in the process. We're going strong, excited for the future, and ready to do more.

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USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigriz

December 20, 2017

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// Dan O. Williams  
// GSA / Office of Products and Programs  
// DigitalGov / USWDS

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Subject: update with link to github issue comment USWDS again  
From: (b) (6) STATE.GOV>  
Reply To:  
Date: Tue, 16 Jan 2018 23:15:26 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (7 kB) , text/html (21 kB)

And here's my comment in case anyone wants to read it.

<https://github.com/18F/web-design-standards/issues/2240#issuecomment-358138554>

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(b) (6)

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**From:** (b) (6) [mailto:(b) (6) @STATE.GOV]  
**Sent:** Tuesday, January 16, 2018 6:03 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] USWDS again RE: [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading

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**From:** Daniel Williams - QXE [mailto:daniel.williams@GSA.GOV]  
**Sent:** Wednesday, December 20, 2017 2:07 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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// Dan O. Williams  
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**Subject:** Re: Congress, and 508  
**From:** Eric Mill <eric.mill@GSA.GOV>  
**Reply To:** Eric Mill <eric.mill@GSA.GOV>  
**Date:** Tue, 16 Jan 2018 21:33:34 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2770 bytes) , [text/html](#) (4 kB)

Few laws governing federal agencies apply to the legislative branch. I believe section 508, like FOIA and FISMA and other such laws, only apply to the executive branch (or at least don't apply to the legislative).

What rules govern the legislative branch are generally self-imposed through House and Senate rules, on a per-chamber basis, and can be created/changed by a majority of that body. I believe that House and Senate rules supercede laws when they are in conflict.

-- Eric

On Tue, Jan 16, 2018 at 4:00 PM, Adams, Arva <[Arva.Adams@uspto.gov](mailto:Arva.Adams@uspto.gov)> wrote:

Hi,

Members of Congress are holding town halls without interpreters and publishing videos without captions. Is there anything that would exempt congressmen from 508 compliance?

Also, on another note, is the 508 listserv gone?

Thanks,

Arva

---

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Eric Mill

Senior Advisor, Technology Transformation Services

Federal Acquisition Service, GSA

[eric.mill@gsa.gov](mailto:eric.mill@gsa.gov), [+1-617-314-0966](tel:+16173140966)

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**Subject:** Re: update with link to github issue comment USWDS again  
**From:** "Adams, Arva" <Arva.Adams@USPTO.GOV>  
**Reply To:** Adams, Arva  
**Date:** Wed, 17 Jan 2018 00:32:37 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (8 kB) , text/html (23 kB)

Back in the Total Quality Management days, we called them "guidelines." We complied with "guidelines." ;)

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**From:** (b) (6) [mailto:(b) (6)@STATE.GOV]  
**Sent:** Tuesday, January 16, 2018 6:15 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

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**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Wed, 17 Jan 2018 11:41:03 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (11 kB) , text/html (29 kB)

+1 to Arva and [REDACTED] 😊

My preference is to replace “standards” with “body of knowledge.” What I see is a collection of community-created best practices that will evolve as the technology and stakeholder expectations evolve. Similar to the Project Management Institute’s Project Management Body of Knowledge (PMBOK). Project managers don’t have to use the PMBOK but it is a useful resource to start from.

Standards imply a “stick” in that I am not in compliance if I don’t use the standards. Body of knowledge is more a “carrot” in “here, try these best practices to create a good government website.”

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
 (Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
 HR Specialist (Development)  
 Enterprise Training Division

Office of Human Resources  
 U.S. Patent and Trademark Office  
 571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

**From:** Adams, Arva [mailto:Arva.Adams@USPTO.GOV]  
**Sent:** Tuesday, January 16, 2018 7:33 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

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**From:** Daniel Hart <Daniel.Hart@FAA.GOV>  
**Reply To:** Daniel.Hart@FAA.GOV  
**Date:** Wed, 17 Jan 2018 13:44:22 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (12 kB) , text/html (32 kB)

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**Sent:** Wednesday, January 17, 2018 6:41 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

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Thanks everyone!

(b) (6)

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**Sent:** Wednesday, December 20, 2017 2:07 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading

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December 20, 2017

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// Dan O. Williams  
// GSA / Office of Products and Programs  
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**Subject:** Re: update with link to github issue comment USWDS again  
**From:** "Macadaeg, Robert (HRSA)" <RMacadaeg@HRSA.GOV>  
**Reply To:** Macadaeg, Robert (HRSA)  
**Date:** Wed, 17 Jan 2018 14:23:33 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (14 kB) , text/html (41 kB)

A reluctant +1 to Daniel.

Anything seen as a “nice to have” gets immediately de-prioritized.

I may loathe debasing the language, but arguing for semantics in this case will likely result in tears and a poor web experience for the American people.

---

**From:** Daniel Hart [mailto:Daniel.Hart@FAA.GOV]  
**Sent:** Wednesday, January 17, 2018 8:44 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

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**From:** (b) (6), (b) (7)(C)@USCIS.DHS.GOV>  
**Reply To:**  
**Date:** Wed, 17 Jan 2018 14:26:15 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:**text/plain (13 kB) , text/html (24 kB)

For Drupal4gov, I would simply repeat what 18F has always said: despite the inappropriate name, they're not standards and aren't required. Daniel from 18F used the phrase "design system."

As to the debate, we as a community have been raising and re-raising these points since day 1.

I read much of the GitHub discussion last month, and they themselves had raised all of the good arguments against it, including the fact that NIST told them it wasn't the right word.

Daniel, are you still out there? It's been several weeks since you last wrote. Care to update us?

(b) (6), (b) (7)(C)

Chief of E-Communications  
Office of Communications | U.S. Citizenship and Immigration Services  
20 Massachusetts Avenue, Suite 3100 | Washington, DC 20529  
(b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
(b) (6), (b) (7)(C)@uscis.dhs.gov

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We built the USWDS to help build fast, consistent, responsive, accessible websites from research-strengthened components for the American public. It's a continuing process of learning: not only from modern best practices, but particularly from the people who use the system and the people who use the sites built with the system. We continue to be humbled and inspired by the intelligence and creativity of those who are building and extending and improving on what we've done. We want to keep getting better by helping these builders, designers, and program managers focus on their mission and the challenges that matter.

We're listening to your feedback and we're evolving. In 2018 we intend to move forward with some ambitious goals. Here's some of what we're planning:

- An easier way to prototype and build consistently and incrementally
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As always, accessibility, research, rock-solid markup, and trustworthy guidance are at the center of what we do — as well as a commitment to remaining completely free and open-source.

We learn when we listen. Feedback matters. The grit sharpens the blade. So let's keep talking. Is there anything we're missing? How can we help you build high-quality websites for the American public? Let us know by replying to this thread, sending us an email at [uswebdesignstandards@gsa.gov](mailto:uswebdesignstandards@gsa.gov), joining our Slack community (join at <https://chat.18f.gov/>), or commenting on the USWDS Vision GitHub issue at <https://github.com/18F/web-design-standards/issues/2233>. Onward!

USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigriz

December 20, 2017

--

// Dan O. Williams  
 // GSA / Office of Products and Programs  
 // DigitalGov / USWDS

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**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Wed, 17 Jan 2018 15:01:04 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (16 kB) , text/html (47 kB)

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**Reply To:** Daniel Williams - QXE <daniel.williams@GSA.GOV>  
**Date:** Wed, 17 Jan 2018 12:39:34 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (20 kB) , text/html (47 kB)

Hey all — Happy 2018! We're moving full steam ahead on our USWDS naming project. Thanks for calling me out and into the conversation again. I know it's been kinda silent over the last month, but this issue is not falling through the cracks. It's one of the biggest things we're working on right now — we're trying to be considerate and thorough in our process, and I'm happy to say that the process is nearly complete.

Github issue #2300 (<https://github.com/18F/web-design-standards/issues/2300>) captures the progress we've made and some of upcoming steps toward changing our name.

A more formal announcement is on its way (very soon) but the listserv hears it first: We will be changing to the **U.S. Web Design System**.

Here's why we're making the change:

- As you may know :) the word “standards” has a specific meaning in government, which does not accurately reflect our product: USWDS is not a mandatory standard, but a system of tools and guidelines that anyone can choose to use to build better government websites and services.
- Even if we were mandatory, which we are not, “Standards” also suggests something that's fixed and rigid, which is the opposite of our goal of providing a design system that's flexible, modular, and always learning from its users and evolving best practices.
- A **Design System** is the real-world name for what we do and what we are. All kinds of organizations — from governments to large corporations — use design systems to help guide the design and development of their digital products. So we'll be consistent with contemporary real-world usage, as well as gov-specific terminology. (See <https://www.invisionapp.com/blog/design-systems/> for a number of examples of design systems.)
- And, conveniently, we don't need to change the acronym (USWDS).

We are very excited to move forward as the U.S. Web Design System. It's the right thing to do and will strengthen the system going forward. Our mission to provide research-backed design patterns for building accessible, responsive, and consistent digital products for the federal government is as important as ever, and we're focussed on improving what we do and the benefits we provide to those who use what we make.

There will be more details to come about some nitty gritty details of email addresses, forwarding, repo names, etc.

This will take some time to propagate. We appreciate your patience and your forthright interest and honesty throughout the process. It's important and it means a lot. Keep it up. There's a lot on our roadmap for this year, and we're going as fast as we can.

Onward!

On Wed, Jan 17, 2018 at 7:01 AM, Brantley, William <[William.Brantley@uspto.gov](mailto:William.Brantley@uspto.gov)> wrote:

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**From:** Daniel Williams - QXE [mailto:daniel.williams@GSA.GOV]  
**Sent:** Wednesday, December 20, 2017 2:07 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading

Happy end of 2017!

This was a big year for the U.S. Web Design Standards. In March, we released version 1.0 — the culmination of nearly two years of work researching, designing, building, testing, and iterating. Today our design system is used by over 100 websites and services, reaching tens of millions of users. And our project continues to demonstrate the potential of open source software. Over the lifetime of the project, our community of nearly 400 contributors and commenters from across government and beyond closed over 1000 issues and merged over 1000 pull requests on GitHub, generating over 8000 comments in the process. We're going strong, excited for the future, and ready to do more.

We built the USWDS to help build fast, consistent, responsive, accessible websites from research

we built the USWDS to help build fast, consistent, responsive, accessible websites from research-strengthened components for the American public. It's a continuing process of learning: not only from modern best practices, but particularly from the people who use the system and the people who use the sites built with the system. We continue to be humbled and inspired by the intelligence and creativity of those who are building and extending and improving on what we've done. We want to keep getting better by helping these builders, designers, and program managers focus on their mission and the challenges that matter.

We're listening to your feedback and we're evolving. In 2018 we intend to move forward with some ambitious goals. Here's some of what we're planning:

- An easier way to prototype and build consistently and incrementally
- Better support and guidance for Federalist and Jekyll
- Clearer, more specific design and implementation guidance
- Better typographic flexibility and resilience, with or without web fonts
- A more flexible, consistent color system
- A clearer connection between user research and patterns and components
- A clear, reliable way to stay up-to-date and track component changes and status
- A path to contribute components and research back to the system
- Changing our name to more accurately describe what we are and what we do
- Growing our core government communities and our larger open source community

As always, accessibility, research, rock-solid markup, and trustworthy guidance are at the center of what we do — as well as a commitment to remaining completely free and open-source.

We learn when we listen. Feedback matters. The grit sharpens the blade. So let's keep talking. Is there anything we're missing? How can we help you build high-quality websites for the American public? Let us know by replying to this thread, sending us an email at [uswebdesignstandards@gsa.gov](mailto:uswebdesignstandards@gsa.gov), joining our Slack community (join at <https://chat.18f.gov/>), or commenting on the USWDS Vision GitHub issue at <https://github.com/18F/web-design-standards/issues/2233>. Onward!

USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigritz

December 20, 2017

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// Dan O. Williams

// GSA / Office of Products and Programs

// DigitalGov / USWDS

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** Re: update with link to github issue comment USWDS again  
**From:** Philip Ashlock - QXA <philip.ashlock@GSA.GOV>  
**Reply To:** Philip Ashlock - QXA <philip.ashlock@GSA.GOV>  
**Date:** Wed, 17 Jan 2018 16:01:27 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (22 kB) , text/html (49 kB)

Thank you so much for taking all the feedback into consideration and for coming up with such a pragmatic and elegant solution.

For anyone interested in the current or future state of the term "standards" in government, particularly as it relates to digital systems and data/systems interoperability, I'm working on a research project that will hopefully result in some significant clarification about what is meant when we talk about "standards" in government and where some of the current usage may be incomplete or misleading. Happy to loop anyone into that who's interested.

On Wed, Jan 17, 2018 at 3:39 PM, Daniel Williams - QXE <[daniel.williams@gsa.gov](mailto:daniel.williams@gsa.gov)> wrote:

Hey all — Happy 2018! We're moving full steam ahead on our USWDS naming project. Thanks for calling me out and into the conversation again. I know it's been kinda silent over the last month, but this issue is not falling through the cracks. It's one of the biggest things we're working on right now — we're trying to be considerate and thorough in our process, and I'm happy to say that the process is nearly complete.

Github issue #2300 (<https://github.com/18F/web-design-standards/issues/2300>) captures the progress we've made and some of upcoming steps toward changing our name.

A more formal announcement is on its way (very soon) but the listserv hears it first: We will be changing to the **U.S. Web Design System**.

Here's why we're making the change:

- As you may know :) the word “standards” has a specific meaning in government, which does not accurately reflect our product: USWDS is not a mandatory standard, but a system of tools and guidelines that anyone can choose to use to build better government websites and services.
- Even if we were mandatory, which we are not, “Standards” also suggests something that's fixed and rigid, which is the opposite of our goal of providing a design system that's flexible, modular, and always learning from its users and evolving best practices.
- A **Design System** is the real-world name for what we do and what we are. All kinds of organizations — from governments to large corporations — use design systems to help guide the design and development of their digital products. So we'll be consistent with contemporary real-world usage, as well as gov-specific terminology. (See <https://www.invisionapp.com/blog/design-systems/> for a number of examples of design systems.)
- And, conveniently, we don't need to change the acronym (USWDS).

We are very excited to move forward as the U.S. Web Design System. It's the right thing to do and will strengthen the system going forward. Our mission to provide research-backed design patterns for building accessible, responsive, and consistent digital products for the federal government is as important as ever, and we're focussed on improving what we do and the benefits we provide to those who use what we make.

There will be more details to come about some nitty gritty details of email addresses, forwarding, repo names, etc.

This will take some time to propagate. We appreciate your patience and your forthright interest and honesty throughout the process. It's important and it means a lot. Keep it up. There's a lot on our roadmap for this

year, and we're going as fast as we can.

Onward!

On Wed, Jan 17, 2018 at 7:01 AM, Brantley, William <[William.Brantley@uspto.gov](mailto:William.Brantley@uspto.gov)> wrote:

You make a good argument. However, "standard" carries a special meaning in government which makes this more than a question of semantics. A standard implies compliance which authorizes committing resources and budget to meeting the standard. Is there an enforcement authority behind the web standards with consequences for not following the standards?

This may seem like frivolous question, but I face this issue every day in training and development. By law, agencies must train their supervisors. However, how I design and deliver a training program is mostly left up to the agencies that use GUIDELINES (along with a few regulations) from the Office of Personnel Management. Given the cost of training supervisors, I need to justify every penny I spend on training. Nice-to-haves are a harder sell but I wouldn't feel comfortable calling the OPM guidelines "standards" when they don't have the authority of a statute or regulation behind them.

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley

(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)

HR Specialist (Development)

Enterprise Training Division

Office of Human Resources

U.S. Patent and Trademark Office

[571.270.5447](tel:571.270.5447)

[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

**From:** Macadaeg, Robert (HRSA) [mailto:[RMacadaeg@HRSA.GOV](mailto:RMacadaeg@HRSA.GOV)]

**Sent:** Wednesday, January 17, 2018 9:24 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

A reluctant +1 to Daniel.

Anything seen as a “nice to have” gets immediately de-prioritized.

I may loathe debasing the language, but arguing for semantics in this case will likely result in tears and a poor web experience for the American people.

---

**From:** Daniel Hart [<mailto:Daniel.Hart@FAA.GOV>]  
**Sent:** Wednesday, January 17, 2018 8:44 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

Having implemented the standards at my previous agency (EPA), calling them ‘standards’ helped get the change approved by management. And when we were able to point to a site that showed how the federal government as a whole was moving in that direction, complete with what amounts to a branding book, it made our job even easier.

In other words, think about whether or not calling them “standards” is such a bad thing.

---

**From:** Brantley, William [<mailto:William.Brantley@USPTO.GOV>]  
**Sent:** Wednesday, January 17, 2018 6:41 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

+1 to Arva and (b) (6). ☺

My preference is to replace “standards” with “body of knowledge.” What I see is a collection of community-created best practices that will evolve as the technology and stakeholder expectations evolve. Similar to the Project Management Institute’s Project Management Body of Knowledge (PMBOK). Project managers don’t have to use the PMBOK but it is a useful resource to start from.

Standards imply a “stick” in that I am not in compliance if I don’t use the standards. Body of knowledge is more a “carrot” in “here, try these best practices to create a good government website.”

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley

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[571.270.5447](tel:571.270.5447)

[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**From:** Adams, Arva [<mailto:Arva.Adams@USPTO.GOV>]  
**Sent:** Tuesday, January 16, 2018 7:33 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

Back in the Total Quality Management days, we called them “guidelines.” We complied with “guidelines.” ;)

---

**From:** (b) (6) [[mailto:\(b\) \(6\) @STATE.GOV](mailto:(b) (6) @STATE.GOV)]  
**Sent:** Tuesday, January 16, 2018 6:15 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] update with link to github issue comment USWDS again

And here’s my comment in case anyone wants to read it.

<https://github.com/18F/web-design-standards/issues/2240#issuecomment-358138554>

For those blocked from github, this is what I wrote:

Hi, it's been a while, a month to be exact.

What's the plan on removing "Standards" as this is a clear term in gov speak and not so much for this repository. I've been hearing the words "Compliance with the web design standards" now from a couple of places. I remind them you can't have compliance with something that is not a regulation or law. So it'd be incredibly helpful to me not to have to continually explain this to folks who know what "standards" and "Compliance" are but not necessarily what design or development are.

Sorry for continuing this discussion everyone, but with the next Drupal4Gov event coming up, I've heard this from a few planning to attend and thought it best we get some answers if at all possible since it has been an ongoing topic for like more than a year now I think.

Thanks everyone!

(b) (6)

---

**From:** Burgard, Kirsten M [<mailto:BurgardKM@STATE.GOV>]  
**Sent:** Tuesday, January 16, 2018 6:03 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] USWDS again RE: [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading

Hi,

Just wanted to ask (and I'll pose this on github again, too) when are you all gonna remove "Standards" from this repository?

Just as a reminder this is the github issue:

<https://github.com/18F/web-design-standards/issues/2240>

Thanks,

(b) (6)

**From:** Daniel Williams - QXE [<mailto:daniel.williams@GSA.GOV>]  
**Sent:** Wednesday, December 20, 2017 2:07 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] USWDS / Where we've been and where we're heading

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- An easier way to prototype and build consistently and incrementally
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USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigriz

December 20, 2017

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// Dan O. Williams

// GSA / Office of Products and Programs

// DigitalGov / USWDS

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**Subject:** Changing our name to the U.S. Web Design System [announcement]  
**From:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Reply To:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Date:** Wed, 17 Jan 2018 13:13:47 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3620 bytes) , [text/html](#) (12 kB)

Hello everyone,

After listening to a lot of thoughtful [feedback and discussion](#) from a wide range of voices in the government web community, **we've decided to change our name to the U.S. Web Design System.** (You don't need to update any code for this, it's simply an announcement.)

Here's why we're making the change:

- We wanted to clarify our project: they're not mandatory standards, but a system of tools and guidelines that anyone can choose to build better government websites and services.
- *Standards* also suggests something fixed and rigid, which is the opposite of our goal to create a design system that's flexible, modular, and always learning from its users and modern best practices.
- It's a system whose various parts (e.g. visual design, accessible color combinations, interactive components, page templates, etc...) can be used bit by bit, all together, or extended into something new.
- A **Design System** is the real-world name for what we do and what we are. All kinds of organizations—from governments to large corporations—use design systems to help guide the design and development of their digital products. So we'll be consistent with real-world usage as well as gov-specific terminology.
- Conveniently, we don't need to change the acronym (USWDS).

Moving forward as the U.S. Web Design System is the right thing to do and will strengthen the system going forward. Our mission to provide research-backed design patterns for building accessible, responsive, and consistent digital products for the federal government is as important as ever, and we're focused on improving what we do and the benefits we provide to those who use what we make.

We'd like to thank everyone for contributing their time and expertise to the discussion and your patience as we worked through this issue. We'll begin rolling this out in the next few weeks (see the [task list](#)). We look forward to continuing to work together in the coming year.

Thank you,

USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigritz

P.S. If you'd like to see what we're working on next check out our [2018 Product roadmap](#)

5/25/2021

If you'd like to see what we're working on next, check out our [2021 Product Roadmap](#).

--

Maya Benari

[U.S. Web Design Standards](#)

Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

General Services Administration (GSA)

[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** UPDATE: Drupal4Gov Webinar Series - Today @3pm EST AND next week!  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Dearie, Jessica  
**Date:** Thu, 18 Jan 2018 18:03:31 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3159 bytes) , [text/html](#) (7 kB)

We mistakenly had January 25th on Eventbrite when our webinar series is always on the third Thursday of each month. Our gracious speaker has agreed to host the webinar today AND next Thursday. If you already registered, there's nothing more to do. All of the call-in/webinar info is the same. If you haven't yet registered, or want to make sure you are registered on the right date, please use the registration links below.

**TODAY 1/18 @3pm EST**

<https://www.eventbrite.com/e/drupal4gov-webinar-series-build-once-deploy-many-registration-41882886842>

**1/25 @3PM EST:**

<https://www.eventbrite.com/e/drupal4gov-webinar-series-build-once-deploy-many-take-2-tickets-42324056392>

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**Join Drupal4Gov in the next edition of its Webinar series.**

**January 18th, 3pm EST**

This month, Tim Crommie from New York State (NYS), will be discussing how NYS built a Drupal 8 Enterprise Distribution on the "Build Once and Deploy Many"; a new philosophy of working. "Build Once" would mean that the NYS Distribution be built using an Enterprise Drupal 8 Distribution with robust functionality and flexibility. "Deploy Many" would mean that these components would be re-used and refined as each website is created and would provide the flexibility needed to meet agency needs without additional development.

**Read more about this webinar and sign-up to attend!**

<https://www.eventbrite.com/e/drupal4gov-webinar-series-build-once-deploy-many-registration-41882886842>

Interested in presenting as part of our webinar series? We would love to hear from you - please reach out to (b) (6) @gmail.com or (b) (6) @gmail.com and we'll get you plugged in!

*Drupal4Gov webinars are held monthly on the third Thursday at 3pm EST.*

-----  
(b) (6)  
ORD Intranet Coordinator  
ORD SharePoint Site Collection Administrator  
ORD Office of Science Information Management  
Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))  
(b) (6)  
<https://intranet.ord.epa.gov/>

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:

<http://www.digit.gov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** VA Job: A/V Specialist GS-9  
**From:** "Grandon, Jeffrey" <Jeffrey.Grandon@VA.GOV>  
**Reply To:** Grandon, Jeffrey  
**Date:** Thu, 18 Jan 2018 21:13:46 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1862 bytes) , text/html (10 kB)

Position opening: Audiovisual Production Specialist GS-9  
Closes: 1/22/2018

Focus is on creating video for social media and web for the Veterans Health Administration.  
<https://www.usajobs.gov/GetJob/ViewDetails/488636600>

- Based at 810 Vermont Ave NW, Washington DC (Metro Blue line, McPherson Square)
- Hired at GS-9 level, promotion potential to GS-12
- Up to 75% travel

This is the newest position in our office, the employee will set the stage for integrating video into our work.

Please pass this along to interested applicants.

Thank you.

**Jeffrey F. Grandon, MHA**  
Social Media Program Manager  
Digital Media Office  
Veterans Health Administration  
U.S. Department of Veterans Affairs  
(b) (6) cell -NEW-  
[facebook.com/veteranshealth](https://facebook.com/veteranshealth)  
[twitter.com/veteranshealth](https://twitter.com/veteranshealth)  
[youtube.com/veteranshealthadmin](https://youtube.com/veteranshealthadmin)

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\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

**Subject:** OMB's Memo Regarding Planning for a Lapse  
**From:** Jacqueline Snee - QXBB <jacqueline.snee@GSA.GOV>  
**Reply To:** Jacqueline Snee - QXBB <jacqueline.snee@GSA.GOV>  
**Date:** Fri, 19 Jan 2018 14:40:50 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1615 bytes) , [text/html](#) (2508 bytes)

Hello!

For those that haven't seen it: <https://www.whitehouse.gov/wp-content/uploads/2017/11/m-18-05-Final.pdf>

Jacqueline

--

Jacqueline Snee  
Manager, Government-wide Communities of Practice  
Office of Products and Programs  
Technology Transformation Services  
Federal Acquisition Service  
U.S General Services Administration  
1800 F. Street, NW  
Wa [REDACTED] 20405  
C: (b) (6)  
O: 202-501-0917

[Learn more about Government-Wide Communities of Practice.](#)



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\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

**Subject:** Ever want to try your hand at DOCKER?  
**From:** "(b) (6)" <(b) (6)@STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Fri, 19 Jan 2018 21:03:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2438 bytes) , text/html (7 kB)

Well, then if you can't make it to BAH on Friday for the Drupal4Gov half day, maybe join us on Saturday January 27th at Government CIO Magazine for a Drupal Global Training Day Docker workshop. This **event will take place regardless of government operational status this coming week.**

<https://www.eventbrite.com/e/docker-global-drupal-training-day-tickets-42361300791>

Light snacks and refreshments will be served. Please bring a computer!!

This workshop will walk you through how to build your own custom Docker container using Docker Compose.

Docker Compose is a tool for defining and running multi-container Docker applications. You will walk away with the skills to build images that are easy to manage and update. You will have the basic dev-op skills to customize your containers to satisfy your specific project needs [Darryle Steplight](#) (also doing the Friday Workshop)

Please download [Docker](#) and [Docker Compose](#) before arriving to the workshop on Saturday morning.

GovernmentCIO Magazine is directed to tech-minded executives in government, and has recently re-launched it's digital publication at <http://govciomag.com> on Drupal 8.

I know, I know, we're becoming something like a training group. But think of it more like a Training Cooperative. We just know lots of amazing speakers so we want to share their enthusiasm and well, techie-awesomeness, too!

(b) (6)

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Subject: Ever want to try your hand at DOCKER?  
From: (b) (6) @STATE.GOV>  
Reply To:  
Date: Fri, 19 Jan 2018 21:03:42 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3376 bytes) , text/html (8 kB)

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 From: (b) (6) @STATE.GOV>  
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 Date: Fri, 19 Jan 2018 21:03:42 +0000  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (3376 bytes) , text/html (8 kB)

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Subject: Re: Changing our name to the U.S. Web Design System [announcement]  
From: (b) (6) @STATE.GOV>  
Reply To: (b) (6)  
Date: Fri, 19 Jan 2018 21:14:06 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (15 kB)

Thank you so much Maya, this helps a great deal.

(b) (6)

From: Maya Benari [mailto:maya.ben-ari@GSA.GOV]  
Sent: Wednesday, January 17, 2018 4:14 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Changing our name to the U.S. Web Design System [announcement]

Hello everyone,

After listening to a lot of thoughtful [feedback and discussion](#) from a wide range of voices in the government web community, **we've decided to change our name to the U.S. Web Design System**. (You don't need to update any code for this, it's simply an announcement.)

Here's why we're making the change:

- We wanted to clarify our project: they're not mandatory standards, but a system of tools and guidelines that anyone can choose to build better government websites and services.
- *Standards* also suggests something fixed and rigid, which is the opposite of our goal to create a design system that's flexible, modular, and always learning from its users and modern best practices.
- It's a system whose various parts (e.g. visual design, accessible color combinations, interactive components, page templates, etc...) can be used bit by bit, all together, or extended into something new.
- A **Design System** is the real-world name for what we do and what we are. All kinds of organizations—from governments to large corporations—use design systems to help guide the design and development of their digital products. So we'll be consistent with real-world usage as well as gov-specific terminology.
- Conveniently, we don't need to change the acronym (USWDS).

Moving forward as the U.S. Web Design System is the right thing to do and will strengthen the system going forward. Our mission to provide research-backed design patterns for building accessible, responsive, and consistent digital products for the federal government is as important as ever, and we're focused on improving what we do and the benefits we provide to those who use what we make.

We'd like to thank everyone for contributing their time and expertise to the discussion and your patience as we worked through this issue. We'll begin rolling this out in the next few weeks (see the [task list](#)). We look forward to continuing to work together in the coming year.

Thank you

5/25/2021

Thank you,

USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigritz

P.S. If you'd like to see what we're working on next, check out our [2018 Product roadmap](#).

--

Maya Benari

[U.S. Web Design Standards](#)

Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

General Services Administration (GSA)

[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

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**Subject:** Re: Changing our name to the U.S. Web Design System [announcement]  
**From:** "Adams, Arva" <Arva.Adams@USPTO.GOV>  
**Reply To:** Adams, Arva  
**Date:** Fri, 19 Jan 2018 21:19:04 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (6 kB) , text/html (18 kB)

Thanks for the update. If I start a petition, however, will that help an initiative to make the design system mandatory by 2030? Consistency and the cost savings of a design system, pattern library, or design library is always a great thing, and helps people know they have come to a U.S. government website.

---

**From:** (b) (6) [mailto:(b) (6)@STATE.GOV]  
**Sent:** Friday, January 19, 2018 4:14 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Changing our name to the U.S. Web Design System [announcement]

Thank you so much Maya, this helps a great deal.

(b) (6)

**From:** Maya Benari [<mailto:maya.ben-ari@GSA.GOV>]  
**Sent:** Wednesday, January 17, 2018 4:14 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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Thank you,

USWDS Core Team

Dan O. Williams, Maya Benari, John Donmoyer, Andrea Sigritz

P.S. If you'd like to see what we're working on next, check out our [2018 Product roadmap](#).

--

Maya Benari

[U.S. Web Design Standards](#)

Office of Products and Programs | [18F](#)

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General Services Administration (GSA)

[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** This Friday—USWDS January monthly call  
**From:** "Andrea Sigriz (XCI)" <andrea.sigriz@GSA.GOV>  
**Reply To:** Andrea Sigriz (XCI)  
**Date:** Tue, 23 Jan 2018 14:58:48 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2350 bytes) , [text/html](#) (8 kB)

Happy New Year!

Please join us for our next monthly users call this Friday, **January 26 at 1pm ET**, to hear what the the U.S. Web Design Standards core team is working on in 2018, including:

- a [name change](#) to more accurately describe what we are and what we do
- more specific design and implementation guidance
- easier ways to prototype and build consistently and incrementally
- clearer connections between user research and guidance
- a path to contribute components and research back to the system

This will be a great opportunity to hear from the core team and answer your questions.

Register and please join us on Zoom: <https://www.eventbrite.com/e/january-us-web-design-standards-users-call-tickets-42250600684>

Thanks!

Andrea

--

Andrea Sigriz

[DigitalGov.gov](#) & [U.S. Web Design Standards](#)

Technology Transformation Service (TTS)

Federal Acquisition Service (FAS)

U.S. General Services Administration

[andrea.sigriz@gsa.gov](mailto:andrea.sigriz@gsa.gov)

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digest

**Subject:** Re: justification for release of code through github/other 3rd party repositories  
**From:** "Dawson, Cian" <cbdawson@USGS.GOV>  
**Reply To:** Dawson, Cian  
**Date:** Tue, 23 Jan 2018 12:10:31 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (10 kB) , text/html (22 kB)

Thanks for all the responses! Apologies for my delayed follow up, I was unexpectedly out on extended leave.

Eric was correct, the question was specifically about use of non-gov-hosted third-party services to release gov code (github being the popular choice these days, source forge in the past, or whatever the next popular code distribution online platform is...). I am not really concerned with the larger question about releasing the source of gov-developed scientific software; this has been common (although not universal) practice in USGS for over 30 years, even back when it meant pages and pages of code in the appendix of a paper report!

Thanks again for the pointers and info, much appreciated! We've been working on an updated USGS policy for review and release of scientific software; I am working on responding to internal discussion about the draft previously released, including concerns about use of private third-party web sites such as github in general (plus the use of open public discussion using "issues", etc.).

Cian

--  
Cian B. Dawson  
Hydrologist  
Hydrogeophysics Branch | Earth System Processes Division | Water Mission Area  
U.S. Geological Survey  
345 Middlefield Road, Mail Stop 466, Menlo Park, CA 94025  
[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov) | Phone: (860) 377-7081 | <https://water.usgs.gov/ogw/bgaw/>

On Thu, Jan 11, 2018 at 7:24 AM, Eric Mill <[eric.mill@gsa.gov](mailto:eric.mill@gsa.gov)> wrote:

It sounds like the emphasis was on a justification for using third parties.

And another major justification for using a third party like GitHub or GitLab is the network effect of the user communities they have. Agencies shouldn't expect to get significant participation on self-hosted services that require new account creation. Usability is also a factor, especially usability for developers, and third parties have invested quite a bit in usability. The GitHub pull request and code review system, after years of evolution, is very strong and straightforward.

-- Eric

On Wed, Jan 10, 2018 at 5:04 PM, Gillick, Larry <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)> wrote:

Interesting. No one has ever asked me to justify the release of code paid-for by taxpayers.

Larry

---  
Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
[202-208-5141](tel:202-208-5141) (o) / **(b) (6)** (c)  
**Drupal Questions?**  
<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Wed, Jan 10, 2018 at 4:20 PM, Gray Brooks <[gray.brooks@gsa.gov](mailto:gray.brooks@gsa.gov)> wrote:

Hi Cian,

Here's some notes which may be helpful.



- Just to make sure, did you see the OMB memo about this - OMB M-16-21? That text and some accompanying material can be found at <https://sourcecode.cio.gov/>.
  - In particular note, note [5.2 - Participation in the Open Source Community](#).
- Also, note [the resources section on code.gov](#) - It specifically gets to and quotes the relevant policy about using third party services.
- Our team's open source policy is [here](#). TL;DR - in all but very limited situations, it's our policy to work in the open from day 1. I can't tell you how useful that is over time - the cathartic benefits to your work quality are substantial and it avoids the heavy lift that builds up for when you wait until after your done before trying to make something public.
- [Here's some more policy documents](#) that various agencies have put out, that may be helpful.
- Another good place to ask this and other questions is the [government open source listserve](#).
- If you haven't already, I'd also suggest joining the government community [best practices forum](#) that GitHub set up and looking through the earlier questions/asking there. It's a great resource. ([Here's the registration info](#)).

Gray

```

-----
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  "compa
  "cell": "(b) (6)",
  "links": [{
    "name": "/Developer Program",
    "url": "https://api-all-the-x.18f.gov"
  }, {
    "name": "US Government API listserve",
    "url": "https://bit.ly/apilistservedc"
  }]
}

```

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- 1) example rationales from federal agencies for use of third-party online code distribution services (like github) to release official government software/code
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If you have examples, could you share? I did look through the list archives, because I thought this had come up before, but my searches came up empty.

Thanks in advance!

Cian Dawson

--

Cian B. Dawson  
 Hydrologist  
 Hydrogeophysics Branch | Earth System Processes Division | Water Mission Area  
 U.S. Geological Survey  
 345 Middlefield Road, Mail Stop 466, Menlo Park, CA 94025  
[cbdawson@usgs.gov](mailto:cbdawson@usgs.gov) | Phone: (860) 377-7081 | <https://water.usgs.gov/ogw/bgas/>

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Eric Mill

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[eric.mill@gsa.gov](mailto:eric.mill@gsa.gov), +1-617-314-0966

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5/25/2021

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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

**Subject:** SMS Software: Experience and opinions sought  
**From:** "Plumer, Andrew (NIH/NLM) [E]" <plumera@MAIL.NIH.GOV>  
**Reply To:** Plumer, Andrew (NIH/NLM) [E]  
**Date:** Tue, 23 Jan 2018 20:54:02 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1516 bytes) , [text/html](#) (7 kB)

Hello All,

Has your agency used SMS (text message) Marketing Software? If you have used SMS software how does it rate for customer service, training, and service features like:

- Analytics (more than just numbers but in-depth analysis)
- Mass texting
- Scheduling
- Subscriber management
- Integration with an email, marketing provider services.

Any input would be greatly appreciated.

Thanks,  
Andrew

Andrew Plumer  
Reference and Web Services Section  
National Library of Medicine  
8600 Rockville Pike  
Bethesda, MD 20894  
Office Phone: (301) 827-5891  
Email: plumera@mail.nih.gov

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**Subject:** Re: justification for release of code through github/other 3rd party repositories  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 23 Jan 2018 16:37:37 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (11 kB) , text/html (25 kB)

Would this be a bad time to say that, as long as you don't release security-related information, no one will care; but if you do, you're in deep, deep -- just deep -- deepness?

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) / (b) (6) (c)  
**Drupal Questions?**  
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Eric was correct, the question was specifically about use of non-gov-hosted third-party services to release gov code (github being the popular choice these days, source forge in the past, or whatever the next popular code distribution online platform is...). I am not really concerned with the larger question about releasing the source of gov-developed scientific software; this has been common (although not universal) practice in USGS for over 30 years, even back when it meant pages and pages of code in the appendix of a paper report!

Thanks again for the pointers and info, much appreciated! We've been working on an updated USGS policy for review and release of scientific software; I am working on responding to internal discussion about the draft previously released, including concerns about use of private third-party web sites such as github in general (plus the use of open public discussion using "issues", etc.).

Cian

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Cian B. Dawson  
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U.S. Department of the Interior

202-208-5141 (o) / (b) (6) (c)

Drupal Questions?

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Hi Cian,

Here's some notes which may be helpful.

- Just to make sure, did you see the OMB memo about this - OMB M-16-21? That text and some accompanying material can be found at <https://sourcecode.cio.gov/>.
  - In particular note, note [5.2 - Participation in the Open Source Community](#).
- Also, note [the resources section on code.gov](#) - It specifically gets to and quotes the relevant policy about using third party services.
- Our team's open source policy is [here](#). TL;DR - in all but very limited situations, it's our policy to work in the open from day 1. I can't tell you how useful that is over time - the cathartic benefits to your work quality are substantial and it avoids the heavy lift that builds up for when you wait until after your done before trying to make something public.
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Gray

```

-----
{
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  "compan
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    "name": "/Developer Program",
    "url": "https://api-all-the-x.18f.gov"
  }], {
    "name": "US Government API listserve",
    "url": "https://bit.ly/apilistservedc"
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**Subject:** IT Accessibility/Section 508 training  
**From:** Rachel Flagg - M1E <rachel.flagg@GSA.GOV>  
**Reply To:** Rachel Flagg - M1E <rachel.flagg@GSA.GOV>  
**Date:** Tue, 23 Jan 2018 13:48:41 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1584 bytes) , [text/html](#) (5 kB)

Sharing FYI - training opportunity.

The US Access Board is presenting a webinar next week:  
[A Roadmap for Transitioning to the Revised 508 Standards](#)

The webinar will cover resources and tips to help your agency migrate to the [Revised 508 Standards](#) for IT Accessibility.

Date: Tuesday, January 30  
Time: 1pm ET



**U.S. General Services Administration**

**Rachel Flagg**  
Office of Government-wide Policy  
Content Management Team Lead

---

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**Subject:** Re: justification for release of code through github/other 3rd party repositories  
**From:** Britta Gustafson - QEACD <britta.gustafson@GSA.GOV>  
**Reply To:** Britta Gustafson - QEACD <britta.gustafson@GSA.GOV>  
**Date:** Tue, 23 Jan 2018 17:29:51 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (14 kB) , text/html (29 kB)

Hi Cian,

My colleague and I wrote this post that may have a few useful points for your research: <https://18f.gsa.gov/2016/08/08/facts-about-publishing-open-source-code-in-government/> - including the items under "Fact: 18F and other federal teams publicly collaborate on code while complying with relevant federal policies." In addition to Gray's excellent links, this has more links to public written policies that any agency can adapt for their own use of third-party private code hosting services. These existing policies can provide helpful evidence that it's possible to manage use of private third-party code hosting web sites in a federally appropriate way.

I think of these code hosting services a bit like federal agency use of social media services such as Twitter, Instagram, or Facebook - we (of course) need to be careful and guided by policy, but they can all be constructive ways to share information and engage with the public.

Thank you,  
Britta

On Tue, Jan 23, 2018 at 1:37 PM, Gillick, Larry <[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)> wrote:

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```
{
  "team": "TTS",
```

```
"compa
"cell": "(b) (6)",
"links": [{
  "name": "/Developer Program",
  "url": "https://api-all-the-x.18f.gov"
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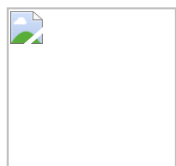
**Subject:** Looking for experts in content strategy / web content audits  
**From:** Dana Allen-Greil <dana.allen-greil@NARA.GOV>  
**Reply To:** Dana Allen-Greil <dana.allen-greil@NARA.GOV>  
**Date:** Wed, 24 Jan 2018 08:06:41 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1825 bytes) , text/html (7 kB)

We're prepping for the redesign of our large, flagship website and are looking for some guidance on how to tackle a content audit as well as developing a longer-term content strategy to increase the impact and usefulness of our web content. We plan to do this work in-house.

I'm hoping this group might be able to recommend a few folks / agencies within the gov community we could talk to (briefly, a 20 min phone call works!) that have done this well. Even just pointing out a few .govs that have recently completed a great redesign would be useful.

Looking forward to your recommendations!

Dana



**Dana Allen-Greil**  
Web and Social Media Branch Chief  
Office of Innovation

---

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The message should have NO SUBJECT. and the only text in the message should read: set content-managers-l

**Subject:** Re: Looking for experts in content strategy / web content audits  
**From:** (b) (6) @STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Wed, 24 Jan 2018 13:11:29 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (60 lines)

Sent from my BlackBerry 10 smartphone.

From: Dana Allen-Greil

Sent: Wednesday, January 24, 2018 6:39 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Reply To: Dana Allen-Greil

Subject: [CONTENT-MANAGERS-L] Looking for experts in content strategy / web content audits

We're prepping for the redesign of our large, flagship website and are looking for some guidance on how to tackle a content audit as well as developing a longer-term content strategy to increase the impact and usefulness of our web content. We plan to do this work in-house.

I'm hoping this group might be able to recommend a few folks / agencies within the gov community we could talk to (briefly, a 20 min phone call works!) that have done this well. Even just pointing out a few .govs that have recently completed a great redesign would be useful.

Looking forward to your recommendations!

Dana

[[https://lh5.googleusercontent.com/ZzUBZJwzRPmUfAUuO6w-p5XdVo3ZkMvAaQiP38XltGemlLyzZ\\_D7mZTS07EZ\\_QpCzF0WMIsyft72uqYZ0TCG7FWNmgAqNMLII6eMJ-ILjLmPjaP62ziKUUyAcG5OD14b00F610I](https://lh5.googleusercontent.com/ZzUBZJwzRPmUfAUuO6w-p5XdVo3ZkMvAaQiP38XltGemlLyzZ_D7mZTS07EZ_QpCzF0WMIsyft72uqYZ0TCG7FWNmgAqNMLII6eMJ-ILjLmPjaP62ziKUUyAcG5OD14b00F610I)]<<http://www.archives.gov>>

Dana Allen-Greil

Web and Social Media Branch Chief  
Office of Innovation

[[https://lh4.googleusercontent.com/WVx8yO7Im5LXRiPwiI0jvsd6FMZ3mcQcrPNhfRGmqT89vITFaVF1cKGV8YRyJc32\\_JKokgb9CanleyQ9QntSsEf3aELsSuW9Q0eeAzo9Sp2udW82Kbdzd6SAoQQoXcqoOHsBATI](https://lh4.googleusercontent.com/WVx8yO7Im5LXRiPwiI0jvsd6FMZ3mcQcrPNhfRGmqT89vITFaVF1cKGV8YRyJc32_JKokgb9CanleyQ9QntSsEf3aELsSuW9Q0eeAzo9Sp2udW82Kbdzd6SAoQQoXcqoOHsBATI)]<<https://www.facebook.com/usnationalarchives>>

[[https://lh6.googleusercontent.com/Wi9\\_mnfJ2336LITkmWOGDCZAW6zGAs3XY1R6utPbgaZ5OrCVegNfWACvQr1eGrW6eJCYuKNv1Mu38chlyITvc6EA0tE0u2mImSaf-](https://lh6.googleusercontent.com/Wi9_mnfJ2336LITkmWOGDCZAW6zGAs3XY1R6utPbgaZ5OrCVegNfWACvQr1eGrW6eJCYuKNv1Mu38chlyITvc6EA0tE0u2mImSaf-)

[\\_Zrv\\_zJQWXFT18sJg22UpXTKGx0IExNBnk](https://lh6.googleusercontent.com/Wi9_mnfJ2336LITkmWOGDCZAW6zGAs3XY1R6utPbgaZ5OrCVegNfWACvQr1eGrW6eJCYuKNv1Mu38chlyITvc6EA0tE0u2mImSaf-_Zrv_zJQWXFT18sJg22UpXTKGx0IExNBnk)] <<http://www.archives.gov/social-media/twitter.html>>

[[https://lh5.googleusercontent.com/i-LhDoZOsPweTD34OEXSQtOWoTFhxJkQ1snijE4IJEPOyP-ltYNjZ4h9UY8eQyF6ALB9RXXn9gKHRGWzEKQL-fVRhOsNfjOebVES4einyy\\_eaaANxqgoCw16uWUkoX4TPBRC9Lg](https://lh5.googleusercontent.com/i-LhDoZOsPweTD34OEXSQtOWoTFhxJkQ1snijE4IJEPOyP-ltYNjZ4h9UY8eQyF6ALB9RXXn9gKHRGWzEKQL-fVRhOsNfjOebVES4einyy_eaaANxqgoCw16uWUkoX4TPBRC9Lg)

<<https://instagram.com/usnatarchives/>>

[[https://lh3.googleusercontent.com/0rwTzBVRaT\\_8Sm4DBzvzWwNoeAjFhX5sbu50IKrK8\\_vY0QAwim3WgLEoL77\\_S\\_yj4ORN9VC8ap-](https://lh3.googleusercontent.com/0rwTzBVRaT_8Sm4DBzvzWwNoeAjFhX5sbu50IKrK8_vY0QAwim3WgLEoL77_S_yj4ORN9VC8ap-)

[jaQ5uc37JB3fJ7kB8VWei8ISJRwmicgUOh36pMJTud7Kf2ZsLbRPL7mm8NTo](https://lh3.googleusercontent.com/0rwTzBVRaT_8Sm4DBzvzWwNoeAjFhX5sbu50IKrK8_vY0QAwim3WgLEoL77_S_yj4ORN9VC8ap-jaQ5uc37JB3fJ7kB8VWei8ISJRwmicgUOh36pMJTud7Kf2ZsLbRPL7mm8NTo)]

<<http://usnatarchives.tumblr.com>> [<https://lh4.googleusercontent.com/AiJmPONqR2jKYFlxvl->



aI2o1SmeXBrVSy-  
jcd64Mdn2ntImDrf5wsOcf6ojcMRNf3j\_eiHcSs\_q2xGhODzNaIZaTmHsk4zkn3jbSvBma5KwOgA8EkL\_g  
HLJmc94mEjPRo\_YOo\_8] <<https://www.pinterest.com/usnatarchives/>>

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\*\*\*\*\*

5/25/2021

**Subject:** FW: On GovExec, "We Need a Plan for Federal Communications"  
**From:** Bridget Serchak <BSerchak@VOANEWS.COM>  
**Reply To:** Bridget Serchak <BSerchak@VOANEWS.COM>  
**Date:** Wed, 24 Jan 2018 13:40:33 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3197 bytes) , [text/html](#) (7 kB)

All,

Sharing from the FCN listserv for those of you not subscribed. Great article by a friend to many of us, Dr. Dannielle Blumenthal currently at the VA.

Regards,

Bridget  
Bridget Ann Serchak  
Director of Public Relations  
Voice of America

---

**From:** Federal Communicators Network [mailto:FCN@LIST.NIH.GOV] **On Behalf Of** Danek, Kim (ACF)  
**Sent:** Wednesday, January 24, 2018 8:31 AM  
**To:** FCN@LIST.NIH.GOV  
**Subject:** [FCN] On GovExec, "We Need a Plan for Federal Communications"

Interesting post from Dannielle Blumenthal on GovExec, [We Need a Plan for Federal Communications](#).

Kim

**Kim Danek**  
*Writer/Editor*, Division of Customer Communications  
Office of Child Support Enforcement  
Administration for Children and Families, U.S. Department of Health and Human Services  
330 C St. SW, Washington, DC 20201  
[kim.danek@acf.hhs.gov](mailto:kim.danek@acf.hhs.gov) 202-401-6964

---

This message was sent to the Federal Communicators Network, a community of U.S. Government employees who manage communications at their agencies.

The FCN list is open to U.S. federal government employees. State, local, and tribal government employees, and contractors who have a government email address, are welcome to join. We do not admit private individuals or contractors who do not have a government email address.

**IMPORTANT:** The discussions on this list are sensitive. You should not forward copies of information you have obtained from this list to outside parties.

To unsubscribe from the FCN list, click the following link:

<http://list.nih.gov/cgi-bin/wa.exe?SUBED1=FCN&A=1>

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**Subject:** Come and join us for Spring Design School!  
**From:** "Thomas, Elaine" <Elaine.Thomas@OPM.GOV>  
**Reply To:** Thomas, Elaine  
**Date:** Wed, 24 Jan 2018 14:28:56 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (3328 bytes) , [text/html](#) (14 kB) , [image001.jpg](#) (14 kB)



## Come and join us for Spring Design School!

Sign up through our [webpage!](#)

### **Title: Spring Design School 2018**

**Description:** The goal of Spring Design School is to build design thinking, problem solving and innovation skills in Government. This week-long workshop experiments with new ways of teaching, learning and applying human-centered design in the public sector. Through a mix of structured and unstructured offerings, participants will look at complex challenges through a series of different frames over the course of the week focused on helping them to understand why, when and how to apply design to their public sector work.

### **How You Will Benefit**

Participants will be exposed to the broader spectrum of design and how it can be applied to the public sector. Participants will also leave the workshop with new ways of approaching challenges through design and collaboration.

### **Who Should Attend**

Any government employee can join us that is willing to learn, build on existing skills, and embrace uncertainty and complexity! The workshop will benefit from the participation of a cross-sector of individuals, particularly those with interest in learning more about human-centered design in the public sector. No prior experience in human-centered design is required.

### **Prerequisites**

N/A

### **Additional Information**

Spring Design School will deliver new content in new forms to illustrate the variety of ways in which design can be applied to public sector. Each day learning activities will be provided in a series of different locations, beginning at The Lab at OPM and moving to other private sector and public sector locations. The workshop will be a mix of:

- Structured and unstructured offerings
- Formal and informal content delivery
- Site visits to innovation hubs in the DC area
- Studio work time
- Collaboration

- Networking

Spring Design School is a dynamic learning experience that focuses on critical thinking, problem solving, and data synthesis. All participants will be expected to come to the event with a challenge. After registration, The Lab at OPM will follow-up with participants to provide more detailed instructions and pre-work related to the course. This class is especially useful for people who want to deal with uncertainty in new ways and are open to nonlinear processes.

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**Subject:** Google Search Federal TOS  
**From:** "Ellison, Ben A" <ben.ellison@RL.DOE.GOV>  
**Reply To:** Ellison, Ben A  
**Date:** Wed, 24 Jan 2018 18:24:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1463 bytes) , [text/html](#) (3193 bytes)

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search – the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & digitalgov.gov's TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?

Thanks,  
--Ben

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**Subject:** Re: Google Search Federal TOS  
**From:** "Smith, Stanley" <StSmith@CNS.GOV>  
**Reply To:** Smith, Stanley  
**Date:** Wed, 24 Jan 2018 19:05:19 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2833 bytes) , text/html (6 kB)

Ben,

I'd recommend using USA Search (<https://search.gov/>) as your search engine. I've used it at several government agencies and found it very useful and has solid customization you can implement.

Thanks,  
Stan  
Web Engineer | Web Services Team | OIT  
O: (202) 606-6864 | M: (b) (6)

---

**From:** Ellison, Ben A [mailto:ben.ellison@RL.DOE.GOV]  
**Sent:** Wednesday, January 24, 2018 1:25 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Google Search Federal TOS

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search – the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & digitalgov.gov's TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?

Thanks,  
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5/25/2021

**Subject:** Re: Google Search Federal TOS  
**From:** (b) (6) @STATE.GOV>  
**Reply To:**  
**Date:** Wed, 24 Jan 2018 19:07:51 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (2908 bytes) , text/html (7 kB) , image001.gif (7 kB)



Contact GSA at [search@support.digitalgov.gov](mailto:search@support.digitalgov.gov). State has been using their search engine platform for going on three years – after using Google's search appliance for many years.

**Darrell Cochran, PMP**

IIP Office of Digital  
SA-5, 02-I17  
2200 C Street NW  
Washington, DC 20522  
[202-632-2861](tel:202-632-2861)



**Personal**

**UNCLASSIFIED**

---

**From:** Ellison, Ben A [mailto:[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)]  
**Sent:** Wednesday, January 24, 2018 1:25 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Google Search Federal TOS

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search – the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & digitalgov.gov's TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?

Thanks,  
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**Subject:** Re: Google Search Federal TOS  
**From:** "Ellison, Ben A" <ben.ellison@RL.DOE.GOV>  
**Reply To:** Ellison, Ben A  
**Date:** Wed, 24 Jan 2018 19:20:49 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2586 bytes) , [text/html](#) (5 kB)

Thank you all – it looks like [search.gov](#) will be a great way to go.  
--B

---

**From:** Ellison, Ben A [mailto:ben.ellison@RL.DOE.GOV]  
**Sent:** Wednesday, January 24, 2018 10:25 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Google Search Federal TOS

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search – the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & [digitalgov.gov](#)'s TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?

Thanks,  
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**Subject:** Re: Google Search Federal TOS  
**From:** Ashley Wichman - QXD <ashley.wichman@GSA.GOV>  
**Reply To:** Ashley Wichman - QXD <ashley.wichman@GSA.GOV>  
**Date:** Wed, 24 Jan 2018 14:22:24 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (8 kB)

Hi Ben (and Content Managers everywhere),

The Search.gov team would be happy to chat with you and give you a demo at any time. Our service is no cost and open to all federal agencies.

Website: <https://search.gov/>  
Team email: [search@support.digitalgov.gov](mailto:search@support.digitalgov.gov)  
Phone: 202-505-5315

(Sidenote: We're formerly known as USA Search, DigitalGov Search and a few other names!)

Thanks, Stan, for the kind words.

Happy searching,  
Ashley

On Wed, Jan 24, 2018 at 2:05 PM, Smith, Stanley <[StSmith@cns.gov](mailto:StSmith@cns.gov)> wrote:

Ben,

I'd recommend using USA Search (<https://search.gov/>) as your search engine. I've used it at several government agencies and found it very useful and has solid customization you can implement.

Thanks,

Stan

Web Engineer | Web Services Team | OIT

O: [\(202\) 606-6864](tel:(202)606-6864) | M: (b) (6)

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**From:** Ellison, Ben A [mailto:[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)]  
**Sent:** Wednesday, January 24, 2018 1:25 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Google Search Federal TOS

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--

Ashley Wichman  
General Services Administration  
[ashley.wichman@gsa.gov](mailto:ashley.wichman@gsa.gov) | 202-308-9145

Contact the Search.gov Team:  
[search@support.digitalgov.gov](mailto:search@support.digitalgov.gov) | 202-505-5315  
<https://search.gov>

**Subject:** Re: Google Search Federal TOS  
**From:** Simone Thomas <Simone.Thomas@CBO.GOV>  
**Reply To:** Simone Thomas <Simone.Thomas@CBO.GOV>  
**Date:** Wed, 24 Jan 2018 19:33:05 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (9 kB)

Ben,

Sorry, I'm late, but our agency is small, less than 300 staffers. Our developer did an extensive replacement and we just switched over to Measured Search for our public website.  
[https://opensource.cioreview.com/vendor/2017/measured\\_search](https://opensource.cioreview.com/vendor/2017/measured_search)

Simone,  
Webmaster, U.S. Congress  
Congressional Budget Office

---

**From:** Smith, Stanley [mailto:StSmith@CNS.GOV]  
**Sent:** Wednesday, January 24, 2018 2:05 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Google Search Federal TOS

Ben,

I'd recommend using USA Search (<https://search.gov/>) as your search engine. I've used it at several government agencies and found it very useful and has solid customization you can implement.

Thanks,  
Stan  
Web Engineer | Web Services Team | OIT  
O: (202) 606-6864 | M: (b) (6)

---

**From:** Ellison, Ben A [mailto:ben.ellison@RL.DOE.GOV]  
**Sent:** Wednesday, January 24, 2018 1:25 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Google Search Federal TOS

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search – the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & digitalgov.gov's TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?

Thanks,  
--Ben

---

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content-managers-l

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**Subject:** Re: Google Search Federal TOS  
**From:** Ashley Wichman - QXD <ashley.wichman@GSA.GOV>  
**Reply To:** Ashley Wichman - QXD <ashley.wichman@GSA.GOV>  
**Date:** Wed, 24 Jan 2018 15:30:18 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (6 kB) , text/html (14 kB)

Hi Susan,

Unfortunately, our service is only open to federal agencies.

Thanks,  
Ashley

On Wed, Jan 24, 2018 at 3:04 PM, (b) (6) <[REDACTED]>@longmontcolorado.gov> wrote:

Hi Ashley,

We're in the same boat. Probably have about 1 year left on our Google Search Appliance before I need to find a replacement.

Is this Search.gov available for free to Local Municipal Gov't like ours?

Thanks, (b) (6)

---

(b) (6)  
Web Coordinator  
City of Longmont, CO  
(b) (6)  
<https://longmontcolorado.gov/>

**From:** Ashley Wichman - QXD [mailto:[ashley.wichman@GSA.GOV](mailto:ashley.wichman@GSA.GOV)]  
**Sent:** Wednesday, January 24, 2018 12:22 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Google Search Federal TOS

Hi Ben (and Content Managers everywhere),

The Search.gov team would be happy to chat with you and give you a demo at any time. Our service is no cost and open to all federal agencies.

Website: <https://search.gov/>

Website: <https://search.gov>  
Team email: [search@support.digitalgov.gov](mailto:search@support.digitalgov.gov)  
Phone: [202-505-5315](tel:202-505-5315)

(Sidenote: We're formerly known as USA Search, DigitalGov Search and a few other names!)

Thanks, Stan, for the kind words.

Happy searching,

Ashley

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Ashley Wichman  
General Services Administration  
[ashley.wichman@gsa.gov](mailto:ashley.wichman@gsa.gov) | [202-308-9145](tel:202-308-9145)

Contact the Search.gov Team:  
[search@support.digitalgov.gov](mailto:search@support.digitalgov.gov) | [202-505-5315](tel:202-505-5315)  
<https://search.gov>

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--

Ashley Wichman  
General Services Administration

**Subject:** Google Search with Vision Internet CMS  
**From:** (b) (6) TORRANCECA.GOV>  
**Reply To:** (b) (6)  
**Date:** Wed, 24 Jan 2018 20:38:03 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2119 bytes) , text/html (6 kB)

Is anyone using Google Search with Vision Internet CMS instead of their internal search? If so, are you using the free or paid Google version? If paid, how satisfied are you with the results?

(b) (6)

Cable and Community Relations Manager  
City of Torrance | 3350 Civic Center Drive | Torrance CA 90503 | 310.618.5762 voice | 310.781.7132 fax |  
[MSmith@TorranceCA.Gov](mailto:MSmith@TorranceCA.Gov) | [www.TorranceCA.Gov](http://www.TorranceCA.Gov) | [www.Twitter.com/TorranceCA](http://www.Twitter.com/TorranceCA) | [KNET 25.2](#) |  
[www.YouTube.com/TorranceCitiCABLE](http://www.YouTube.com/TorranceCitiCABLE) | [www.Facebook.com/TorranceCA](http://www.Facebook.com/TorranceCA) | [www.Facebook.com/TorranceCommunityTV](http://www.Facebook.com/TorranceCommunityTV) |  
Instagram [@CityOfTorranceCA](#) | [#WhyTorrance](#) | [NewsbreakLive!](#) Guest Dena P. Maloney |  
[Superintendent/President](#) | [El Camino College Future Plans](#)

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Subject: Re: Google Search Federal TOS  
From: (b) (6) @CITYOFORLANDO.NET>  
Reply To: (b) (6) @CITYOFORLANDO.NET>  
Date: Wed, 24 Jan 2018 20:50:26 +0000  
Content-Type: multipart/related  
Parts/Attachments: text/plain (11 kB) , text/html (25 kB) , Outlook-1477933493.png (25 kB)

Hi All,

Google does have a way to turn the ads off for government. You need to contact them and tell they you cannot have ads on your site. Our IT department contacted their Google Gov't contact and we were able to do this. However, they are not supporting GCS....here's a blurb they sent us:

- BEGIN -

### Overview

- Custom Search Engine is a *free* product (Ads supported) that is owned by Google's AdSense Team. CSE has **no formal support** or **SLA's**.
- Google Site Search is a Google-Enterprise/Google-for-Work/Google-Customer-Cloud offering built on top of CSE that is a **paid product** which offers **Enterprise Support** and **SLA's**.
- Google Site Search will be sunset on **3/31/2018**. Once GSS goes away, **only CSE will be available**.
- For State/Local/Government entities, we have secured the option to use CSE *Ads free*. However, CSE will remain an **unsupported product** with **no SLA's**.
  - For CSE, there will only be the public [CSE Forum](#) as an option to get assistance.

### Technical Details

#### JSON API

- Both CSE and GSS offer a JSON API.
- With GSS there is no daily limit to the API use.
  - The only limit is the annual license limit for which customers pay
- With CSE, there is a limit of 10K queries/day which requires paying (via cloud console billing) \$5 per 1000 queries/day (the default free quota is 100 queries/day)
  - This roughly equates to 3.6M queries annually at a cost of approximately \$18K
  - **There is no recourse to buy any more queries per day with CSE**

#### XML API

- Only GSS provides an XML API
- There is no daily limit with the XML API
- The only limit is the annual license limit for which customers pay
- When GSS goes away on 3/31/2018, the XML API will go away with it.

### Pricing

- GSS is **no longer being sold**, so giving pricing doesn't make any sense.
- Customers who require additional quota to tithe them over to 3/31/2018 can reach out to our sales team for assistance in this regard.
- CSE is free if you serve Ads and don't use the JSON API.
- If you choose to use the JSON API, you will have to pay for any queries above 100 queries/day at a rate of \$5 per 1000 up to a maximum to 10K queries/day

**Google Cloud Search (GCS)**

- Currently GCS is a GSuite-content-only offering
- Search team is working on the next iteration which will allow ingestion of 3rd party Enterprise content
  - This offering is not expected to be GA before H2 2018
  - This next iteration **will not cover public website** use case

- END -

(b) (6)

Digital Communications Coordinator, Communications and Neighborhood Relations

[City of Orlando](#)

p. (b) (6)

c. (b) (6)

[@citybeautiful](#)

[instagram.com/thecitybeautiful](https://www.instagram.com/thecitybeautiful)



**From:** Ashley Wichman - QXD <[ashley.wichman@GSA.GOV](mailto:ashley.wichman@GSA.GOV)>  
**Sent:** Wednesday, January 24, 2018 3:30:18 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Google Search Federal TOS

Hi Susan,

Unfortunately, our service is only open to federal agencies.

Thanks,  
Ashley

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Hi Ashley,

We're in the same boat. Probably have about 1 year left on our Google Search Appliance before I need to find a replacement.

Is this Search.gov available for free to Local Municipal Gov't like ours?

Thanks, (b) (6)

(b) (6)

Web Coordinator  
City of Longmont, CO

(b) (6)

<https://longmontcolorado.gov/>

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**Sent:** Wednesday, January 24, 2018 12:22 PM  
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Hi Ben (and Content Managers everywhere),

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**From:** Ellison, Ben A [mailto:[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)]  
**Sent:** Wednesday, January 24, 2018 1:25 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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Thanks,  
--Ben

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Ashley Wichman  
General Services Administration  
[ashley.wichman@gsa.gov](mailto:ashley.wichman@gsa.gov) | [202-308-9145](tel:202-308-9145)

Contact the Search.gov Team:  
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<https://search.gov>

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**Subject:** Re: CONTENT-MANAGERS-L Digest - 23 Jan 2018 to 24 Jan 2018 (#2018-16)  
**From:** "Goodman, Rebecca" <rebecca\_goodman@FWS.GOV>  
**Reply To:** Goodman, Rebecca  
**Date:** Thu, 25 Jan 2018 08:35:37 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (56 kB) , text/html (80 kB)

We have gone through a partial content audit and have some relatively good insight. Between my colleague, Danielle, and I we have a decent amount of knowledge. We would be happy to help!

Becca

On Wed, Jan 24, 2018 at 11:00 PM, CONTENT-MANAGERS-L automatic digest system <[LISTSERV@listserv.gsa.gov](mailto:LISTSERV@listserv.gsa.gov)> wrote:

There are 13 messages totaling 4530 lines in this issue.

Topics of the day:

1. Looking for experts in content strategy / web content audits (2)
2. FW: On GovExec, "We Need a Plan for Federal Communications"
3. Come and join us for Spring Design School!
4. Google Search Federal TOS (8)
5. Google Search with Vision Internet CMS

\*\*\*\*\*

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Date: Wed, 24 Jan 2018 08:06:41 -0500  
 From: Dana Allen-Greil <[dana.allen-greil@NARA.GOV](mailto:dana.allen-greil@NARA.GOV)>  
 Subject: Looking for experts in content strategy / web content audits

We're prepping for the redesign of our large, flagship website and are looking for some guidance on how to tackle a content audit as well as developing a longer-term content strategy to increase the impact and usefulness of our web content. We plan to do this work in-house.



I'm hoping this group might be able to recommend a few folks / agencies within the gov community we could talk to (briefly, a 20 min phone call works!) that have done this well. Even just pointing out a few .govs that have recently completed a great redesign would be useful.

Looking forward to your recommendations!

Dana

<<http://www.archives.gov>>

Dana Allen-Greil

Web and Social Media Branch Chief  
Office of Innovation

<<https://www.facebook.com/usnationalarchives>>  
<<http://www.archives.gov/social-media/twitter.html>>  
<<https://instagram.com/usnatarchives/>> <<http://usnatarchives.tumblr.com>>  
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\*\*\*\*\*

-----

Date: W  
From: (b) (6) @STATE.GOV>  
Subject: Re: Looking for experts in content strategy / web content audits

Sent from my BlackBerry 10 smartphone.  
From: Dana Allen-Greil  
Sent: Wednesday, January 24, 2018 6:39 PM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Reply To: Dana Allen-Greil  
Subject: [CONTENT-MANAGERS-L] Looking for experts in content strategy / web content audits

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Looking forward to your recommendations!

Dana

[[https://lh5.googleusercontent.com/ZzUBZJwzRPmUfAUuO6w-p5XdVo3ZkMvAaQiP38XltGemILyzZ\\_D7mZTS07EZ\\_QpCzF0WMIsyft72uqYZ0TCG7FWNmgAqNMLI6eMJ-ILjLmPjaP62ziKUUyYacG5OD14b00F610I](https://lh5.googleusercontent.com/ZzUBZJwzRPmUfAUuO6w-p5XdVo3ZkMvAaQiP38XltGemILyzZ_D7mZTS07EZ_QpCzF0WMIsyft72uqYZ0TCG7FWNmgAqNMLI6eMJ-ILjLmPjaP62ziKUUyYacG5OD14b00F610I)]<http://www.archives.gov>>

Dana Allen-Greil

Web and Social Media Branch Chief  
Office of Innovation

[[https://lh4.googleusercontent.com/WVx8yO7lm5LXRiPwi10jvds6FMZ3mcQcrPNhfRGmqT89vITFaVF1cKGV8YRyJc32\\_JKokgb9Can1eyQ9QntSsEf3aELsSuW9Q0eeAzo9Sp2udW82Kbdzd6SAoQQoXcqeOHsBATI](https://lh4.googleusercontent.com/WVx8yO7lm5LXRiPwi10jvds6FMZ3mcQcrPNhfRGmqT89vITFaVF1cKGV8YRyJc32_JKokgb9Can1eyQ9QntSsEf3aELsSuW9Q0eeAzo9Sp2udW82Kbdzd6SAoQQoXcqeOHsBATI)]<https://www.facebook.com/usnationalarchives>>  
[[https://lh6.googleusercontent.com/Wi9\\_mnfJ2336LITkmWOGDCZAW6zGAs3XY1R6utPbgaZ5OrCVegNFwACvQr1eGrW6eJCYuKNv1Mu38chIyiTvc6EA0tE0u2mlmSaf-ZrvzJQWXFT18sJg22UpXTKGx0lExNBnk](https://lh6.googleusercontent.com/Wi9_mnfJ2336LITkmWOGDCZAW6zGAs3XY1R6utPbgaZ5OrCVegNFwACvQr1eGrW6eJCYuKNv1Mu38chIyiTvc6EA0tE0u2mlmSaf-ZrvzJQWXFT18sJg22UpXTKGx0lExNBnk)] <http://www.archives.gov/social-media/twitter.html>>  
[[https://lh5.googleusercontent.com/i-LhDoZOsPweTD34OEXSQtOWoTFhxJkQ1snijE4IJEPOyP-ltYNjZ4h9UY8eQyF6ALB9RXXn9gKHrGWzEKQL-fVRhOsNfjOebVES4einyy\\_eaaANxqgoCw16uWUkoX4TPBRC9Lg](https://lh5.googleusercontent.com/i-LhDoZOsPweTD34OEXSQtOWoTFhxJkQ1snijE4IJEPOyP-ltYNjZ4h9UY8eQyF6ALB9RXXn9gKHrGWzEKQL-fVRhOsNfjOebVES4einyy_eaaANxqgoCw16uWUkoX4TPBRC9Lg)] <https://instagram.com/usnatarchives/>> [[https://lh3.googleusercontent.com/0rwTzBVRaT\\_8Sm4DBzvzWwNoeAjFhX5sbu50IKrK8\\_vY0QAawim3WgL77\\_S\\_yj4ORN9VC8ap-jaQ5uc37JB3fJ7k8VWeI8ISJRwmicgUOh36pMJTUd7Kf2ZsLbRPL7mm8NTo](https://lh3.googleusercontent.com/0rwTzBVRaT_8Sm4DBzvzWwNoeAjFhX5sbu50IKrK8_vY0QAawim3WgL77_S_yj4ORN9VC8ap-jaQ5uc37JB3fJ7k8VWeI8ISJRwmicgUOh36pMJTUd7Kf2ZsLbRPL7mm8NTo)] <http://usnatarchives.tumblr.com>> [[https://lh4.googleusercontent.com/AiJmP0NqR2jKYFlxvl-aI2o1SmeXBrVSy-jed64Mdn2ntImDrf5wsOcf6ojeMRNf3j\\_eiHcSs\\_q2xGhODzNaIZaTmH5k4zkn3jbSvBma5KwOgA8EkL\\_gHLJmc94mEjPRo\\_YOo\\_8](https://lh4.googleusercontent.com/AiJmP0NqR2jKYFlxvl-aI2o1SmeXBrVSy-jed64Mdn2ntImDrf5wsOcf6ojeMRNf3j_eiHcSs_q2xGhODzNaIZaTmH5k4zkn3jbSvBma5KwOgA8EkL_gHLJmc94mEjPRo_YOo_8)]  
<<https://www.pinterest.com/usnatarchives/>>

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Content Managers 1

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Date: Wed, 24 Jan 2018 13:40:33 +0000  
From: Bridget Serchak <[BSerchak@VOANEWS.COM](mailto:BSerchak@VOANEWS.COM)>  
Subject: FW: On GovExec, "We Need a Plan for Federal Communications"

All,

Sharing from the FCN listserv for those of you not subscribed. Great article by a friend to many of us, Dr. Dannielle Blumenthal currently at the VA.

Regards,

Bridget  
Bridget Ann Serchak  
Director of Public Relations  
Voice of America

From: Federal Communicators Network [mailto:[FCN@LIST.NIH.GOV](mailto:FCN@LIST.NIH.GOV)] On Behalf Of Danek, Kim (ACF)  
Sent: Wednesday, January 24, 2018 8:31 AM  
To: [FCN@LIST.NIH.GOV](mailto:FCN@LIST.NIH.GOV)  
Subject: [FCN] On GovExec, "We Need a Plan for Federal Communications"

Interesting post from Dannielle Blumenthal on GovExec, We Need a Plan for Federal Communications<[https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.govexec.com%2Fexcellence%2Fpromising-practices%2F2018%2F01%2Fwe-need-plan-federal-communications%2F145410%2F%3Foref%3Dgovexec\\_today\\_nl&data=01%7C01%7Cbserchak%40voanews.com%7C1d7b0a309244451f277b08d5632eee4b%7Cba99e87c673541c2b1c1354eee3a8659%7C0&sdata=Mw%2FqekelQcS6ow3Q5ROFR6kpk4MVkajlWhQc2Yux%2F1s%3D&reserved=0](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.govexec.com%2Fexcellence%2Fpromising-practices%2F2018%2F01%2Fwe-need-plan-federal-communications%2F145410%2F%3Foref%3Dgovexec_today_nl&data=01%7C01%7Cbserchak%40voanews.com%7C1d7b0a309244451f277b08d5632eee4b%7Cba99e87c673541c2b1c1354eee3a8659%7C0&sdata=Mw%2FqekelQcS6ow3Q5ROFR6kpk4MVkajlWhQc2Yux%2F1s%3D&reserved=0)>.

Kim

Kim Danek  
Writer/Editor, Division of Customer Communications  
Office of Child Support Enforcement  
Administration for Children and Families, U.S. Department of Health and Human Services  
330 C St. SW, Washington, DC 20201  
[kim.danek@acf.hhs.gov](mailto:kim.danek@acf.hhs.gov)<mailto:[kim.danek@acf.hhs.gov](mailto:kim.danek@acf.hhs.gov)> 202-401-6964

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This message was sent to the Federal Communicators Network, a community of U.S. Government employees who manage communications at their agencies.

The FCN list is open to U.S. federal government employees. State, local, and tribal government employees, and contractors who have a government email address, are welcome to join. We do not admit private individuals or contractors who do not have a government email address.

IMPORTANT: The discussions on this list are sensitive. You should not forward copies of information you have obtained from this list to outside parties.

To unsubscribe from the FCN list, click the following link:  
<http://list.nih.gov/cgi-bin/wa.exe?SUBED1=FCN&A=1><<https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Flist.nih.gov%2Fcgi-bin%2Fwa.exe%3FSUBED1%3DFCN%26A%3D1&data=01%7C01%7Cbserchak%40voanews.com%7C1d7b0a309244451f277b08d5632eee4b%7Cba99e87c673541c2b1c1354eee3a8659%7C0&sdata=ZxSJCodirOzXtMWovGAHzw2W0Vw%2BITUf2eI0UGq9RXk%3D&reserved=0>>

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Date: Wed, 24 Jan 2018 14:28:56 +0000  
From: "Thomas, Elaine" <[Elaine.Thomas@OPM.GOV](mailto:Elaine.Thomas@OPM.GOV)>  
Subject: Come and join us for Spring Design School!

[cid:image001.jpg@01D39399.BC010860]  
Come and join us for Spring Design School!

Sign up through our webpage<<https://lab.opm.gov/class-sign-up/>>!

Title: Spring Design School 2018

Description: The goal of Spring Design School is to build design thinking, problem solving and innovation skills in Government. This week-long workshop experiments with new ways of teaching, learning and applying human-centered design in the public sector. Through a mix of structured and unstructured offerings, participants will look at complex challenges through a series of different frames over the course of the week focused on helping them to understand why, when and how to apply design to their public sector work.

How You Will Benefit

Participants will be exposed to the broader spectrum of design and how it can be applied to the public sector. Participants will also leave the workshop with new ways of approaching challenges through design and collaboration.

Who Should Attend

Any government employee can join us that is willing to learn, build on existing skills, and embrace uncertainty and complexity! The workshop will benefit from the participation of a cross-sector of individuals, particularly those with interest in learning more about human-centered design in the public sector. No prior experience in human-centered design is required.

Prerequisites

N/A

Additional Information

Spring Design School will deliver new content in new forms to illustrate the variety of ways in which design can be applied to public sector. Each day learning activities will be provided in a series of different locations, beginning at The Lab at OPM and moving to other private sector and public sector locations. The workshop will be a mix of:

- \* Structured and unstructured offerings
- \* Formal and informal content delivery
- \* Site visits to innovation hubs in the DC area
- \* Studio work time
- \* Collaboration
- \* Networking

Spring Design School is a dynamic learning experience that focuses on critical thinking, problem solving, and data synthesis. All participants will be expected to come to the event with a challenge. After registration, The Lab at OPM will follow-up with participants to provide more detailed instructions and pre-work related to the course. This class is especially useful for people who want to deal with uncertainty in new ways and are open to nonlinear processes.

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Date: Wed, 24 Jan 2018 18:24:42 +0000  
From: "Ellison, Ben A" <[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)>  
Subject: Google Search Federal TOS

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search - the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & [digitalgov.gov](http://digitalgov.gov)'s TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?  
Thanks,  
--Ben

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-----  
Date: Wed, 24 Jan 2018 19:05:19 +0000  
From: "Smith, Stanley" <[StSmith@CNS.GOV](mailto:StSmith@CNS.GOV)>  
Subject: Re: Google Search Federal TOS

Ben,

I'd recommend using IISA Search (<https://search.oov/>) as your search engine. I've used it at several

I'd recommend using GSA Search (<https://search.gov/>) as your search engine. I've used it at several government agencies and found it very useful and has solid customization you can implement.

Thanks,  
Stan  
Web Engineer | Web Services | IT  
O: (202) 606-6864 | M: (b) (6)

From: Ellison, Ben A [mailto:[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)]  
Sent: Wednesday, January 24, 2018 1:25 PM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: [CONTENT-MANAGERS-L] Google Search Federal TOS

We have been using Google to provide the search functionality for our website for years. Recently they've told us that they won't be supporting these private/individual types of search - the end result is that search results on our dot-gov will return advertisements (obviously a no-no). I've done some digging through the listserv archives & [digitalgov.gov](http://digitalgov.gov)'s TOS repo, but didn't find an appropriate lead. Does anyone have a good POC for Google or an alternative search engine/mechanism they would recommend?  
Thanks,  
--Ben

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-----  
Date:  
From: (b) (6) @STATE.GOV>  
Subject: Re: Google Search Federal TOS

Contact GSA at [search@support.digitalgov.gov](mailto:search@support.digitalgov.gov)<mailto:search@support.digitalgov.gov>. State has been using their search engine platform for going on three years - after using Google's search appliance for many years.

(b) (6)  
IIP Office of Digital  
SA-5, 02-117  
2200 C Street NW  
DC 20522

(b) (6)  
[iip\_email\_signature]

Personal  
UNCLASSIFIED

From: Ellison, Ben A [mailto:[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)]  
Sent: Wednesday, January 24, 2018 1:25 PM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: [CONTENT-MANAGERS-L] Google Search Federal TOS

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Thanks,  
--Ben

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Date: Wed, 24 Jan 2018 19:20:49 +0000  
From: "Ellison, Ben A" <[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)>  
Subject: Re: Google Search Federal TOS

Thank you all - it looks like [search.gov](http://search.gov) will be a great way to go.  
--B

From: Ellison, Ben A [mailto:[ben.ellison@RL.DOE.GOV](mailto:ben.ellison@RL.DOE.GOV)]  
Sent: Wednesday, January 24, 2018 10:25 AM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: [CONTENT-MANAGERS-L] Google Search Federal TOS

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Date: Wed, 24 Jan 2018 19:33:05 +0000  
From: Simone Thomas <[Simone.Thomas@CBO.GOV](mailto:Simone.Thomas@CBO.GOV)>  
Subject: Re: Google Search Federal TOS

Ben,

Sorry, I'm late, but our agency is small, less than 300 staffers. Our developer did an extensive replacement and we just switched over to Measured Search for our public website. [https://opensource.cioreview.com/vendor/2017/measured\\_search](https://opensource.cioreview.com/vendor/2017/measured_search)

Simone,  
Webmaster, U.S. Congress  
Congressional Budget Office

From: Smith, Stanley [mailto:[StSmith@CNS.GOV](mailto:StSmith@CNS.GOV)]  
Sent: Wednesday, January 24, 2018 2:05 PM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: Re: [CONTENT-MANAGERS-L] Google Search Federal TOS

Ben,

I'd recommend using USA Search (<https://search.gov/>) as your search engine. I've used it at several government agencies and found it very useful and has solid customization you can implement.

Thanks,  
Stan  
Web Engineer | Web Ser [REDACTED] IT  
O: (202) 606-6864 | M: (b) (6)

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-----

Date: Wed, 24 Jan 2018 14:22:24 -0500  
From: Ashley Wichman - QXD <[ashley.wichman@GSA.GOV](mailto:ashley.wichman@GSA.GOV)>  
Subject: Re: Google Search Federal TOS

Hi Ben (and Content Managers everywhere),

The Search.gov team would be happy to chat with you and give you a demo at any time. Our service is no cost and open to all federal agencies.

Website: <https://search.gov/>  
Team email: [search@support.digitalgov.gov](mailto:search@support.digitalgov.gov)  
Phone: 202-505-5315

(Sidenote: We're formerly known as USA Search, DigitalGov Search and a few other names!)

Thanks, Stan, for the kind words.

Happy searching,  
Ashley

On Wed, Jan 24, 2018 at 2:05 PM, Smith, Stanley <[StSmith@cns.gov](mailto:StSmith@cns.gov)> wrote:

> Ben,  
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> I'd recommend using USA Search (<https://search.gov/>) as your search  
> engine. I've used it at several government agencies and found it very  
> useful and has solid customization you can implement.

>  
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>  
> Thanks,  
>  
> Stan  
>  
> Web Engineer | Web Services Team | OIT

> O: (202) 606-6864 | M: (b) (6)

>  
>  
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> \*Sent:\* Wednesday, January 24, 2018 1:25 PM  
> \*To:\* [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

10. [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

> \*Subject:\* [CONTENT-MANAGERS-L] Google Search Federal TOS

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From: Ashley Wichman - QXD <[ashley.wichman@GSA.GOV](mailto:ashley.wichman@GSA.GOV)>  
Subject: Re: Google Search Federal TOS

Hi Susan,

Unfortunately, our service is only open to federal agencies.

Thanks,  
Ashley

24, 2018 at 3:04 PM, Susan Wolak <  
**(b) (6)** [@longmontcolorado.gov](mailto:@longmontcolorado.gov)> wrote:

> Hi Ashley,  
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> We're in the same boat. Probably have about 1 year left on our Google  
> Search Appliance before I need to find a replacement.  
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> Is this Search.gov available for free to Local Municipal Gov't like ours?

> Thanks, (b) (6)

> (b) (6)  
> Web Coordinator

> (b) (6) mo <(b) (6)>  
> <https://longmontcolorado.gov/>

> \*From:\* Ashley Wichman - QXD [mailto:[ashley.wichman@GSA.GOV](mailto:ashley.wichman@GSA.GOV)]  
> \*Sent:\* Wednesday, January 24, 2018 12:22 PM  
> \*To:\* [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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-----

Date: W 0  
From: (b) (6) @CITYOFORLANDO.NET>  
Subject: Re: Google Search Federal TOS

Hi All,

Google does have a way to turn the ads off for government. You need to contact them and tell they you cannot have ads on your site. Our IT department contacted their Google Gov't contact and we were able to do this. However, they are not supporting GCS....here's a blurb they sent us:

- BEGIN -

Overview

- \* Custom Search Engine is a free product (Ads supported) that is owned by Google's AdSense Team. CSE has no formal support or SLA's.
- \* Google Site Search is a Google-Enterprise/Google-for-Work/Google-Customer-Cloud offering built on top of CSE that is a paid product which offers Enterprise Support and SLA's.
- \* Google Site Search will be sunset on 3/31/2018. Once GSS goes away, only CSE will be available.
- \* For State/Local/Government entities, we have secured the option to use CSE Ads free. However, CSE will remain an unsupported product with no SLA's

will remain an unsupported product with no SLAs.

\* For CSE, there will only be the public CSE Forum<<https://productforums.google.com/forum/#!/forum/customsearch>> as an option to get assistance.

Technical Details

JSON API

- \* Both CSE and GSS offer a JSON API.
- \* With GSS there is no daily limit to the API use.
- \* The only limit is the annual license limit for which customers pay
- \* With CSE, there is a limit of 10K queries/day which requires paying (via cloud console billing) \$5 per 1000 queries/day (the default free quota is 100 queries/day)
- \* This roughly equates to 3.6M queries annually at a cost of approximately \$18K
- \* There is no recourse to buy any more queries per day with CSE

XML API

- \* Only GSS provides an XML API
- \* There is no daily limit with the XML API
- \* The only limit is the annual license limit for which customers pay
- \* When GSS goes away on 3/31/2018, the XML API will go away with it.

Pricing

- \* GSS is no longer being sold, so giving pricing doesn't make any sense.
- \* Customers who require additional quota to tithe them over to 3/31/2018 can reach out to our sales team for assistance in this regard.
- \* CSE is free if you serve Ads and don't use the JSON API.
- \* If you choose to use the JSON API, you will have to pay for any queries above 100 queries/day at a rate of \$5 per 1000 up to a maximum to 10K queries/day

Google Cloud Search (GCS)

- \* Currently GCS is a GSuite-content-only offering
- \* Search team is working on the next iteration which will allow ingestion of 3rd party Enterprise content
- \* This offering is not expected to be GA before H2 2018
- \* This next iteration will not cover public website use case

- END -

(b) (6)

Digital Communications Coordinator, Communications and Neighborhood Relations

Cj <<http://www.cityoforlando.net>>

p. (b) (6)

c. (b) (6)

@citybeautiful<<http://twitter.com/citybeautiful>>

[instagram.com/thecitybeautiful](http://instagram.com/thecitybeautiful)<<http://instagram.com/thecitybeautiful>>

[1477933493871\_CityofOrlando\_Horizontal\_Email-01]

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Is this Search.gov available for free to Local Municipal Gov't like ours?

Thanks, (b) (6)

---

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Web Coordinator  
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**Subject:** Re: Changing our name to the U.S. Web Design System [announcement]  
**From:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Reply To:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Date:** Thu, 25 Jan 2018 10:47:39 -0800  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (16 kB)

Hi everyone,

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Thanks,

Maya

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---

**From:** (b) (6) [mailto:(b) (6)@STATE.GOV]  
**Sent:** Friday, January 19, 2018 4:14 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Changing our name to the U.S. Web Design System [announcement]

Thank you so much Maya, this helps a great deal.

(b) (6)

**From:** Maya Benari [<mailto:maya.ben-ari@GSA.GOV>]  
**Sent:** Wednesday, January 17, 2018 4:14 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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[U.S. Web Design Standards](#)

Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

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**Subject:** Re: Changing our name to the U.S. Web Design System [announcement]  
**From:** (b) (6), (b) (7)(C) @USCIS.DHS.GOV>  
**Reply To:**  
**Date:** Thu, 25 Jan 2018 19:14:09 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (9 kB) , text/html (28 kB)

Thanks so much!

I really appreciate the new name; it's perfect. :)

(b) (6), (b) (7)(C)

Chief of Communications | Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
 USCIS English - [USCIS.gov](http://USCIS.gov) | Facebook: [/USCIS](https://www.facebook.com/USCIS) | Twitter: [@USCIS](https://twitter.com/USCIS) | Instagram: [@USCIS](https://www.instagram.com/USCIS) | YouTube: [/USCIS](https://www.youtube.com/USCIS)  
 USCIS Español - [USCIS.gov/ES](http://USCIS.gov/ES) | Facebook: [/USCIS.ES](https://www.facebook.com/USCIS.ES) | Twitter: [@USCIS\\_ES](https://twitter.com/USCIS_ES) | Instagram: [@USCIS\\_ES](https://www.instagram.com/USCIS_ES)

**From:** Maya Benari [mailto:maya.ben-ari@GSA.GOV]  
**Sent:** Thursday, January 25, 2018 1:48 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Changing our name to the U.S. Web Design System [announcement]

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**Sent:** Friday, January 19, 2018 4:14 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

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[U.S. Web Design Standards](#)

Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

General Services Administration (GSA)

Subject: Intranet search replacement for Google  
From: (b) (6), (b) (7)(C) @USDOJ.GOV>  
Reply To:  
Date: Thu, 25 Jan 2018 19:17:55 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (1314 bytes) , text/html (3672 bytes)

Hi,  
We're looking for an alternative for the Google Search Appliance for our intranet, so unfortunately Search.gov is not an option. Does anyone have suggestions for a replacement that will work for internal sites?

Thanks!

(b) (6), (b) (7)(C)  
Web Content Manager, DOJNet  
Collaboration and Web Services  
Service Delivery Staff  
USDOJ JMD/OCIO  
(b) (6), (b) (7)(C) @usdoj.gov

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**Subject:** Drupal4Gov Webinar Today at 3pm EST - Build Once, Deploy Many  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Dearie, Jessica  
**Date:** Thu, 25 Jan 2018 19:48:09 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3418 bytes) , [text/html](#) (9 kB)

Feel free to join today's webinar even if you haven't registered!

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/525774327>

Or Telephone: Dial(for higher quality, dial a number based on your current location):  
US: +1 408 638 0968 or +1 646 876 9923 or +1 669 900 6833 Meeting ID: 525 774 327

International numbers available: <https://zoom.us/zoomconference?m=-ZOS92AoWLxFPaqieznwp07RJURq2xp1>

**Presenter: Tim Crommie**

NYS has Built a Drupal 8 Enterprise Distribution on the "Build Once and Deploy Many" a new philosophy of working. "Build Once" would mean that the NYS Distribution be built using an Enterprise Drupal 8 Distribution with robust functionality and flexibility. It would include the development of a component library that supports multiple agencies and uses different information types, but displays in a familiar and user-friendly way. "Deploy Many" would mean that these components would be re-used and refined as each website is created and would provide the flexibility needed to meet agency needs without additional development.

Today, the time needed to build a site on the NYS Distribution has decreased drastically. The WebNY team can create a new web environment within minutes and configure the site to be ready to input content in just days. The reduction in development time and the ease of set up allows NYS to cut the cost of delivery for each website from as much as a half to a third of the cost of development for a customized site. In addition, ongoing maintenance, security updates, and support costs can be as little as ten percent of that of a stand-alone customized website. Ultimately, the NYS Distribution allows development and maintenance costs to be spread out among the many agencies using the platform.

-----  
**Jessica Dearie**  
*ORD Intranet Coordinator*  
*ORD SharePoint Site Collection Administrator*  
ORD Office of Science Information Management  
Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))  
202-564-8718  
<https://intranet.ord.epa.gov/>

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**Subject:** HotJar terms  
**From:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>  
**Reply To:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>  
**Date:** Thu, 25 Jan 2018 22:48:14 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1254 bytes) , [text/html](#) (3789 bytes)

Hey Content Managers,

Just throwing this request out, hoping someone can point me in the right direction. Does anyone have a copy of terms for HotJar that are "federal-friendly"?

Thanks all,

**Jillian Buttecali**  
U.S. Currency Education Program  
Board of Governors of the Federal Reserve System  
Office: 202-973-7375  
[uscurrency.gov](http://uscurrency.gov)

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Subject: Website Archiving and Records Retirement?  
From: (b) (6) STATE.GOV>  
Reply To:  
Date: Fri, 26 Jan 2018 09:13:37 -0500  
Content-Type: text/plain  
Parts/Attachments: text/plain (29 lines)

I would be interested in hearing from anyone that has been involved with a recent (since 2008) archiving of a website and records retirement (internal retirement or by transfer to NARA.)

(b) (6)

(b) (6)@state.gov

Program Analyst  
PA/WM  
Department of State

\*\*\*\*\*

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**Subject:** Re: Changing our name to the U.S. Web Design System [announcement]  
**From:** Dominic Sale - M1E <dominic.sale@GSA.GOV>  
**Reply To:** Dominic Sale - M1E <dominic.sale@GSA.GOV>  
**Date:** Fri, 26 Jan 2018 09:23:23 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (8 kB) , text/html (21 kB)

Nicely done! I'm a big fan of the System, and will do what I can to create awareness of this great service to agencies. Thanks for listening!

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**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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General Services Administration (GSA)  
[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

---

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** Re: Intranet search replacement for Google  
**From:** "Venable, John B. (Fed)" <john.venable@NIST.GOV>  
**Reply To:** Venable, John B. (Fed)  
**Date:** Mon, 29 Jan 2018 15:04:24 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (2961 bytes) , text/html (9 kB) , image001.png (9 kB)

Hi Karen, we were in the same boat, and we looked at Elastic and Lucidworks Fusion and ended up going with Lucidworks Fusion. We're just getting into the details but so far we're happy with it. It's a Solr based system.

<https://www.lucidworks.com/>

John

--  
**John "PDF is NOT a web format" Venable, Web Team Lead**

National Institute of Standards and Technology (NIST)  
Office of Information Systems Management (OISM)  
100 Bureau Dr, Gaithersburg, MD 20899-1070  
(301) 975-5042

---

**From:** (b) (6), (b) (7)(C) @USDOJ.GOV>  
**Reply-To:** (b) (6), (b) (7)(C) @USDOJ.GOV>  
**Date:** Thursday, January 25, 2018 at 2:27 PM  
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] Intranet search replacement for Google

Hi,  
We're looking for an alternative for the Google Search Appliance for our intranet, so unfortunately Search.gov is not an option. Does anyone have suggestions for a replacement that will work for internal sites?

Thanks!

(b) (6), (b) (7)(C)  
Web Content Manager, DOJNet  
Collaboration and Web Services  
Service Delivery Staff  
USDOJ JMD/OCIO  
(b) (6), (b) (7)(C) @usdoj.gov

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5/25/2021

content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

---

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Subject: Live Chat Service Providers for Website  
 From: (b) (6) @DCBA.LACOUNTY.GOV>  
 Reply To: (b) (6) @DCBA.LACOUNTY.GOV>  
 Date: 00  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (2453 bytes) , text/html (6 kB)

Good morning to all!

Our department is looking into adding a live chat feature to our website. I'm hoping you can provide some insight into good service providers and the potential cost.

Thank you!

**All the best,**

(b) (6)  
 Public Information Assistant  
 County of Los Angeles Department of Consumer and Business Affairs  
 500 W. Temple St. Room B-96 Los Angeles, CA 90012  
 Office: (b) (6)  
 (b) (6) @dcba.lacounty.gov  
[DCBA.LACounty.gov](http://DCBA.LACounty.gov) / [Facebook](#) / [Instagram](#) / [YouTube](#)  
[Twitter](#) / [Twitter en Español](#) / [Twitter for Small Business](#)

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**Subject:** How to fail gracefully  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 30 Jan 2018 14:10:52 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1525 bytes) , [text/html](#) (4 kB)

Thought there was some good advice in this. I believe that I am successful because I fail often and spectacularly. ;-)

<https://learning.linkedin.com/blog/advancing-your-career/what-you-should-do-when-you-fail-at-work>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**Subject:** Upcoming events and offerings from The Lab at OPM!  
**From:** "Thomas, Elaine" <Elaine.Thomas@OPM.GOV>  
**Reply To:** Thomas, Elaine  
**Date:** Thu, 1 Feb 2018 20:30:17 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (28 kB) , image001.png (28 kB) , image002.jpg (23 kB)



## Upcoming Events & Offerings from The Lab at OPM

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### **The Lab's Year in Review**

**February 13, 2018**

**1:00 pm– 2:30 pm EST**

**Virtual**

2017 has been an exciting year for The Lab and the government in its application of human-centered design (HCD)!

application of human centered design (HCD).

Join The Lab for an overview of the different types of projects, partners, and educational offerings that we launched last year and what's on deck for 2018. There will be time for discussion about future work, events, and resources to further engage and learn from the growing network of folks applying HCD in the public sector.

- **\*\*This event will be livestreamed. Please RSVP [here](#) to receive an outlook invitation with the livestreaming information closer to the event.\*\***

---

## **Spring Design School 2018**

**March 19-23, 2018**

**9:00 am- 5:00 pm EST**

**In-person (1900 E Street NW)**

The goal of Spring Design School is to build design thinking, problem solving and innovation skills in Government. This week-long workshop experiments with new ways of teaching, learning and applying human-centered design in the public sector. Through a mix of structured and unstructured offerings, participants will look at complex challenges through a series of different frames over the course of the week focused on helping them to understand why, when, and how to apply design to their public sector work.

- Register through our [website](#)

---

## **Visual Eloquence in NYC**

**April 3, 2018**

**9:00 am- 4:30 pm EST**

**In-person (One World Trade Center, 285 Fulton Street, New York, NY)**

Visual Eloquence explores the applications of sketching, drawing, and diagramming in the human-centered design process. By experimenting with forms of graphic communication and visual narrative that support critical thinking, this class demonstrates the full potential of simple pictures to develop insights, share ideas, and communicate outcomes.

- Register through our [website](#)

---

## **Mapping Systems and Processes in NYC**

**April 4, 2018**

**9:00 am-4:30 pm EST**

**In-person (One World Trade Center, 285 Fulton Street, New York, NY)**

Human-centered design brings to government the ability to visually

represent complex systems, processes, and human interactions. While data visualizations and infographics are abstract representations of numbers, maps are graphic spaces designed to combine information and meaning. A map is a space of pathways and relationships that facilitates navigation and way-finding, but it is also a territory of possibility that invites the viewer to explore, discover, and envision. This condition of having multiple readings - objective and subjective, implicit and explicit, symbolic and literal, etc.- situates mapping at the center of the human- centered design process.

- Register through our [website](#)

---

***Pictured above:*** work produced during our first Visual Eloquence design module, held in October 2017.

The Lab at OPM  
1900 E Street NW, Washington, DC, 20415  
lab.opm.gov • [@LabOPM](#)

---

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**Subject:** Women-Friendly Employee Branding  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Fri, 2 Feb 2018 13:58:33 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1443 bytes) , text/html (4 kB)

Thought this was a good read. Made me rethink how I internally market my training courses.  
<https://www.entrepreneur.com/article/307681>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**Subject:** Alternatives to Hootsuite that support image descriptions  
**From:** (b) (6) @STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Mon, 5 Feb 2018 14:38:48 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2432 bytes) , text/html (7 kB)

Hi all,

This question comes from my colleague who heads up our social media team:

We are starting to add image descriptions for our Twitter pictures for visually impaired users. This is possible from Twitter but is not possible from Hootsuite. Hootsuite is convenient for scheduling tweets (which I like to do for obvious reasons and to see what it looks like before it goes live), but it does not have alt text capability at this time.

1. Do you know of another application that will allow us to schedule and use alternative text for images?
2. It looks like Buffer lets you do both of those things. Do you know anything about it? Is it approved for use?

I searched the mailing list archives for information about clients that support image description, and found only Sarah Bourne's post from August 24, 2016 noting that Hootsuite had an open feature request for this, but hadn't seen sufficient user interest to complete the feature. It appears this is still the case.

I don't see Buffer or any apparent alternatives listed on <https://www.digitalgov.gov/resources/negotiated-terms-of-service-agreements/>. Does anyone have suggestions for alternatives to Hootsuite that support image descriptions and scheduling?

Thanks very much,  
Joe

(b) (6), Ph.D.  
Digital History Advisor  
Office of the Historian  
Bureau of Public Affairs  
U.S. Department of State  
(b) (6)  
(b) (6) @state.gov  
[history.state.gov](http://history.state.gov)

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Subject: Alternatives to Hootsuite that support image descriptions  
From: (b) (6) @STATE.GOV>  
Reply To:  
Date:  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (2432 bytes) , text/html (7 kB)

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Thanks very much,

(b) (6)

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U.S. Department of State

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**Subject:** Contact at Google  
**From:** "Orquina, Jessica" <Orquina.Jessica@EPA.GOV>  
**Reply To:** Orquina, Jessica  
**Date:** Wed, 7 Feb 2018 22:22:48 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1423 bytes) , [text/html](#) (2992 bytes)

Hello!

Does anyone have a contact at Google (not YouTube)? I tried emailing [usgovernment-inquiry@google.com](mailto:usgovernment-inquiry@google.com) and it bounced. I'm trying to contact them about a Feedburner issue.

Thanks! Jess

Jessica Ann Orquina, Director  
Office of Web Communications  
U.S. Environmental Protection Agency  
Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)  
Office: 2  
Mobile: (b) (6)  
Sent from my iPhone

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**Subject:** FW: Join Us - Joint Agency Women Executive Mentoring Panel (Thursday, March 15, 2018, 10:00 - 11:30 a.m., BEP DCF Auditorium)  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Mon, 12 Feb 2018 16:52:49 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (215 kB) , text/html (6 kB) , image003.jpg (215 kB)

Cross-posting. Apologies if you have already seen this.

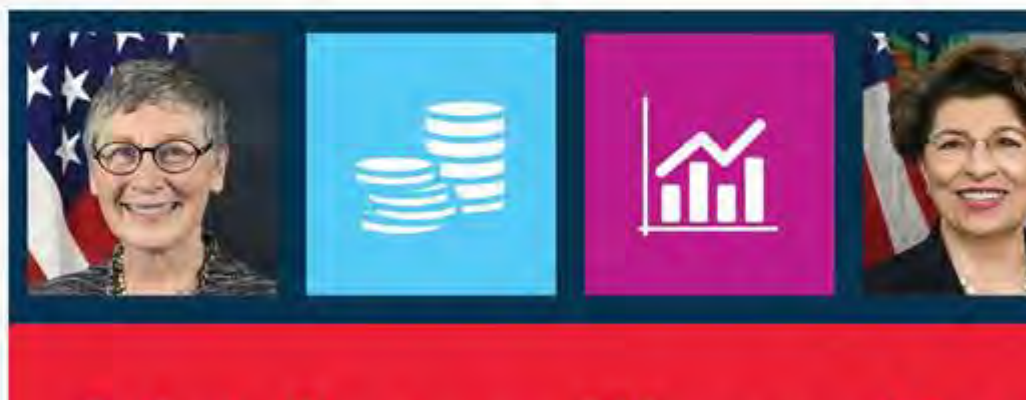
Dr. Bill Brantley  
(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

**From:** OPM Training and Development Listserv [mailto:LEG-POL@LISTSERV.OPM.GOV] **On Behalf Of** Nissly Jason  
**Sent:** Friday, February 9, 2018 7:26 AM  
**To:** LEG-POL@LISTSERV.OPM.GOV  
**Subject:** Join Us - Joint Agency Women Executive Mentoring Panel (Thursday, March 15, 2018, 10:00 - 11:30 a.m., BEP DCF Auditorium)

# Register here



# Joint Agency Women Executive



## Bold Leadership Courage, Resilience Strategic

This Women's History Month event focuses on showcasing effective leadership, while also all with prominent federal women organizations dedicated to advancing women executives are

**Audience:** Federal

Registration is

(Registration is open on moneyfacto

**Date:** Thursday, 1

**Time:** 10:00 a.m.

TIME. 10.00 a.m.

**Location:** Bureau of Engr  
and C Streets, SW,  
(arrive 20-25 minutes ear



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## Joint Agency Women Executive Mentoring Panel



# Bold Leadership: Courage, Resiliency, and Strategic Thinking

This Women's History Month event highlights the tenets of effective leadership, while also allowing the audience to engage with prominent federal women executives and non-profit organizations dedicated to advancement and advocacy of federal women executives and senior leaders.

**Audience:** Federal employees

Registration required.

(Registration is open on [moneyfactory.gov](http://moneyfactory.gov) until all seats are filled)

**Date:** Thursday, March 15, 2018

**Time:** 10:00 a.m. – 11:30 a.m. EST

**Location:** Bureau of Engraving and Printing, 14th and C Streets, SW, Washington, DC  
(arrive 20-25 minutes early for security screening)



Subject: Re: Alternatives to Hootsuite that support image descriptions  
 From: (b) (6) @HHSC.STATE.TX.US>  
 Reply To:  
 Date: Mon, 12 Feb 2018 18:58:30 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (4 kB) , text/html (18 kB) , image001.png (4 kB)

I don't know of any alternatives, Joe, but I do know one way we could get closer to making such a service available:

1. Assuming there's a way to vote it up, get a link to HootSuite's feature request.
2. On your personal account if necessary, add that link when you quote this tweet I just saw from some occasionally obnoxious person with the handle of [@cliffytl](#) <wink>:

Do you use @hootsuite? Let them know you need to use @Twitter's image description (a.k.a. alt text) feature when you use @hootsuite to schedule your tweets. They say there isn't enough user interest. You do want people who are blind to understand the images you tweet, don't you?

3. Retweet both tweets as widely as possible.

After all, if they are under the impression that users aren't interested in the service, let's disabuse them of that mistaken view.

Cheers!

(b) (6)

*EIR Accessibility Coordinator  
 Civil Rights Office  
 Health & Human Services Commission  
 Work: (b) (6)*



Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

From: (b) (6) [mailto:(b) (6) @STATE.GOV]  
 Sent: Monday, February 05, 2018 11:25 AM  
 To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 Subject: [CONTENT-MANAGERS-L] Alternatives to Hootsuite that support image descriptions

Hi all,

This question comes from my colleague who heads up our social media team:

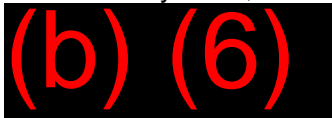
We are starting to add image descriptions for our Twitter pictures for visually impaired users. This is possible from Twitter but is not possible from Hootsuite. Hootsuite is convenient for scheduling tweets (which I like to do for obvious reasons and to see what it looks like before it goes live), but it does not have alt text capability at this time.

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This list is intended as an internal discussion forum for government employees only, so please consider that



**Subject:** Better Government Ambassadors Design Challenge - Find out more and apply by Friday (2/16)!

**From:** "Begley, Julia (CFPB)" <Julia.Begley-Gray@CFPB.GOV>

**Reply To:** Begley, Julia (CFPB)

**Date:** Mon, 12 Feb 2018 23:07:54 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** [text/plain](#) (3891 bytes) , [text/html](#) (5 kB)

First off – my apologies if you’ve seen this on another listserv. We want to make sure folks know about this great cross-discipline, cross-government opportunity which happens to be free professional development for Federal employees with a group of awesome people. And, the application deadline is Friday, February 16<sup>th</sup>!

**What is the Better Government Ambassadors Design Challenge?** <https://innovation.gov/competition/>

The Better Government Ambassadors Design Challenge offers participants a free, facilitated, team-based experience for impact, fueled by the principles of Human-Centered Design, Lean Startup, and Agile ways of working. The BGM Challenges are a series of events where Better Government Movement members both learn and use innovative practices to address real cross-agency problems faced by the government. This is a great way to learn about these methodologies for your professional development while also being able to complete your day job (in about 8 hours of work/week).

This team-based Design Challenge includes introductory workshops and a three-month design challenge that you do above and beyond your daily work (for about 8 hours per week). After the workshops, each team works independently and structures its own approach to researching, prototyping and designing their solution, guided by mentors and coaches. The core activity of the BGM Challenges is the design challenge, which will take place from March through June. At the end of the three months teams will pitch their ideas in front of a panel of judges, and those who successfully complete the Challenges will get a Statement of Accomplishment.

**Find out more!**

Join Joey Arora, leader of the Ambassadors Design Challenge, and Amy Wilson, Founder of Innovation.gov + the Better Government Movement, in a second, live Ask Me Anything (AMA) session on Thursday, February 15 at noon EST.

When: Thu Feb 15, 2018 12pm – 12:30pm Eastern Time

Join the virtual meeting: <https://zoom.us/meeting/938261212> or +16699006833,,938261212# ; Meeting ID: 938 261 212

They will give you an overview of the Design Challenge and address any questions you may have, including how to apply, what makes a great candidate, and the purpose of the program. If you attended our first session on January 30, you do not need attend this one.

NOTE: **Participant Applications close on Friday, February 16**, and if you're interested in applying as a participant or as mentor, coach, trainer, or facilitator, use the following links to apply:

- **Participant Application:** <https://goo.gl/forms/vzquFFKyfJs9T2I62>
- **Mentor, Coach, Trainer, Facilitator Interest Form:** <https://goo.gl/forms/5zCD299Z7hcoMy0w1>

--

Julia Begley

Rm 4149-B | Desk: 202.435.7184 | Mobile: (b) (6)

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** Soliciting Feedback on Experience With Social Media Dashboard Applications (HootSuite, Falcon, Spredfast, etc)  
**From:** "Rumsey, Kathleen" <Kathleen.Rumsey@USITC.GOV>  
**Reply To:** Rumsey, Kathleen  
**Date:** Mon, 12 Feb 2018 23:51:39 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (2760 bytes) , text/html (11 kB) , image001.jpg (11 kB)

Good afternoon,

Our agency is exploring the use of social media dashboard software (such as HootSuite, Falcon, Spredfast, etc). For those of you who currently use similar software and have time to weigh in, we'd be interested in your experiences, particularly related to:

- How you utilize the software at your agency/organization?
- If you hit any Section 508/Accessibility snags, or if the software was ADA-compliant?
- What type of metrics you were able to gather from the software?
- Which one you recommend and why?
- Anything else you might think would be helpful.

Thanks very much in advance,

Kathy

Sr. Web Designer/Developer  
Web Development Team  
Office of the CIO  
U.S. International Trade Commission  
500 E St. SW / Rm 414-C  
Washington, DC 20436  
Desk: (202)205- 2005  
[kathleen.rumsey@usitc.gov](mailto:kathleen.rumsey@usitc.gov)



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**Subject:** Drupal4Gov Webinar Series: Drupal 8 + Composer for Absolute Beginners\* (THIS THURSDAY!)

**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>

**Reply To:** Dearie, Jessica

**Date:** Tue, 13 Feb 2018 21:13:03 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** [text/plain](#) (2763 bytes) , [text/html](#) (11 kB)

Thursday, February 15th at 3pm EST

**Register Now:** <https://www.eventbrite.com/e/drupal4gov-webinar-series-drupal-8-composer-for-absolute-beginners-registration-42062490040>

You will receive webinar URL and call-in info after registering.

**Presenter: Alison McCauley**

\*Composer Beginners, that is ;-)

In this webinar, you'll learn the basic basics about using composer to manage a Drupal 8 site. There's a steep learning curve for most Drupal site builders who try to start using composer with their Drupal 8 sites, so hopefully this session will at least help you get off the ground.

Alison will be showing things from an Ubuntu machine, which should be close enough for Mac users, but she won't be doing anything in Windows. #sorrynotsorry

### About Alison

I've enjoyed Drupaling around for a bunch of years, but finally decided to settle down here at Cornell a year and a half ago. I'm originally from Central New York, lived in DC for ten years, and came back to CNY a couple years ago. Now I'm a Drupal Developer on the Cornell University Custom Dev team, and I volunteer with Drupal GovCon organizing -- you can, too, just [send us a note to learn more!](#)

Outside of Drupal, I teach free Python lessons to women in CNY, I sing in a community chorus in Syracuse, and, oh, LET'S GO CAPS!!!!!!

[Alison on Drupal.org](#)

[Alison on Twitter](#)

---

### Jessica Dearie

*ORD Intranet Coordinator*

*ORD SharePoint Site Collection Administrator*

ORD Office of Science Information Management

Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))

202-564-8718

<https://intranet.ord.epa.gov/>

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** FW: Announcing the Key Executive Women in Leadership Forum! | March 21, 2018  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 13 Feb 2018 22:27:45 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (14 kB) , text/html (59 kB)

FYI. Apologies if you have seen this before.

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

**From:** Key Executive Leadership Programs, American University [mailto:key@american.edu]  
**Sent:** Tuesday, February 13, 2018 4:58 PM  
**To:** Brantley, William <William.Brantley@USPTO.GOV>  
**Subject:** Announcing the Key Executive Women in Leadership Forum! | March 21, 2018

Having trouble viewing this email? [Click here](#)





**Register Here!**



Key Executive Women in Leadership Forum

Wednesday, March 21, 2018

Forum:

11:30 a.m.- 5:00 p.m.

Reception:

5:00 - 6:00 p.m.

Spring Valley Building  
4801 Massachusetts Avenue NW  
Washington, D.C.



Share this opportunity with your colleagues via newsletter or social media!

## Registration is now open for the Inaugural Key Executive Women in Leadership Forum!

**[Register for the Inaugural Key Executive Women in Leadership Forum today!](#)**

The Key Executive Leadership Programs is hosting its first Key Executive Women in Leadership Forum. In honor of women's history month, the forum will be held on March 21, featuring plenary speakers, working sessions, and networking activities. This forum will focus on women executives and leadership roles in the government today.

***Key Executive Leadership Programs is a part of American University's School of Public Affairs***

Contact Mary Margaret Herman at [mmherman@american.edu](mailto:mmherman@american.edu) with any questions regarding the event.

### UPCOMING EVENTS







**Introducing: Take it from Key!**

**[Check out the new podcast series from Key!](#)**

Key's brand new podcast series focuses on pertinent topics and issues facing federal executives in the realm of leadership. Listen and learn from field experts, Key faculty, and other special guests!

**[Learn More](#)**

**The Key MPA is now a full-time master program!**

**See how this fantastic program can benefit you!**

Ranked 5th in the U.S. News & World Report (2016), our Executive Master of Public Administration (MPA) provides a unique cohort experience to enthusiastic and experienced leaders employed predominantly by the Federal government, though a significant number of state, local, nonprofit and private leaders also graduate from the program.

**[Learn More](#)**

**Register for the Ninth Annual Key Executive Leadership Conference!**

**[Register NOW!](#)**

The Annual Key Executive Leadership Conference is a 200-person conference provided by the School of Public Affairs Key Executive Leadership Programs at American University. This event provides participants with the opportunity to explore principles, industry trends, and best leadership practices through key plenary and concurrent session presentations given by exceptional leaders in the field. Set in the heart of Washington, D.C., Key conference participants are from the federal government and public sector as well as non-governmental and non-profit organizations. The 2018 conference theme focuses on *Innovation in a Box*.

**[Learn More](#)**



American University, 4400 Massachusetts Avenue NW, Washington, DC 20016

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**Subject:** GovSummit at DrupalCon Nashville - April 9, 20189 - PANELISTS NEEDED!  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Dearie, Jessica  
**Date:** Wed, 14 Feb 2018 12:54:56 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2595 bytes) , [text/html](#) (6 kB)

Good Morning,

GovSummit at DrupalCon in Nashville is coming up! My friend Becca Goodman (formerly FWS, now DHS) are the planners for GovSummit and we need your help!

We had a generic D8 panel last year that was very well received – this year we want to focus on the migration of existing Drupal sites into D8 and all the thoughts and decisions that go into that.

So... if you're planning on attending DrupalCon Nashville, have been part of D8 migration project, and would be willing to serve on our panel, please let me know. Please email me a short blurb about your migration project and what aspects, if any, that you feel would be of most interest to our audience. We are looking for a good mix of technical and non-technical.

The panel will go something like this:

- 1 – Intro: you say who you are, where you work, and a few sentences about your migration project
- 2 – we have a few canned questions (which will be provided to you in advance) that will be answered between the panelists
- 3 – we open the panel up to questions from the audience
- 4 – summary and close out

The whole thing is about an hour.

\*If cost is an issue, please let us know. There are benies to being on the panel 😊

You can read more about the summit at <https://events.drupal.org/nashville2018/government-summit>

---

**Jessica Dearie**  
*ORD Intranet Coordinator*  
*ORD SharePoint Site Collection Administrator*  
ORD Office of Science Information Management  
Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))  
202-564-8718  
<https://intranet.ord.epa.gov/>

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** A few more spots left for the Fundamentals of Human Centered Design Workshop!  
**From:** "Thomas, Elaine" <Elaine.Thomas@OPM.GOV>  
**Reply To:** Thomas, Elaine  
**Date:** Tue, 20 Feb 2018 15:58:24 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (23 kB) , text/html (13 kB) , image001.png (13 kB) , image002.jpg (23 kB)



## Few more spots left for the Fundamentals of Human-Centered Design Workshop!

---

### **Fundamentals of Human-Centered Design Workshop**

**February 27-March 1, 2018**

**9:00 am- 4:30 pm EST**

**In-person (1900 E Street NW)**

We build design thinking, problem solving and innovation skills through our Human-Centered Design Fundamentals workshop. This workshop teaches the theory and practice of human-centered design through a three-day experience.

the theory and practice of human-centered design through a three-day open enrollment course. Participants will understand why, when and how to apply human-centered design to their public sector work, whether they are involved in policy design, program management or service delivery.

This workshop provides an understanding of how you can use human-centered design practices in your daily work. It focuses on:

Breaking down complex problems to understand their root causes

How root causes impact the people we serve

Why human behavior might inform potential solutions and

The use of rapid prototyping to learn about and develop potential solutions to complex challenges

· Register through our [website](#)

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Subject: DITA for Government?  
From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)@BOP.GOV>  
Reply To: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)@BOP.GOV>  
Date: Tue, 20 Feb 2018 14:46:27 -0500  
Content-Type: multipart/mixed  
Parts/Attachments: text/plain (1488 bytes) , text/html (3151 bytes)

Hello Everyone,

Is there anyone in government currently using DITA, DocBook, or other something similar at their agency? If so, can you share how the system is working for you?

(b) (6), (b) (7)(C)

Director's Office, Writer/Editor  
National Institute of Corrections  
500 First St. NW, 2nd Floor  
Washington, DC 20534

Office: (b) (6), (b) (7)(C)  
Mobi: (b) (6), (b) (7)(C)  
Fax: (b) (6), (b) (7)(C)  
E-mail: (b) (6), (b) (7)(C)@bop.gov

*The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work.*  
--Oprah Winfrey

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\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff content-managers-l

Subject: [Drupal free SATURDAY event](#)  
From: (b) (6) @STATE.GOV>  
Reply To:  
Date: Tue, 20 Feb 2018 22:06:35 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: [text/plain](#) (3922 bytes) , [text/html](#) (18 kB)

A friend of mine is hosting a Northern Virginia contribution sprint. I know that lots of us don't do these because the stepping into a hackathon, code sprint, or similar tech event might seem scary, daunting or maybe it's not close to where you live. So, Ashraf is trying to make it easier for folks to give back to the Drupal community and open source projects in general and I thought there might be some govies who live near Tysons's Corner who might be interested in attending. It's limited in size to about 25 people, so it's small enough to not get lost in a group and large enough to find co-workers at the event.

Here's the info:

*Contribute to Drupal, Meet Others, and Mentor at our:*

## Barrier-Free Sprint!

Debug Academy will be running our first "[Barrier-Free Contribution Sprint](#)" which is open to the public.

A barrier-free contribution sprint is a live event featuring the following:

- Clutter-free, detailed, concise issue (task) summaries
- Ability to submit your contributions as soon as they're ready without any red tape

We hope for this to become a regular event which is run periodically in the Greater Washington DC/Northern VA area. It will primarily be focused on Documentation & Contrib module/theme contributions, and the events will be tailored specifically towards new contributors.

Space is limited, you must [RSVP to attend](#) the March 11th event.

[This event](#) welcomes the following attendees:

- People looking for an easy way to get started with contributing
- Mentors looking to help out other attendees contribute to Drupal
- People interested in Drupal looking to speak with Debug Academy staff and alumni
- "Drupalers" looking to network with other local contributors

To simplify contributing, we will provide fully summarized issues with clear instructions. We will target 2 main areas: Documentation on Drupal.org (such as improving the Form API documentation for D8) and a contrib theme which we are maintainers of. We will **remove all barriers to contribution** by thoroughly preparing tasks for the sprint, and preparing tools and workflows to make the contribution process smooth



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workflows to make the contribution process smooth.

We will ensure all attendees are properly credited for their work on [drupal.org](https://drupal.org), and that the [drupal.org](https://drupal.org) issue statuses reflect the latest work complete. Ultimately, we want the contributions to be **easy to create** and **easy to submit**.

We look forward to seeing you there! **[You must RSVP to attend](#)**: Set up information will be provided to attendees beforehand.

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**Subject:** Re: Alternatives to Hootsuite that support image descriptions  
**From:** (b) (6) @MASS.GOV>  
**Reply To:**  
**Date:** Wed, 21 Feb 2018 20:21:55 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2498 bytes) , text/html (15 kB)

My Twitter friend Deborah Edwards-Onoro ([@redcrew](#)) has been tracking this issue, including hounding Hootsuite, and documenting it on her blog:

- [Alternative Text for Images: What About Buffer and Hootsuite?](#) (November 16, 2016)
- [Part 2. Alternative Text for Images: What About Buffer and Hootsuite?](#) (July 26, 2017)
- [Part 3. Alternative Text for Images: Buffer Announces Support for Extension](#) (November 15, 2017)

Short version: Hootsuite still thinks this an “enhancement” and support is not on their roadmap. Buffer has fixed it. Twiterrific has had alternative text support since May 2016.

Twitter itself has support, except their mobile.twitter.com site and Tweetdeck. (See [Deborah’s post with details.](#))

Hootsuite’s recalcitrance in this matter is dismaying, because I know people really like it and it has features that are very handy for gov social media teams.

(b) (6)  
**Director of IT Accessibility**  
**Executive Office of Technology Services and Security (EOTSS)**

1 Ashburton Place, 8th Floor, Boston, MA 02108  
Office: (b) (6)  
(b) (6) @mass.gov | [www.mass.gov/eotss](http://www.mass.gov/eotss)

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**Subject:** Intranet Content Question - do you post info on staff?  
**From:** "Blaine, Karla (NIH/NCCIH) [E]" <blainek@MAIL.NIH.GOV>  
**Reply To:** Blaine, Karla (NIH/NCCIH) [E]  
**Date:** Mon, 26 Feb 2018 14:33:50 +0000  
**Content-Type:** multipart/related  
text/plain (18 kB) , text/html (10 kB) , image001.png (18 kB) ,  
**Parts/Attachments:** image002.png (18 kB) , image003.png (18 kB) , image004.png (18 kB) ,  
image005.png (18 kB) , image006.png (18 kB) , image007.png (18 kB)

Good morning!

We, at NCCIH, are excited to announce the launch of our completely redesigned staff intranet site this past fall! We're now beginning to look at ways we can create interesting content and increase engagement. As part of the effort to engage staff members, we are floating the idea of profiling one staff member each month or so. The final product would be a one-pager with an image (staff member's choice), and responses to 4 or 5 questions (also staff member's choice – they can select from 15-20 questions). The questions are intended to help us get to know each other better, yet not be too personal. So included are various 'favorites', length of employment, best trip somewhere, stuff like that.

This is intended to be a fun activity, and a way for staff to get to know each other better. It would also be completely voluntary (no pressure).

Do any of the intranet managers at NIH create this kind of content? Are there concerns about sharing personal info on the intranet sites? We also have more static professional staff pages, which include contact info/headshot/bio.

Thanks for any input or thoughts on this!  
Karla

**Karla Blaine**  
**Web & Intranet Content Manager**  
**Office of Communications and Public Liaison**  
National Center for Complementary and Integrative Health  
National Institutes of Health  
31 Center Drive, Room 2B11  
Bethesda, MD 20892-2182  
T 301-435-2744  
F 301-402-4741  
[blainek@mail.nih.gov](mailto:blainek@mail.nih.gov)  
[nccih.nih.gov](http://nccih.nih.gov)



\*Formerly the National Center for Complementary and Alternative Medicine (NCCAM). Public Law 113-235, the "Consolidated and Further Continuing Appropriations Act, 2015," changed the name of the Center to the National Center for Complementary and Integrative Health (NCCIH).

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Subject: Re: Alternatives to Hootsuite that support image descriptions  
 From: (b) (6) STATE.GOV>  
 Reply To: (b) (6)  
 Date: Mon, 26 Feb 2018 15:07:08 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (5 kB) , text/html (20 kB) , image001.gif (20 kB)

Passing along a message from my colleague Mrudula Venigalla, team lead for the State Department's Hootsuite Enterprise organization:

We recently raised this issue beyond our usual product representatives with the Hootsuite Director of Plan, Create and Engagement Products, Michelle Dunlea. Her team would be responsible for building this feature into the Hootsuite compose feature. Though we don't have a set timeframe on when they might incorporate this into their roadmap, they do understand the importance US government users place on 508 compliance.

For what it's worth, they've told us that Buffer has added support for some features that are prohibited by Twitter's API, although I'm not sure if that applies to alt text.

We meet with their executives and are more than happy to forward your specific concerns. Please feel free to email me at (b) (6) @state.gov

(b) (6)  
 Senior Digital Strategist | Digital Support & Training  
 Bureau of International Information Programs  
 U.S. Department of State | (b) (6) @state.gov



(b) (6)

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**Official  
 UNCLASSIFIED**

From: (b) (6) [mailto:(b) (6) @MASS.GOV]  
 Sent: Wednesday, February 21, 2018 3:22 PM  
 To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 Subject: Re: [CONTENT-MANAGERS-L] Alternatives to Hootsuite that support image descriptions

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**(b) (6)**

Director of IT Accessibility  
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Subject: Search engine access to archived content  
 From: (b) (6), (b) (7)(C) @USDOJ.GOV>  
 Reply To:  
 Date: Mon, 5 Mar 2018 16:21:39 +0000  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (2082 bytes) , text/html (42 kB)

Hi everyone,  
 We're looking for input on how other agencies handle search engine access to archived content.

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Thanks in advance for your input.

(b) (6), (b) (7)(C)

Content Manager, Justice.gov  
 DOJ | JMD | OCIO | Collaboration and Web Services  
 (b) (6), (b) (7)(C) @usdoj.gov  
 Office (b) (6), (b) (7)(C)  
 Cell (b) (6), (b) (7)(C)

---

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**Subject:** Re: Search engine access to archived content  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Mon, 5 Mar 2018 13:34:23 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3710 bytes) , [text/html](#) (6 kB)

Hi Cathy,

I'm a little weirded-out by the idea of barring search engines from parts of dot-gov websites and have taken action to bar such entries in robots.txt files from DOI.gov.

What's so confusing about Justice.gov content that it would require that it be hidden or de-emphasized in search? It's possible that I just don't understand...

Larry

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Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) / (b) (6) (c)  
**Drupal Questions?**  
<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Mon, Mar 5, 2018 at 11:21 AM, (b) (6), (b) (7)(C) @usdoj.gov wrote:

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Office (b) (6), (b) (7)(C)

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Subject: Re: Search engine access to archived content  
From: (b) (6), (b) (7)(C) @USCIS.DHS.GOV>  
Reply To:  
Date: Mon, 5 Mar 2018 18:56:40 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (6 kB) , text/html (17 kB)

I think it makes sense from a usability perspective to keep search engines out of archives unless someone explicitly indicates they're interested in archived content.

To me, this follows from the idea of making easily accessible the content that most directly supports key audiences accomplishing their top tasks (anyone from EPA is now rolling their eyes because they heard me say that phrase endlessly when I was there!). The concept I use is "do the best for the key audiences." Trying to do everything for everyone, in my opinion, leads to doing so-so for everyone.

That is, by focusing on that most-supportive content, you get the most people to the most relevant stuff the fastest. It's the difference between providing every regulatory decision on a given topic vs. giving them the current regulation and a link to the historical stuff: put the best stuff right in front of them.

Moving to search engines, imagine you're looking for information about, I don't know, let's say the fuel efficiency of today's cars because that's a criterion you're using to choose a new car. I think most people would rather get this year's information first and foremost. Researchers interested in earlier years are certainly welcome to express that interest, but that's not going to be the bulk of inquiries from people. So getting search results full of prior years isn't nearly as helpful to most people as only getting this year's. You'd then put a link to older years on that page for the relatively few people who are interested.

(b) (6), (b) (7)(C)

Chief of Operations | Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
USCIS English - Website: <https://uscis.gov> | Facebook: <http://facebook.com/uscis> | Twitter: <http://twitter.com/uscis> | Instagram: <https://www.instagram.com/uscis> | YouTube: <https://youtube.com/uscis>  
USCIS Español - Website: <https://uscis.gov/es>

**From:** Gillick, Larry [mailto:larry\_gillick@IOS.DOI.GOV]  
**Sent:** Monday, March 05, 2018 1:34 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Search engine access to archived content

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**Subject:** Re: Search engine access to archived content  
**From:** Young Craig C <craig.c.young@IRS.GOV>  
**Reply To:** Young Craig C <craig.c.young@IRS.GOV>  
**Date:** Mon, 5 Mar 2018 21:15:52 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB) , image001.png (13 kB) , image002.png (13 kB)

We have quite a lot of content that is no longer valid as “good guidance,” but needs to be findable (on our site via site search) for sake of posterity and/or reference.

Since our relaunch, we’ve been using the Metatags module (Drupal 8), which allows producers to exclude content (with proper approval, of course) from Google/Bing by manipulating the “no index” and “no follow” metadata.

**Craig C. Young**  
Senior Web Analyst  
Online Engagement, Operations and Media  
Office of Online Services (OLS) | SE:OLS:OEOM:MED  
D: NCFB C-462  
P: 240-613-9712  
E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)



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**Sent:** Monday, March 05, 2018 1:34 PM  
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**Subject:** [Re: Search engine access to archived content](#)  
**From:** "Morgan, Steven" <[steven.morgan@NCPC.GOV](mailto:steven.morgan@NCPC.GOV)>  
**Reply To:** Morgan, Steven  
**Date:** Mon, 5 Mar 2018 22:25:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3430 bytes) , [text/html](#) (7 kB)

Maybe you can create a subdomain like: "archives.justice.gov" then move everything over to that domain that is in the archive. Now you have two indexes through the search engines. One for the main website and another for the archives.

Steve

**From:** (b) (6), (b) (7)(C) [mailto:(b) (6), (b) (7)(C)@USDOJ.GOV]  
**Sent:** Monday, March 5, 2018 11:22 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Search engine access to archived content

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This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** Need Data Contacts  
**From:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>  
**Date:** Wed, 7 Mar 2018 14:42:11 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1409 bytes) , [text/html](#) (3768 bytes)

Hello Colleagues,

I'm reaching out to the larger group to see if there are any folks here in the data field, namely, recall data in the following agencies:

CPSC  
FDA  
USDA  
EPA  
NHTSA  
Coast Guard

Please contact me off list if you are that person or can put me in touch with the right person at any of those agencies.

Thank you in advance,  
Laura

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Products and Programs  
Technology Transformation Services, GSA  
202.536.8968

---

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**Subject:** The Lab is hiring! Come join us!  
**From:** "Thomas, Elaine" <Elaine.Thomas@OPM.GOV>  
**Reply To:** Thomas, Elaine  
**Date:** Thu, 8 Mar 2018 13:00:28 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (1847 bytes) , [text/html](#) (10 kB) , [image001.jpg](#) (10 kB)



**Are you a passionate human-centered designer, a fearless innovator, a skilled intrapreneur, and an ardent believer that our government can better serve citizens by deeply understanding their needs? Want to make a positive lasting impact in the experiences of millions of citizens?**

Then, we need you. We are looking for **one individual** to join our team to lead work on multi-scale public sector design initiatives.

Please note that the Supervisory Management & Program Analyst announcement, **GS-343-14, opened yesterday, Wednesday, March 8, 2018 and closes Wednesday, March 21, 2018.**

If you or anyone you know is interested, please reference the links for the **MP and DEU** announcement to apply.

- **MP:** <https://www.usajobs.gov/GetJob/ViewDetails/493267900>
- **DEU (US Citizens):** <https://www.usajobs.gov/GetJob/ViewDetails/493267000>

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**Subject:** Re: The Lab is hiring! Come join us!  
**From:** "Lau, Jonn" <Jonn.Lau@OFR.TREASURY.GOV>  
**Reply To:** Lau, Jonn  
**Date:** Thu, 8 Mar 2018 13:53:04 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (3680 bytes) , text/html (13 kB) , image001.jpg (13 kB)

Matt,  
FYI. See below.

Jonn Lau  
[Jonn.Lau@OFR.Treasury.gov](mailto:Jonn.Lau@OFR.Treasury.gov)  
Voice: 2  
Mobile: (b) (6)  
<https://www.FinancialResearch.gov/>

On Mar 8, 2018, at 8:02 AM, Thomas, Elaine <[Elaine.Thomas@OPM.GOV](mailto:Elaine.Thomas@OPM.GOV)> wrote:

<image001.jpg>

**Are you a passionate human-centered designer, a fearless innovator, a skilled intrapreneur, and an ardent believer that our government can better serve citizens by deeply understanding their needs? Want to make a positive lasting impact in the experiences of millions of citizens?**

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[FINANCIALRESEARCH.gov](http://FINANCIALRESEARCH.gov)

---

**Subject:** Re: Search engine access to archived content  
**From:** Dawn McCleskey - QXD <dawn.mccleskey@GSA.GOV>  
**Reply To:** Dawn McCleskey - QXD <dawn.mccleskey@GSA.GOV>  
**Date:** Thu, 8 Mar 2018 09:59:38 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (10 kB)

Hi Cathy, I think your robots block is a good idea, but note that disallowing something in robots.txt is not retroactive. If they already have some content, you'll also need to go into Webmaster Tools / Search Console and request it be removed from their index.

One other thing you could look at is the Priority tag in an xml sitemap. *In theory*, this signals to the search engines the relative importance of your various content. <https://www.sitemaps.org/protocol.html#prioritydef>

To be honest, I believe that the major search engines ignore all the settings people put on their content, because the settings are usually incorrect - either because somebody got something wrong, or because they're just trying to game the system. Also, a page's importance relative to other content on its own site isn't a very useful input when determining relevance ranking across a bajillion websites.

For the new Search.gov index, we are considering making use of the Priority tag in our ranking for site search, but haven't yet made a decision. We still need to give it a try - if sites don't manage the data with intent, it could be more misleading than helpful. Quality in, quality out.

Cheers,  
Dawn

---

**Dawn Pointer McCleskey**  
**Program Manager, Search.gov**  
General Services Administration  
[dawn.mccleskey@gsa.gov](mailto:dawn.mccleskey@gsa.gov) | 443-671-7522  
Contact the team: [search@support.digitalgov.gov](mailto:search@support.digitalgov.gov) | 202-505-5315



On Mon, Mar 5, 2018 at 5:25 PM, Morgan, Steven <[steven.morgan@ncpc.gov](mailto:steven.morgan@ncpc.gov)> wrote:

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---

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**Subject:** Drupal4Gov Webinar: Git Essentials  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Dearie, Jessica  
**Date:** Fri, 9 Mar 2018 12:43:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2325 bytes) , [text/html](#) (12 kB)

**Join us for the next Drupal4Gov Webinar: Git Essentials**

March 15th, 3pm EST

<https://www.eventbrite.com/e/drupal4gov-webinar-series-git-essentials-registration-44005979068>

Wondering why seemingly everybody is using Git on important web development projects? Git takes snapshots of the state of files when changes are made; it is *\*extremely\** helpful in reducing risk on web development projects. Join DebugAcademy.com 's founder, Ashraf Abed, to learn how, when, and why to use Git on your projects.

In this Version Control with Git training, students will learn:

- How to install Git
- When and why using Git is necessary
- Committing
- Branching
- Merging
- Git workflows as part of an enterprise development team

Intended audience: Newbies, Developers, Site administrators, Hobbyists

Debug Academy teaches highly in-demand Web software development skills, including Drupal 7, Drupal 8, and ReactJS, specializing in 12 week, part-time classes, with only 5-12 students at a time. Our personalized approach to teaching allows us to cater to individual student strengths and interests.

---

**Jessica Dearie**

*ORD Intranet Coordinator*

*ORD SharePoint Site Collection Administrator*

ORD Office of Science Information Management

Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))

202-564-8718

<https://intranet.ord.epa.gov/>

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**Subject:** Use of copyrighted media  
**From:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>  
**Reply To:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>  
**Date:** Mon, 12 Mar 2018 11:03:16 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1273 bytes) , [text/html](#) (1400 bytes)

Hi folks,

One of our consulting teams is working on a website project with the Forestry Service and they're looking for guidance about using private copyrighted materials on the site. Does anyone have resources on when materials fall under government fair use and rules on using copyrighted materials?

B Cordelia Yu  
Content Designer, 18F

---

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**Subject:** Examples of Agency "Web" or "Digital" Councils?  
**From:** "Horvath, Scott" <shorvath@USGS.GOV>  
**Reply To:** Horvath, Scott  
**Date:** Mon, 12 Mar 2018 14:00:32 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1670 bytes) , [text/html](#) (3128 bytes)

I'm interested to know if anyone would be willing to share/discuss examples of their organization's digital councils (or web councils)? For example, do you have an organizational chart or workflow diagram that shows how ideas within your organization, or major changes to your web/digital presences make their way through to your decision-makers?

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Thanks

-----  
**Scott Horvath**

Bureau Social Media Lead, Office of Communications and Publishing

(work)

**(b) (6)** (cell)

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

**Subject:** Infinite Dial Media Usage Report  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 13 Mar 2018 13:17:17 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1445 bytes) , [text/html](#) (4 kB)

Thought this might be of interest. The report includes podcasting in the survey.  
<https://www.slideshare.net/webby2001/infinite-dial-2018>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**Subject:** Re: Examples of Agency "Web" or "Digital" Councils?  
**From:** "Morgan, Steven" <steven.morgan@NCPC.GOV>  
**Reply To:** Morgan, Steven  
**Date:** Tue, 13 Mar 2018 15:33:53 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3166 bytes) , text/html (7 kB)

We have a Change Control Board made up of division directors, a budget officer, an IT manager, and a security manager. A change request is submitted, then reviewed by the individual's supervisor, the budget officer, security and IT managers, then with their recommendations the request is presented to the CCB, voted on, and then a final disposition is made by the board chairman.

**From:** Horvath, Scott [mailto:shorvath@USGS.GOV]  
**Sent:** Monday, March 12, 2018 2:01 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Examples of Agency "Web" or "Digital" Councils?

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**Scott Horvath**

Bureau Social Media Lead, Office of Communications and Publishing  
703-648-4011 (work)  
(b) (6) (cell)

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**Subject:** Re: Examples of Agency "Web" or "Digital" Councils?  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 13 Mar 2018 11:47:45 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (8 kB)

Wow. If you don't mind my asking, how deep a change would trigger that sort of request -- and that list of approvals?

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) / (b) (6) (c)  
**Drupal Questions?**  
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**From:** Horvath, Scott [mailto:[shorvath@USGS.GOV](mailto:shorvath@USGS.GOV)]  
**Sent:** Monday, March 12, 2018 2:01 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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**Scott Horvath**

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703-648-4011 (work)

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**Subject:** Fwd: EOP, GSA, VA Keynotes Confirmed  
**From:** "Alycia (Piazza) Yozzi" <alycia.piazza@GSA.GOV>  
**Reply To:** Alycia (Piazza) Yozzi  
**Date:** Tue, 13 Mar 2018 11:48:09 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (34 kB)

FYI .... For those of you interested. The event is free to government / military.

In all transparency I am an associate and I am helping the planning committee.



**U.S. General Services Administration**

**Alycia Yozzi**  
Office of Government-wide Policy  
[202-219-1487](tel:202-219-1487)

----- Forwarded message -----

**From:** GITEC <[info@gitec.org](mailto:info@gitec.org)>  
**Date:** Tue, Mar 13, 2018 at 10:29 AM  
**Subject:** EOP, GSA, VA Keynotes Confirmed  
**To:** Alycia Yozzi <[alycia.piazza@gsa.gov](mailto:alycia.piazza@gsa.gov)>



## More Keynotes Confirm for GITEC Summit

Our 2018 GITEC Summit agenda is filling up fast! We have four confirmed keynote speakers, representing the Executive Office of the President, General Services Administration, Department of Veterans Affairs and Local Motors – see the details below!





**Scott Blackburn**  
Executive in Charge for the Office of  
Information and Technology  
Department of Veterans Affairs



**Joanne Collins Smees**  
Director, Technology and  
Transformation Service  
General Services Administration



**Jack Wilmer**  
Senior Advisor for Cybersecurity &  
IT Modernization  
Executive Office of the President



**David Woessner**  
General Manager  
Local Motors

Speakers are being added to the program every day. Check out the website for the latest confirmed participants. [Register](#) today!

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**Subject:** Re: Examples of Agency "Web" or "Digital" Councils?  
**From:** "Morgan, Steven" <steven.morgan@NCPC.GOV>  
**Reply To:** Morgan, Steven  
**Date:** Tue, 13 Mar 2018 15:52:58 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (12 kB)

Almost any change. Firewall rule, account management, add/remove/modify hardware, add/remove/modify software, etc.

**From:** Gillick, Larry [mailto:larry\_gillick@ios.doi.gov]  
**Sent:** Tuesday, March 13, 2018 11:48 AM  
**To:** Morgan, Steven <steven.morgan@ncpc.gov>  
**Cc:** CONTENT-MANAGERS-L@listserv.gsa.gov  
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Agency "Web" or "Digital" Councils?

Wow. If you don't mind my asking, how deep a change would trigger that sort of request -- and that list of approvals?

Larry

---  
Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) / (b) (6) (c)  
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**From:** Horvath, Scott [mailto:[shorvath@USGS.GOV](mailto:shorvath@USGS.GOV)]  
**Sent:** Monday, March 12, 2018 2:01 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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703-648-4011 (work)  
(b) (6) (cell)

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**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 13 Mar 2018 11:55:07 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (11 kB)

Ah, OK, so those are actually big-deal changes. I'm assuming that a shop can tweak its local navigation without going through all that -- or should I not make that assumption?

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<https://lists.google.com/archive/browse/ncpc.gov>

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**From:** "Morgan, Steven" <steven.morgan@NCPC.GOV>  
**Reply To:** Morgan, Steven  
**Date:** Tue, 13 Mar 2018 15:58:04 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (16 kB)

Anything that would require admin rights needs to go through the process. Seems like more things are added every day to what needs admin rights, though.

**From:** Gillick, Larry [mailto:larry\_gillick@ios.doi.gov]  
**Sent:** Tuesday, March 13, 2018 11:55 AM  
**To:** Morgan, Steven <steven.morgan@ncpc.gov>  
**Cc:** CONTENT-MANAGERS-L@listserv.gsa.gov  
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Agency "Web" or "Digital" Councils?

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Almost any change. Firewall rule, account management, add/remove/modify hardware, add/remove/modify software, etc.

**From:** Gillick, Larry [mailto:[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)]  
**Sent:** Tuesday, March 13, 2018 11:48 AM  
**To:** Morgan, Steven <[steven.morgan@ncpc.gov](mailto:steven.morgan@ncpc.gov)>  
**Cc:** [CONTENT-MANAGERS-L@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L@listserv.gsa.gov)  
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Agency "Web" or "Digital" Councils?

Wow. If you don't mind my asking, how deep a change would trigger that sort of request -- and that list of approvals?

Larry

---  
Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) (b) (6) (c)  
**Drupal Questions?**  
<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Tue, Mar 13, 2018 at 11:33 AM, Morgan, Steven <[steven.morgan@ncpc.gov](mailto:steven.morgan@ncpc.gov)> wrote:

We have a Change Control Board made up of division directors, a budget officer, an IT manager, and a security manager. A change request is submitted then reviewed by the individual's supervisor the

Security Manager. A change request is submitted, then reviewed by the individual's supervisor, the budget officer, security and IT managers, then with their recommendations the request is presented to the CCB, voted on, and then a final disposition is made by the board chairman.

**From:** Horvath, Scott [mailto:[shorvath@USGS.GOV](mailto:shorvath@USGS.GOV)]  
**Sent:** Monday, March 12, 2018 2:01 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Examples of Agency "Web" or "Digital" Councils?

I'm interested to know if anyone would be willing to share/discuss examples of their organization's digital councils (or web councils)? For example, do you have an organizational chart or workflow diagram that shows how ideas within your organization, or major changes to your web/digital presences make their way through to your decision-makers?

Interested to see how your organization handles this type of concept.

Thanks

-----  
**Scott Horvath**

Bureau Social Media Lead, Office of Communications and Publishing  
703-648-4011 (work)

(b) (6) (cell)

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---

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**Subject:** Re: Examples of Agency "Web" or "Digital" Councils?  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 13 Mar 2018 12:00:54 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (6 kB) , text/html (14 kB)

Good to know. Thanks!

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) / (b) (6) (c)  
**Drupal Questions?**  
<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Tue, Mar 13, 2018 at 11:58 AM, Morgan, Steven <[steven.morgan@ncpc.gov](mailto:steven.morgan@ncpc.gov)> wrote:

Anything that would require admin rights needs to go through the process. Seems like more things are added every day to what needs admin rights, though.

**From:** Gillick, Larry [mailto:[larry\\_gillick@ios.doi.gov](mailto:larry_gillick@ios.doi.gov)]  
**Sent:** Tuesday, March 13, 2018 11:55 AM

**To:** Morgan, Steven <[steven.morgan@ncpc.gov](mailto:steven.morgan@ncpc.gov)>  
**Cc:** [CONTENT-MANAGERS-L@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L@listserv.gsa.gov)  
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Agency "Web" or "Digital" Councils?

Ah, OK, so those are actually big-deal changes. I'm assuming that a shop can tweak its local navigation without going through all that -- or should I not make that assumption?

Larry

---

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media  
**From:** "Harman, Richard (Chip)" <Richard.Harman@VA.GOV>  
**Reply To:** Harman, Richard (Chip)  
**Date:** Tue, 13 Mar 2018 19:59:25 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB)

The federal government holds no special place in copyright law enforcement. Being aware of content ownership is important for any kind of publishing, digital or otherwise. "Fair Use" is open to mis-interpretation and unless you're a classroom teacher making a few copies of something occasionally, the bad news is that you can't hide behind it as a defense.

The good news is that as a federal website manager, I have been pleased over the years how often content owners are pleased to be asked and, given the nature of federal funding and bureaucracy, they have almost always been eager to grant limited (but free) use of their content (but not always). Generally they just want credit. Seems fair.

You don't have to become a copyright expert, but it boils down to: If you don't know who created and/or owns something, don't publish it. And keep in mind that removing a copyrighted item and apologizing for using it without permission is only viewed legally as an admission of guilt, not an attempt to make things right. Ask for permission first.

Then there is the question of work generated by the federal government, either by employees or contractors. Work-for-hire should be owned by the gov, meaning available for all, but some contractual work will specify rights reverting to the contractor. Rare, but it happens.

I'm sure one of our LOC colleagues can point to a useful web resource! In fact, given the nature of librarians, I'm even a little disappointed that one hasn't popped up in the time it took me to write this!

--  
Chip Harman  
Content Strategy Manager, V/CHIO  
US Dept of Veterans Affairs  
<http://www.myhealth.va.gov>  
New 09  
M: (b) (6)

**From:** Cordelia Yu - QEACD [mailto:cordelia.yu@GSA.GOV]  
**Sent:** Monday, March 12, 2018 11:03 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media

Hi folks,

One of our consulting teams is working on a website project with the Forestry Service and they're looking for guidance about using private copyrighted materials on the site. Does anyone have resources on when materials fall under government fair use and rules on using copyrighted materials?

B Cordelia Yu  
Content Designer, 18F

---

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5/27/2021

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media  
**From:** "Clark, Nancy" <Nancy.Clark@VA.GOV>  
**Reply To:** Clark, Nancy  
**Date:** Tue, 13 Mar 2018 20:09:55 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB)

Well, Chip, on behalf of librarians I guess I'll just have to pop up and add my 2 cents. You've summed up the situation well.

When asked about posting the PDF of a journal article for which there is a national subscription on the VA Intranet, we still recommend posting the url. One reason publishers ask us to post the url versus the PDF is that if a correction is issued the user will know it when directed to the url. If you post the PDF, they will never know that a correction has been issued.

Always err on the side of caution and ask permission.

### **Nancy A. Clark, MLS**

Director, Library Network Office and VACO Library  
Department of Veterans Affairs  
Office of Health Informatics (10A7)  
Health Information Governance  
214-857-0379

---

**From:** Harman, Richard (Chip) [mailto:Richard.Harman@VA.GOV]  
**Sent:** Tuesday, March 13, 2018 2:59 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media

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--  
Chip Harman  
Content Strategy Manager, V/CHIO  
US Dept of Veterans Affairs



<http://www.myhealth.va.gov>

New: 202-382-4909

M: (b) (6)

**From:** Cordelia Yu - QEACD [<mailto:cordelia.yu@GSA.GOV>]  
**Sent:** Monday, March 12, 2018 11:03 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media

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Content Designer, 18F

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**Subject:** How to create website archive  
**From:** Cloud Spurlock <cspurlock@IAF.GOV>  
**Reply To:** Cloud Spurlock <cspurlock@IAF.GOV>  
**Date:** Tue, 13 Mar 2018 16:09:58 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1607 bytes) , [text/html](#) (4 kB)

Hi all,

I'm looking for a low-cost, low-effort solution for creating a website archive (public-facing, searchable snapshot).

We're migrating from a proprietary CMS to an open source CMS, and we can't create an archive of our current database backup without the CMS code. Our current vendor suggested PageFreezer. Any experience with this service or alternatives?

All best,  
Cloud



**Cloud Spurlock**

Digital Communications Specialist

Inter-American Foundation  
1331 Pennsylvania Avenue NW  
Washington, D.C. 20004

202.683.7683  
[www.iaf.gov](http://www.iaf.gov)



---

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**Subject:** Re: Use of copyrighted media  
**From:** "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)@USCIS.DHS.GOV>  
**Reply To:** (b) (6), (b) (7)(C)  
**Date:** Tue, 13 Mar 2018 20:13:37 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3347 bytes) , [text/html](#) (9 kB)

Hi Cordelia.

As far as I know, there's no such thing as "governmental fair use." Agencies have to follow copyright law like everyone else. That is, if it's copyrighted, you need permission (which can be as simple as getting an email from someone granting you permission). And the lack of a copyright symbol doesn't mean it isn't copyrighted.

BTW, the fact something is on the Internet doesn't mean it's public domain or not copyrighted. My kids used to think that, but not after I talked to them about it for longer than they would have preferred. :)

(b) (6), (b) (7)(C)

Chief of Operations | Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

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USCIS Español - Website: <https://uscis.gov/es>

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Subject: Re: Use of copyrighted media  
From: (b) (6) DUPAGECO.ORG>  
Reply To: (b) (6)  
Date: Tue, 13 Mar 2018 20:22:30 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (5 kB) , text/html (14 kB)

Ditto what (b) (6) said. We've incorporated this information into training for our web editors. Even 'free' images usually carry a caveat that you need to give 'credit' for the photo – usually on an obscure page about licensing on those websites.

What I tell our web editors is 'if you didn't take the photo or purchase it, don't use it'.

-----  
(b) (6)  
Web Services Manager  
DuPage County  
(b) (6)  
(b) (6) (fax)  
(b) (6) @dupageco.org  
<http://www.dupageco.org>

---

**From:** (b) (6), (b) (7)(C) (Jeffrey) [mailto:(b) (6), (b) (7)(C) @USCIS.DHS.GOV]  
**Sent:** Tuesday, March 13, 2018 3:14 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Use of copyrighted media

Hi Cordelia.

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(b) (6), (b) (7)(C)

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Instagram: <https://www.instagram.com/uscis> | YouTube: <https://youtube.com/uscis>  
USCIS Español - Website: <https://uscis.gov/es>

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**Subject:** Re: How to create website archive  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 13 Mar 2018 16:27:42 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3155 bytes) , text/html (7 kB)

I usually archive DOI.gov with wget. It's a good command-line tool.

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) (b) (6) (c)  
**Drupal Questions?**  
<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Tue, Mar 13, 2018 at 4:09 PM, Cloud Spurlock <cspurlock@iaf.gov> wrote:

Hi all,

I'm looking for a low-cost, low-effort solution for creating a website archive (public-facing, searchable snapshot).

We're migrating from a proprietary CMS to an open source CMS, and we can't create an archive of our current database backup without the CMS code. Our current vendor suggested PageFreezer. Any experience with this service or alternatives?

All best,  
Cloud



**Cloud Spurlock**

Digital Communications Specialist

Inter-American Foundation  
[1331 Pennsylvania Avenue NW  
Washington, D.C. 20004](https://www.iaf.gov/1331-Pennsylvania-Avenue-NW-Washington-D.C.-20004)

202.683.7683  
[www.iaf.gov](http://www.iaf.gov)



---

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5/27/2021

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**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 13 Mar 2018 16:32:29 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3707 bytes) , text/html (9 kB)

Also, Scrutiny can do the job.  
<http://peacockmedia.software/mac/scrutiny/>

"Archive pages while crawling" is under Options.

Larry

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**Subject:** Re: Use of copyrighted media  
**From:** "O'Keeffe, Hope" <loke@LOC.GOV>  
**Reply To:** O'Keeffe, Hope  
**Date:** Tue, 13 Mar 2018 20:53:24 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (3372 bytes) , text/html (11 kB) , image001.png (11 kB)

You might want to have a gander at the CENDI copyright FAQs, which are specifically geared to government uses.  
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If it is easy to get permission, get permission. But Government agencies, like other users, are entitled to fair use, which is set forth in 17 USC 107. What we aren't entitled to is a presumption that all government uses are fair.

The Copyright Office has created an excellent list of fair use cases. <https://www.copyright.gov/fair-use/>



Hope O'Keeffe  
Senior Associate General Counsel  
101 Independence Avenue S.E.  
Washington, D.C. 20540  
202/707-0275 (direct)  
202/707-6316 (main)  
202/707-1594 (fax)  
[loke@loc.gov](mailto:loke@loc.gov)

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**From:** Cordelia Yu - QEACD [mailto:cordelia.yu@GSA.GOV]  
**Sent:** Monday, March 12, 2018 11:03 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Use of copyrighted media

Hi folks,

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B Cordelia Yu  
Content Designer, 18F

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**Subject:** Re: Use of copyrighted media  
**From:** "Roscoe, Ariana" <Ariana.Roscoe@MAIL.HOUSE.GOV>  
**Reply To:** Roscoe, Ariana  
**Date:** Tue, 13 Mar 2018 20:55:01 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (12 kB)

It is best to check with your agency's attorney on all matters concerning law. In short, there are two types of intellectual property rights as prescribed by U.S.C Title 17, rights of the copyright owner, to include using legal action to prevent use without consent; and prohibition on use of copyrighted material.

There are fair use exceptions (e.g. libraries, teaching), and your agency's attorney can clarify for you, if your project meets the requisite criteria.

Ariana

System Analyst

CAO, USHOR

----- Original Message -----

**Subject:** Re: [CONTENT-MANAGERS-L] Use of copyrighted media  
**From:** (b) (6), (b) (7)(C) @USCIS.DHS.GOV>  
**Date:** Mar 13, 2018, 16:19  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Hi Cordelia.

As far as I know, there's no such thing as "governmental fair use." Agencies have to follow copyright law like everyone else. That is, if it's copyrighted, you need permission (which can be as simple as getting an email from someone granting you permission). And the lack of a copyright symbol doesn't mean it isn't copyrighted.

BTW, the fact something is on the Internet doesn't mean it's public domain or not copyrighted. My kids used to think that, but not after I talked to them about it for longer than they would have preferred. :)

(b) (6), (b) (7)(C)

Chief of Operations | Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
USCIS English - Website: <https://uscis.gov> | Facebook: <http://facebook.com/uscis> | Twitter: <http://twitter.com/uscis> | Instagram: <https://www.instagram.com/uscis> | YouTube: <https://youtube.com/uscis>  
USCIS Español - Website: <https://uscis.gov/es>

**From:** Cordelia Yu - QEACD [mailto:cordelia.yu@GSA.GOV]  
**Sent:** Monday, March 12, 2018 11:03 AM  
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Content Designer, 18F

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**Subject:** Public contact forms: what are you using?  
**From:** "Whitten, Wayne R." <Wayne.R.Whitten@SSA.GOV>  
**Reply To:** Whitten, Wayne R.  
**Date:** Tue, 13 Mar 2018 21:12:55 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1996 bytes) , [text/html](#) (4 kB)

We have a need to update our public facing contact forms, such as our [Contact Us](#) form, and [Request a Speaker](#) form. Historically each has been all over the map in terms of implementation due to penetration testing results, PII management, effectiveness, server capabilities, etc.

The server capabilities happen to be a big factor for us. We're looking for some suggestions that'll fit in our current environment which is still pretty limited. For example, spam control via captcha is pretty common, but we can't run that. So we're also looking for any external suggestions including cloud services. If a cloud service is recommended, we'd like to know about the Terms of Service (TOS) and/or the approvals such as an Authority to Operate (ATO).

Any leads would be appreciated, and please don't hesitate to contact me directly for more details.

Thanks.

Wayne Whitten  
Senior web developer  
Office of Communication  
Social Security Administration

---

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**Subject:** Re: Use of copyrighted media  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 13 Mar 2018 17:25:40 -0400  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB) , image001.png (13 kB)

One of my media people occasional tosses out, "But we're not for profit!"

Response? "Dude," (He's a dude) "that expression does not mean what you think it means."

"But in social media, people want the exposure!"

Sigh. "Not applicable."

"Usually, people just consent!"

Double-sigh. "It's called *individual* choice for a reason. Go get consent."

</mini-rant>

Larry

---

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Deputy Director of Digital Strategy  
Drupal PaaS Evangelist  
U.S. Department of the Interior  
202-208-5141 (o) / (b) (6) (c)

**Drupal Questions?**

<https://sites.google.com/a/ios.doi.gov/doi-gov-cms/>

On Tue, Mar 13, 2018 at 4:53 PM, O'Keeffe, Hope <[loke@loc.gov](mailto:loke@loc.gov)> wrote:

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Hope O'Keefe

Senior Associate General Counsel

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[Washington, D.C. 20540](#)

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**From:** Cordelia Yu - QEACD [mailto:[cordelia.yu@GSA.GOV](mailto:cordelia.yu@GSA.GOV)]

**Sent:** Monday, March 12, 2018 11:03 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Use of copyrighted media

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media  
**From:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>  
**Reply To:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>  
**Date:** Tue, 13 Mar 2018 17:45:06 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (15 kB)

Thanks everyone!

I'm glad my intuition of telling them to ask for permission was right! And now I can give them more guidance on how to think about copyright for the web in a way they were unsure about.

Chip, when you ask for permission and they say yes and just give credit (which I'm kinda guessing will happen here) do you also put together a copyright agreement or is the email exchange of them saying yes enough? (Or should I tell them to ask their council to make sure?)

Cheers,  
Cordelia

Cordelia Yu  
Content Designer, 18F

On Tue, Mar 13, 2018 at 4:09 PM, Clark, Nancy <[Nancy.Clark@va.gov](mailto:Nancy.Clark@va.gov)> wrote:

Well, Chip, on behalf of librarians I guess I'll just have to pop up and add my 2 cents. You've summed up the situation well.

When asked about posting the PDF of a journal article for which there is a national subscription on the VA Intranet, we still recommend posting the url. One reason publishers ask us to post the url versus the PDF is that if a correction is issued the user will know it when directed to the url. If you post the PDF, they will never know that a correction has been issued.

Always err on the side of caution and ask permission.

**Nancy A. Clark, MLS**

Director, Library Network Office and VACO Library

Department of Veterans Affairs

Office of Health Informatics (10A7)  
Health Information Governance

[214-857-0379](tel:214-857-0379)

---

**From:** Harman, Richard (Chip) [mailto:[Richard.Harman@VA.GOV](mailto:Richard.Harman@VA.GOV)]  
**Sent:** Tuesday, March 13, 2018 2:59 PM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Use of copyrighted media

The federal government holds no special place in copyright law enforcement. Being aware of content ownership is important for any kind of publishing, digital or otherwise. "Fair Use" is open to mis-interpretation and unless you're a classroom teacher making a few copies of something occasionally, the bad news is that you can't hide behind it as a defense.

The good news is that as a federal website manager, I have been pleased over the years how often content owners are pleased to be asked and, given the nature of federal funding and bureaucracy, they have almost always been eager to grant limited (but free) use of their content (but not always). Generally they just want credit. Seems fair.

You don't have to become a copyright expert, but it boils down to: If you don't know who created and/or owns something, don't publish it. And keep in mind that removing a copyrighted item and apologizing for using it without permission is only viewed legally as an admission of guilt, not an attempt to make things right. Ask for permission first.

Then there is the question of work generated by the federal government, either by employees or contractors. Work-for-hire should be owned by the gov, meaning available for all, but some contractual work will specify rights reverting to the contractor. Rare, but it happens.

I'm sure one of our LOC colleagues can point to a useful web resource! In fact, given the nature of librarians, I'm even a little disappointed that one hasn't popped up in the time it took me to write this!

--

Chip Harman

Content Strategy Manager, V/CHIO

US Dept of Veterans Affairs

<http://www.myhealth.va.gov>

New: [202-382-4909](tel:202-382-4909)

M: (b) (6)

**From:** Cordelia Yu - QEACD [<mailto:cordelia.yu@GSA.GOV>]  
**Sent:** Monday, March 12, 2018 11:03 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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**Subject:** Re: How to create website archive  
**From:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>  
**Reply To:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>  
**Date:** Tue, 13 Mar 2018 20:36:46 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (10 kB)

If your site isn't too big I'd do the same as Larry,

If you haven't used wget before, it should already installed on a mac or linux computer, you can also download it for windows—it's probably also already approved software by your IT security department since it's standard open source software for unix/linux computers and servers.

From the command line, you can use `wget -mk <http://yoursite.gov>` and it will create a mirror of the whole site and then convert all the links to local urls (including for the javascript, css, images, and other support files).

`m` tells wget to mirror the entire site  
`k` tells it to convert links for local viewing

If you're worried about using too much bandwidth, you can also put a delay between requests:

` wget -mk -w 20 <http://yoursite.gov>`

will put a 20 second delay between requests. This is especially useful if the server is set up to automatically block IPs if they make too many requests at once.

Cordelia

Cordelia Yu  
Content Designer, 18F

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Drupal PaaS Evangelist  
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Hi all,

I'm looking for a low-cost, low-effort solution for creating a website archive (public-facing, searchable snapshot).

We're migrating from a proprietary CMS to an open source CMS and we can't create an archive of our

we're migrating from a proprietary CMS to an open source CMS, and we can't create an archive of our current database backup without the CMS code. Our current vendor suggested PageFreezer. Any experience with this service or alternatives?

All best,  
Cloud



**Cloud Spurlock**

Digital Communications Specialist

Inter-American Foundation  
[1331 Pennsylvania Avenue NW](https://www.iaf.gov)  
[Washington, D.C. 20004](https://www.iaf.gov)

[202.683.7683](tel:202.683.7683)  
[www.iaf.gov](http://www.iaf.gov)



---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** USAjobs feeds  
**From:** "Orquina, Jessica" <Orquina.Jessica@EPA.GOV>  
**Reply To:** Orquina, Jessica  
**Date:** Wed, 14 Mar 2018 19:27:54 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1203 bytes) , [text/html](#) (3287 bytes)

Hello, I have a question about USAjobs feeds. Who can help me?

Thanks! Jess

Jessica Ann Orquina, Director  
Office of Web Communications  
U.S. Environmental Protection Agency  
Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)  
Office: 202-564-0446  
Mobile: (b) (6)

---

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\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

**Subject:** Re: USAjobs feeds  
**From:** (b) (6) CIV USARMY CENWP (US)"  
(b) (6) @USACE.ARMY.MIL>  
**Reply To:** (b) (6) CIV USARMY CENWP (US)  
**Date:** Wed, 14 Mar 2018 19:29:43 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (70 lines)

Depends on your question....

(b) (6)  
Project Controls Assistant  
U.S. Army Corps of Engineers  
333 SW 1st Ave., 10th Floor  
Portland, OR 97204  
(b) (6)  
(b) (6) @usace.army.mil

-----Original Message-----

From: Orquina, Jessica [mailto:Orquina.Jessica@EPA.GOV]  
Sent: Wednesday, March 14, 2018 12:28 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] USAjobs feeds

Hello, I have a question about USAjobs feeds. Who can help me?

Thanks! Jess

Jessica Ann Orquina, Director  
Office of Web Communications  
U.S. Environmental Protection Agency  
Email: orquina.jessica@epa.gov <mailto:orquina.jessica@epa.gov>  
Office: 202-564-0446  
Mobile: (b) (6)

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\*\*\*\*\*

**Subject:** [Re: USAjobs feeds](#)  
**From:** "Thibodeau, Dan" <Dan.Thibodeau@OPM.GOV>  
**Reply To:** Thibodeau, Dan  
**Date:** Wed, 14 Mar 2018 19:31:39 +0000  
**Content-Type:** multipart/related  
[text/plain](#) (2960 bytes) , [text/html](#) (10 kB) , [image001.jpg](#) (10 kB) ,  
**Parts/Attachments:** [image002.png](#) (10 kB) , [image003.png](#) (10 kB) , [image004.png](#) (10 kB)  
 , [image005.png](#) (10 kB) , [image006.png](#) (10 kB)

Hi Jess,

You can reach our agency support desk at [recruiter-help@usajobs.gov](mailto:recruiter-help@usajobs.gov).

But for any type of feeds, you can visit our API information page at <https://developer.usajobs.gov/API-Reference>

Dan Thibodeau, USAJOBS Deputy Program Manager  
U.S. Office of Personnel Management  
Office: 202-606-1563 Cell: (b) (6)



---

**From:** Orquina, Jessica [mailto:Orquina.Jessica@EPA.GOV]  
**Sent:** Wednesday, March 14, 2018 3:28 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] USAjobs feeds

Hello, I have a question about USAjobs feeds. Who can help me?

Thanks! Jess

Jessica Ann Orquina, Director  
Office of Web Communications  
U.S. Environmental Protection Agency  
Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)  
Office: ?  
Mobile: (b) (6)

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**Subject:** customer commons  
**From:** (b) (6) @HAWAII.GOV>  
**Reply To:** (b) (6) @HAWAII.GOV  
**Date:** Thu, 15 Mar 2018 12:53:37 -1000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1610 bytes) , text/html (2010 bytes)

Help Us Cure Online Publishing of Its Addiction to Personal Data

<http://www.linuxjournal.com/content/help-us-cure-online-publishing-its-addiction-personal-data>

Mar 14, 2018 By Doc Searls

"Just give me ads not based on tracking me."

"That appeared on a whiteboard one day when we were talking about terms readers proffer to publishers. Let's call it #DoNotByte. Like others of its kind, #DoNotByte will live at Customer Commons, which will do for personal terms what Creative Commons does for personal copyright."

Sounds interesting.

By the way, I've never used Linux. I just feel like the Linux Journal is more about computing than most Windows stuff that I know.

Happy Thursday.

---

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**Subject:** Upcoming online event: Top Tasks with Gerry McGovern on April 11  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Fri, 16 Mar 2018 11:10:56 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1582 bytes) , [text/html](#) (2936 bytes)

Hi all,

We're hosting an event with Gerry McGovern that may be of interest to this group.

The event will focus on how using the Top Tasks approach will make it easier for your customers to do the things they need to do with government. In an age of 'mobile-friendly,' it has never been more important to streamline and simplify.

**Date:** Wednesday, April 11, 2018

**Time:** 11am - 12pm ET

**Location:** online

**More information and registration:** <https://www.digitalgov.gov/event/a-deep-dive-into-top-tasks-with-gerry-mcgovern/>

Hope you can join us!

Thanks,  
The DGU team

--

## DigitalGov University

[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)

<https://digitalgov.gov/events>

---

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff



**Subject:** Innovation Sandbox Now Live!  
**From:** Amin Mehr - M1Y <amin.mehr@GSA.GOV>  
**Reply To:** Amin Mehr - M1Y <amin.mehr@GSA.GOV>  
**Date:** Fri, 16 Mar 2018 14:39:05 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2848 bytes) , text/html (10 kB)

All,

The CIO Council's Innovation Sandbox, which was done in partnership with SBA, went live this week and is open to anyone in the government who would like to test data in a cloud-based environment. Information about applying for access based on experiment and research design is available in the email below.

Feel free to share the message below with anyone you think would be interested. The pilot lasts for six months, so time is limited to get involved.

-----

The following message is sent on behalf of Maria Roat, SBA CIO and Chair of the Innovation Committee.

////////////////////////////////////

CIOs and DCIOs,

The CIO Council Innovation Committee has worked to develop and implement a new capability allowing agencies to test new technologies. Today, we are honored to introduce you to the Innovation Sandbox!

The Innovation Sandbox is an Infrastructure as a Service (IaaS) capability allowing for simple, time and hypothesis-based statistical experiments within a secure, controlled, cloud-based environment. The sandbox is designed for inter-agency collaboration and data sharing. It is designed to increase cross-government collaboration and communications, best practices, and data discoveries, to increase data integration across the government. In its pilot stage, the Innovation Sandbox will also aim to identify and create solutions that help break down barriers from any challenges encountered.

Members interested in participating in this pilot are encouraged to sign up through [the Innovation Sandbox page on MAX](#). The pilot is currently scheduled to run for six months, so we encourage interested participants to submit their requests ASAP. As a reminder, there is no cost to participate in this pilot and it is open to all agencies. Additional questions can be sent to [feedback@cio.gov](mailto:feedback@cio.gov).

We look forward to your interest and participation!

---

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**Subject:** chrome question  
**From:** (b) (6) @HAWAII.GOV>  
**Reply To:** (b) (6) @HAWAII.GOV  
**Date:** Mon, 19 Mar 2018 08:37:38 -1000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1676 bytes) , text/html (2460 bytes)

Greetings all,

I have Chrome Version 65.0.3325.162 (Official Build) (64-bit) on Windows 7 Pro SP 1.

I am looking for a Chrome option to turn-off CSS. I tried Options | Settings ... didn't find anything helpful. Perhaps I'm just blind.

I am able to do it in Firefox and Opera, but can't figure out how to do it in Chrome.

Why am I asking? I went to <http://customercommons.org/about-us/> and wanted to make it easier to read. For me, black text on a white background is a handy alternative.

In Firefox, I can select "no style" -

[Alt]+[v] | [y] | [n] for "no style"

[Alt]+[v] | [y] | [b] for "basic page style"

In Opera, I can select " User Mode" -

[Alt]+[v] | [s] | [u] for "User Mode"

[Alt]+[v] | [s] | [a] for "Author Mode"

Thanks in advance

(b) (6)

---

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**Subject:** Re: chrome question  
**From:** "Smith, Stanley" <StSmith@CNS.GOV>  
**Reply To:** Smith, Stanley  
**Date:** Mon, 19 Mar 2018 19:01:24 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (26 kB) , text/html (8 kB) , image001.png (26 kB)

Hey (b) (6)

I don't know of any way to do it natively through Chrome, but you can download the [Web Developer Chrome extension](#) and use that to disable all style (CSS → Disable All Styles).



Thanks,  
 Stan  
 Web Engineer | Web Services Team | OIT  
 O: (202) 606-6864 | M: (b) (6)

**From:** (b) (6) [mailto:(b) (6)@HAWAII.GOV]  
**Sent:** Monday, March 19, 2018 2:38 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] chrome question

Greetings all,

I have Chrome Version 65.0.3325.162 (Official Build) (64-bit) on Windows 7 Pro SP 1.

I am looking for a Chrome option to turn-off CSS. I tried Options | Settings ... didn't find anything helpful. Perhaps I'm just blind.

I am able to do it in Firefox and Opera, but can't figure out how to do it in Chrome.

Why am I asking? I went to <http://customercommons.org/about-us/> and wanted to make it easier to read. For me, black text on a white background is a handy alternative.

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Thanks in advance

(b) (6)

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- Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools Options

Disable All Styles

Disable Browser Default Styles

Disable Embedded Styles

Disable Inline Styles

Disable Linked Style Sheets

Disable Print Styles

Display Handheld Styles

Display Print Styles

Edit CSS

Reload Linked Style Sheets

Use Border Box Model

View CSS

Subject: Re: chrome question  
From: Eric Mill <eric.mill@GSA.GOV>  
Reply To: Eric Mill <eric.mill@GSA.GOV>  
Date: Mon, 19 Mar 2018 15:05:50 -0400  
Content-Type: multipart/related  
Parts/Attachments: text/plain (4 kB) , text/html (10 kB) , image001.png (26 kB)

From what I can tell, you're looking at an extension of some kind. There used to be a well known service called Readability (<https://www.readability.com/>), but they are done. They recommend the Mercury extension:

<https://chrome.google.com/webstore/detail/mercury-reader/oknpjjbmpnndlpmnhmekjpoce|pnlfdi>

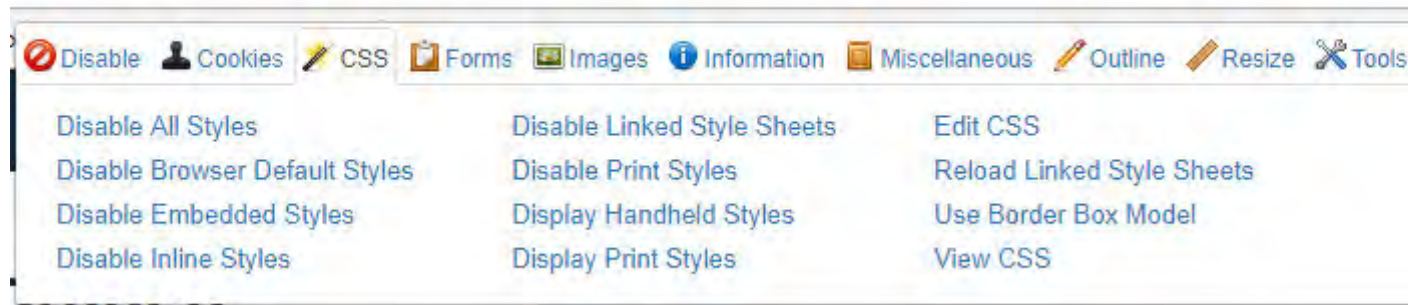
Obviously, be careful when installing extensions (since a malicious one could do much more than it advertises), and if this is for a work computer, your agency may have rules about reviewing such things before you install them.

-- Eric

On Mon, Mar 19, 2018 at 3:01 PM, Smith, Stanley <[StSmith@cns.gov](mailto:StSmith@cns.gov)> wrote:

Hey (b) (6)

I don't know of any way to do it natively through Chrome, but you can download the [Web Developer Chrome extension](#) and use that to disable all style (CSS → Disable All Styles).



Thanks,

Stan

Web Engineer | Web Services Team | OIT

O: [\(202\) 606-6864](tel:2026066864) | M: (b) (6)

From: (b) (6) [mailto:(b) (6)@HAWAII.GOV]  
Sent: Monday, March 19, 2018 2:38 PM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: [CONTENT-MANAGERS-L] chrome question

Subject: [CONTENT MANAGERS-L] Chrome question

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[Alt]+[v] | [s] | [a] for "Author Mode"

Thanks in advance

(b) (6)

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The message should have NO SUBJECT, and the only text in the message should read: set content-

5/27/2021

managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff  
content-managers-l

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--

Eric Mill

Senior Advisor, Technology Transformation Services

Federal Acquisition Service, GSA

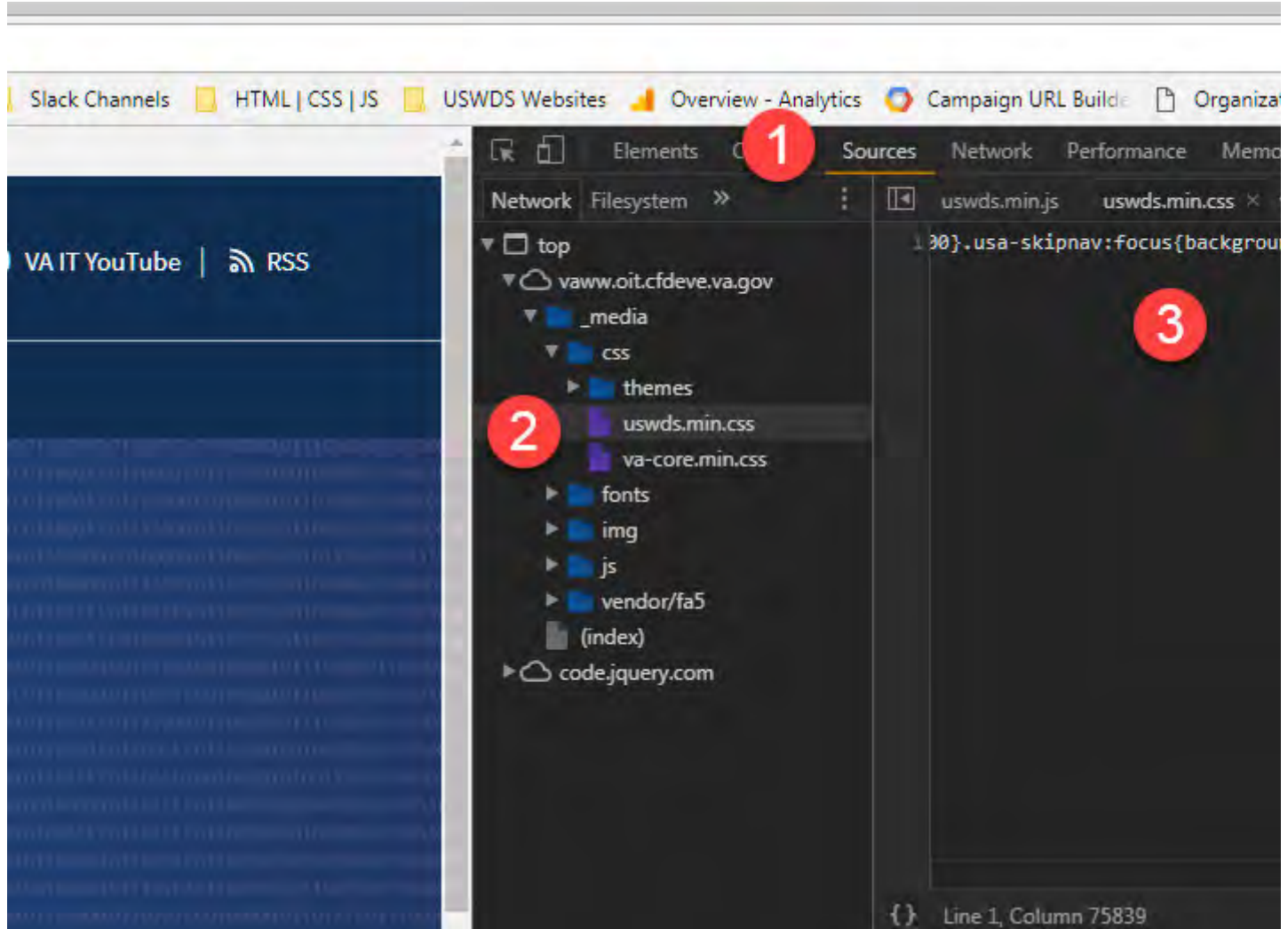
1 617 214 0000



**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] chrome question  
**From:** "Walker, Stephen" <Stephen.Walker4@VA.GOV>  
**Reply To:** Walker, Stephen  
**Date:** Mon, 19 Mar 2018 19:20:51 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (102 kB) , text/html (10 kB) , image001.png (102 kB)

Brian,

Without the developer toolbar, you have to go into the Sources panel (Developer Console), select the stylesheet and then all the code (Ctrl+a) and delete the styles.



Steve

// SIGNED //

Stephen M. Walker

**IT Strategic Communication (ITSC)**  
Office of Information and Technology (OIT)  
Department of Veterans Affairs  
<https://vaww.oit.va.gov/>  
<https://www.oit.va.gov>  
D... 601.242.4152

5/27/2021

Phone: 681.242.4152

**From:** (b) (6) [mailto:(b) (6)@HAWAII.GOV]  
**Sent:** Monday, 19 March, 2018 2:38 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] chrome question

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[Alt]+[v] | [s] | [u] for "User Mode"

[Alt]+[v] | [s] | [a] for "Author Mode"

Thanks in advance

(b) (6)

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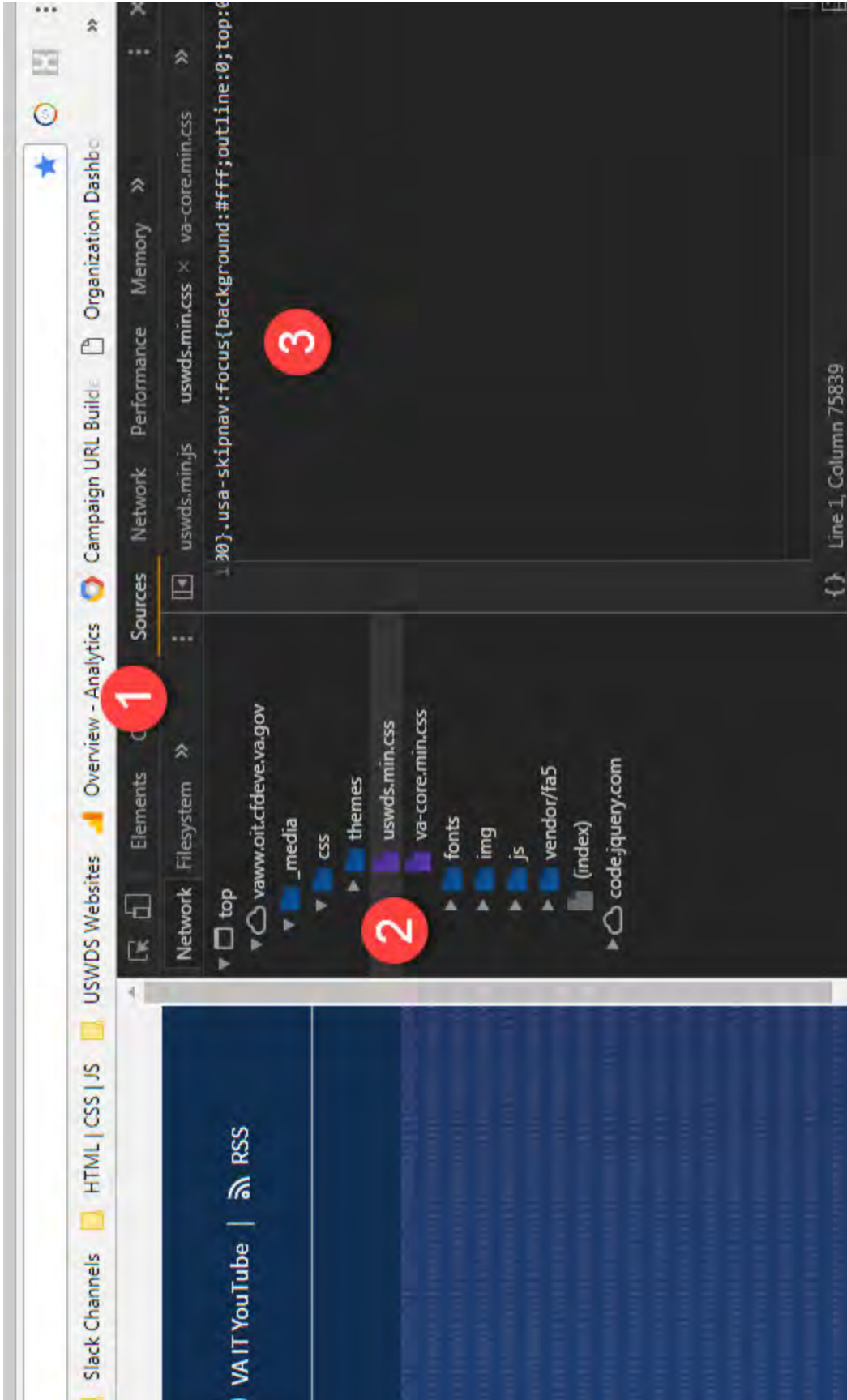
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---

This message was sent to the Web Content Managers Forum, a community of government employees who



**Subject:** Web Information Architecture Specialist  
**From:** "Gill, Jacinda" <jgil@LOC.GOV>  
**Reply To:** Gill, Jacinda  
**Date:** Mon, 19 Mar 2018 19:28:48 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (7 kB) , text/html (8 kB) , image002.png (7 kB)

Greetings all,  
Does anyone know of a full-time professional who has **web information architecture** skills? The service unit I work for is seeking a consultation which could lead to a project to make web content more findable and improve channels for major terms. The website uses content based on legal research, reports, classes and blogs. The current web server file structure is all wrong, I think. Here is a link to the site: [www.law.gov](http://www.law.gov) . One idea is to divide content into two major term classifications and channels for navigation: U.S. Law and Foreign Jurisdictions.

Thank you for taking a look and referring me to a professional in web information architecture. I have a few questions to ask but more importantly I am willing to listen to a constructive critique and recommendations.

Very Sincerely,  
Jacinda

**Jacinda R. Gill**  
Information Technology Specialist  
Office of the Chief Information Officer/IT Customer Engagement  
Law Library of Congress, LM-240  
James Madison Memorial Building | (202) 707-0232  
101 Independence Ave., S.E. | Washington, D.C. 20540 | [loc.gov](http://loc.gov)



.....  
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---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] chrome question  
 From: (b) (6) HAWAII.GOV>  
 Reply To: (b) (6) @HAWAII.GOV  
 Date: Mon, 19 Mar 2018 09:36:38 -1000  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (4 kB) , text/html (6 kB)

Thanks Stanley Smith, Eric Mill, and Stephen Walker,

I'm a longtime Firefox with NoScript user, so if Chrome does not offer the functionality out-of-the box, I see no reason to augment Chrome. I'll just use Firefox, and fall-back to Opera. I just wondered if I had missed something in my search terms, or clicking through the Chrome options.

I'm a Linux Journal subscriber, so maybe I'll email Doc Searls and mention my difficulty reading the customercommons.org/about-us page.

I like this functionality. I think it's a simple way to approach the concept of reading order in an accessibility check.

(b) (6) ks everyone,

"Walker, Stephen" <Stephen.Walker4@VA.GOV> wrote on 03/19/2018 09:20:51 AM:

> From: "Walker, Stephen" <Stephen.Walker4@VA.GOV>  
 > To: <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>,  
 > Date: 03/19/2018 09:27 AM  
 > Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L]  
 > chrome question  
 >  
 > Brian,  
 >  
 > Without the developer toolbar, you have to go into the Sources panel  
 > (Developer Console), select the stylesheet and then all the code  
 > (Ctrl+a) and delete the styles.  
 >  
 > [image removed]  
 >  
 > Steve  
 >  
 > // SIGNED //  
 >  
 > Stephen M. Walker  
 >  
 > IT Strategic Communication (ITSC)  
 > Office of Information and Technology (OIT)  
 > Department of Veterans Affairs  
 > <https://vaww.oit.va.gov/>  
 > <https://www.oit.va.gov>  
 > Phone: 681.242.4152  
 >  
 > From: (b) (6) [mailto:(b) (6)@HAWAII.GOV]  
 > Sent: Monday, 19 March, 2018 2:38 PM  
 > To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 > Subject: [EXTERNAL] [CONTENT-MANAGERS-L] chrome question  
 >  
 > Greetings all,

5/27/2021

>  
> I have Chrome Version 65.0.3325.162 (Official Build) (64-bit) on  
> Windows 7 Pro SP 1.  
>  
> I am looking for a Chrome option to turn-off CSS. I tried Options |  
> Settings ... didn't find anything helpful. Perhaps I'm just blind.  
>  
> I am able to do it in Firefox and Opera, but can't figure out how to  
> do it in Chrome.  
>  
> Why am I asking? I went to <http://customercommons.org/about-us/>  
> and wanted to make it easier to read. For me, black text on a white  
> background is a handy alternative.  
>  
> In Firefox, I can select "no style" -  
>  
> [Alt]+[v] | [y] | [n] for "no style"  
>  
> [Alt]+[v] | [y] | [b] for "basic page style"  
>  
> In Opera, I can select " User Mode" -  
>  
> [Alt]+[v] | [s] | [u] for "User Mode"  
>  
> [Alt]+[v] | [s] | [a] for "Author Mode"  
>  
>  
> Thanks in advance  
> (b) (6)  
>  
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> of government employees who manage the content of government websites.  
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> managers-forum/web-content-managers-listserv/  
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> employees only, so please consider that before sharing outside our community.  
[ snip ]

**Subject:** Re: chrome question  
**From:** "Venable, John B. (Fed)" <john.venable@NIST.GOV>  
**Reply To:** Venable, John B. (Fed)  
**Date:** Mon, 19 Mar 2018 20:17:51 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3359 bytes) , text/html (9 kB)

For this use case, I use the reader view mode in Safari or Firefox. For Chrome I use an extension called "Just Read" that does essentially the same thing; removes extraneous stuff from the window so you can read.

John

---

**From:** (b) (6) HAWAII.GOV>  
**Reply-To:** (b) (6) @HAWAII.GOV" (b) (6) HAWAII.GOV>  
**Date:** Monday, March 19, 2018 at 2:42 PM  
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] chrome question

Greetings all,

I have Chrome Version 65.0.3325.162 (Official Build) (64-bit) on Windows 7 Pro SP 1.

I am looking for a Chrome option to turn-off CSS. I tried Options | Settings ... didn't find anything helpful. Perhaps I'm just blind.

I am able to do it in Firefox and Opera, but can't figure out how to do it in Chrome.

Why am I asking? I went to <http://customercommons.org/about-us/> and wanted to make it easier to read. For me, black text on a white background is a handy alternative.

In Firefox, I can select "no style" -

[Alt]+[v] | [y] | [n] for "no style"

[Alt]+[v] | [y] | [b] for "basic page style"

In Opera, I can select " User Mode" -

[Alt]+[v] | [s] | [u] for "User Mode"

[Alt]+[v] | [s] | [a] for "Author Mode"

Thanks in advance

(b) (6)

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\*T\* \* \* \* \*

5/27/2021

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Subject: Drupal Performance Issues & Consultant Recommendations  
From: (b) (6) @CITYOFMADISON.COM>  
Reply To: (b) (6)  
Date: Mon, 19 Mar 2018 21:23:42 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (1915 bytes) , text/html (5 kB)

Hello,

We have been experiencing Drupal performance problems on our production website. Our website was developed in-house using Drupal 7 and has been live for over 4 years. Our normal page load times had been 1.5-3 seconds, but we are now experiencing load times between 15-20 seconds.

We have been troubleshooting these performance problems using internal resources from the application, web server, and database perspectives, but we have been unable to resolve the issue, yet. If anyone has any recommendations regarding techniques, resources, or troubleshooting utilities for Drupal 7 performance issues, we would appreciate the assistance.

Does anyone have any recommendations regarding a consultant to assist in troubleshooting Drupal 7 performance problems?

Thanks!

(b) (6)  
Project Manager, Web Team  
Information Technology, City of Madison, WI  
(b) (6) @cityofmadison.com  
(b) (6)  
[www.cityofmadison.com](http://www.cityofmadison.com)

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**Subject:** Re: Web Information Architecture Specialist  
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>  
**Reply To:** Erville, Kathleen (CFPB)  
**Date:** Mon, 19 Mar 2018 21:29:26 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB) , image001.png (7 kB)

I'd recommend Thom Haller – he is wonderful at IA and was formerly affiliated with Gerry McGovern who is big on top tasks (which I believe gives you a great framework for large enterprise sites).

Thom splits his time between WV and DC and you can look into him further on his website:  
<http://www.thomhaller.com/>

---

**From:** Gill, Jacinda [mailto:jgil@LOC.GOV]  
**Sent:** Monday, March 19, 2018 3:29 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Web Information Architecture Specialist

Greetings all,  
Does anyone know of a full-time professional who has **web information architecture** skills? The service unit I work for is seeking a consultation which could lead to a project to make web content more findable and improve channels for major terms. The website uses content based on legal research, reports, classes and blogs. The current web server file structure is all wrong, I think. Here is a link to the site: [www.law.gov](http://www.law.gov) . One idea is to divide content into two major term classifications and channels for navigation: U.S. Law and Foreign Jurisdictions.

Thank you for taking a look and referring me to a professional in web information architecture. I have a few questions to ask but more importantly I am willing to listen to a constructive critique and recommendations.

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Information Technology Specialist  
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Law Library of Congress, LM-240  
James Madison Memorial Building | (202) 707-0232  
101 Independence Ave., S.E. | Washington, D.C. 20540 | [loc.gov](http://loc.gov)



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**Subject:** Re: Web Information Architecture Specialist  
**From:** Katherine Spivey - QT1DCB <katherine.spivey@GSA.GOV>  
**Reply To:** Katherine Spivey - QT1DCB <katherine.spivey@GSA.GOV>  
**Date:** Mon, 19 Mar 2018 17:45:41 -0400  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (6 kB) , text/html (13 kB) , image001.png (7 kB)

Digital Gov has a class in April on top tasks with Gerry:

## A Deep Dive Into Top Tasks with Gerry McGovern

April 11, 11:00 AM - 12:00 PM ET

This talk will focus on how using the top tasks approach will help you deliver what your customers want to make it easier and faster for people to do things they need to do with government.

<https://www.digitalgov.gov/event/a-deep-dive-into-top-tasks-with-gerry-mcgovern/>

Katherine Spivey  
Web/Social Media Manager  
QT1DCA – Outreach Analysis & Digital Media Branch

GSA's Plain Language Office  
[katherine.spivey@gsa.gov](mailto:katherine.spivey@gsa.gov)

On Mon, Mar 19, 2018 at 5:29 PM, Erville, Kathleen (CFPB) <[Kathleen.Erville@cfpb.gov](mailto:Kathleen.Erville@cfpb.gov)> wrote:

I'd recommend Thom Haller – he is wonderful at IA and was formerly affiliated with Gerry McGovern who is big on top tasks (which I believe gives you a great framework for large enterprise sites).

Thom splits his time between WV and DC and you can look into him further on his website:  
<http://www.thomhaller.com/>

---

**From:** Gill, Jacinda [mailto:[jjgil@LOC.GOV](mailto:jjgil@LOC.GOV)]  
**Sent:** Monday, March 19, 2018 3:29 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Web Information Architecture Specialist

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Subject: Re: Drupal Performance Issues & Consultant Recommendations  
From: (b) (6) @STATE.GOV>  
Reply To: (b) (6)  
Date:  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3623 bytes) , text/html (9 kB)

I've used a lot of what Bryan's suggested in this video:

[https://youtu.be/tpY6mKFg\\_1M](https://youtu.be/tpY6mKFg_1M)

Maybe also use the [https://www.drupal.org/project/site\\_audit](https://www.drupal.org/project/site_audit) module to get a report of some possible issues. It was presented at Drupal Corn [https://youtu.be/tRXR\\_9pNSsA](https://youtu.be/tRXR_9pNSsA)

And maybe join the GovDrupal Slack <https://govdrupal.slack.com> (open to all) or the Google Group (open to government employees and contractors who are sponsored to the list by their government staff) google groups search for us-government-drupalers (request access, one of us admins will grant it).

So those are the ones I use most often.

---

From: (b) (6) @CITYOFMADISON.COM]  
Sent: Monday, March 19, 2018 5:24 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Drupal Performance Issues & Consultant Recommendations

Hello,

We have been experiencing Drupal performance problems on our production website. Our website was developed in-house using Drupal 7 and has been live for over 4 years. Our normal page load times had been 1.5-3 seconds, but we are now experiencing load times between 15-20 seconds.

We have been troubleshooting these performance problems using internal resources from the application, web server, and database perspectives, but we have been unable to resolve the issue, yet. If anyone has any recommendations regarding techniques, resources, or troubleshooting utilities for Drupal 7 performance issues, we would appreciate the assistance.

Does anyone have any recommendations regarding a consultant to assist in troubleshooting Drupal 7 performance problems?

Thanks!

(b) (6)  
Project Manager, Web Team  
ion Technology, City of Madison, WI  
(b) (6) vofmadison.com  
(b) (6)  
[www.cityofmadison.com](http://www.cityofmadison.com)

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**Subject:** Re: Web Information Architecture Specialist  
**From:** "Maas, Jennifer" <Jennifer.Maas@MAIL.HOUSE.GOV>  
**Reply To:** Maas, Jennifer  
**Date:** Mon, 19 Mar 2018 22:28:36 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (8 kB) , text/html (17 kB) , image001.png (7 kB)

Hello all,

I'd like to second Thom Haller, as we have worked with him in the past for House of Representatives re-architecting activities, and have also sent staff to Information Design training conducted by him.

In addition, we have worked with the company Navigation Arts for other projects involving wider-ranging UX recommendations which included content architecture (which is one of their sweet spots).

Both engagements were very beneficial and well received.

**Jennifer Maas**

*Web Products Manager*

CAO Web Systems

O: 202-226-6156 / C: (b) (6)

---

**From:** Erville, Kathleen (CFPB) [mailto:Kathleen.Erville@CFPB.GOV]  
**Sent:** Monday, March 19, 2018 5:29 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Web Information Architecture Specialist

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Thom splits his time between WV and DC and you can look into him further on his website:  
<http://www.thomhaller.com/>

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**From:** Gill, Jacinda [mailto:jgil@LOC.GOV]  
**Sent:** Monday, March 19, 2018 3:29 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Web Information Architecture Specialist

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The message should have NO SUBJECT, and the only text in the message should read: set content managers l

**Subject:** Webinar to Produce a Video in Non-English Languages on April 5th, 2018  
**From:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>  
**Date:** Tue, 20 Mar 2018 09:37:53 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1886 bytes) , [text/html](#) (5 kB)

Hello Colleagues,

Videos are a great way to tell a story, but do you have the skills to produce a video? And how about a video in a language that you may not be fluent in or even familiar with? The Multilingual and Video Production Pros Communities of Practice have joined forces to bring you a session where you can learn these skills and connect with others doing this work.

[Register for this exciting webinar](#) to take place on **April 5, 2018 at 11:00 AM (EDT)**. By attending the webinar, you will learn:

- The process of creating a video from idea to post production
- Specific considerations for creating government multilingual videos
- Creative techniques to shape the viewer's perspective

See you there!

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Products and Programs  
Technology Transformation Services, GSA  
202.536.8968

---

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**Subject:** Re: Web Information Architecture Specialist  
**From:** "Maher, Mary - ERS" <MEMAHER@ERS.USDA.GOV>  
**Reply To:** Maher, Mary - ERS  
**Date:** Tue, 20 Mar 2018 21:51:04 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (6 kB) , text/html (15 kB) , image001.png (7 kB)

Agree. He was very helpful to us in the past.  
As was Joseph Busch, of Taxonomy Strategies <http://taxonomystrategies.com/>

**Mary Maher**  
Chief, Web Services Branch  
Information Services Division  
USDA's Economic Research Service  
202.694.5126 | memaher@ers.usda.gov

---

**From:** Erville, Kathleen (CFPB) [mailto:Kathleen.Erville@CFPB.GOV]  
**Sent:** Monday, March 19, 2018 5:29 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Web Information Architecture Specialist

I'd recommend Thom Haller – he is wonderful at IA and was formerly affiliated with Gerry McGovern who is big on top tasks (which I believe gives you a great framework for large enterprise sites).

Thom splits his time between WV and DC and you can look into him further on his website:  
<http://www.thomhaller.com/>

---

**From:** Gill, Jacinda [mailto:jgill@LOC.GOV]  
**Sent:** Monday, March 19, 2018 3:29 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Web Information Architecture Specialist

Greetings all,  
Does anyone know of a full-time professional who has **web information architecture** skills? The service unit I work for is seeking a consultation which could lead to a project to make web content more findable and improve channels for major terms. The website uses content based on legal research, reports, classes and blogs. The current web server file structure is all wrong, I think. Here is a link to the site: [www.law.gov](http://www.law.gov) . One idea is to divide content into two major term classifications and channels for navigation: U.S. Law and Foreign Jurisdictions.

Thank you for taking a look and referring me to a professional in web information architecture. I have a few questions to ask but more importantly I am willing to listen to a constructive critique and recommendations.

Very Sincerely,  
Jacinda

**Jacinda R. Gill**  
Information Technology Specialist  
Office of the Chief Information Officer/IT Customer Engagement  
Law Library of Congress, LM-240  
James Madison Memorial Building | (202) 707-0232  
101 Independence Ave., S.E. | Washington, D.C. 20540 | [loc.gov](http://loc.gov)



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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** Re: Web Information Architecture Specialist  
**From:** David Kaufmann <david.kaufmann@GSA.GOV>  
**Reply To:** David Kaufmann <david.kaufmann@GSA.GOV>  
**Date:** Wed, 21 Mar 2018 09:51:22 -0400  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (31 lines)

Great idea to get some help with your IA. I took a peek at <https://www.loc.gov/law/>, and I certainly could be mistaken, but I didn't see any code suggesting that data is being collected on the usage of your pages, etc. Very likely you're using a service I didn't know to look for, but in case not, I highly suggest at least using Google Analytics on your site, which is free. You can use the Digital Analytics Program's (GSA) instance of Google Analytics, which is also free and has lots of extra stuff. On top of that, if you use Google Tag Manager, you can identify elements on your pages to count clicks on and easily add third party code like Crazy Egg to your pages. Crazy Egg (not free but cheap) is an easy way to evaluate what people are clicking on on popular pages like home pages. Google Tag Manager is extremely powerful, but sometimes you need a dev's help for some things.

I bring this all up because the people you hire to help with your IA are going to want to see what pages are most popular on your site as part of the info they use. That takes time to collect.

Then again, you might be set, and I just couldn't see it. In that case, a plug for <https://www.digitalgov.gov/services/dap/>!

Good luck!

Sincerely,

David Kaufmann  
USAGov

\*\*\*\*\*

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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\*\*\*\*\*

Subject: Privacy Policy Statement  
 From: (b) (6) <(b) (6)@NAVY.EDU>  
 Reply To: (b) (6) <(b) (6)@NAVY.EDU>  
 Date: Wed, 21 Mar 2018 12:32:43 -0400  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (1800 bytes) , text/html (2720 bytes)

Happy snow day! I have a silly privacy policy question. The U.S. Navy has recently taken great strides in implementing GSA's DAP code on all public websites. We're not at 100% but moving in the right direction. In doing so we need to update our privacy policy statement but have received legal counsel suggesting that if we're not collecting PII we don't need a privacy statement. This is obviously incorrect, so now I'm searching for higher policy or a good argument as to why we need a privacy policy statement - anyone care to provide thoughts?

--

Very respectfully,

(b) (6)  
 (b) (6) U.S. Navy  
 Navy Office of Information  
 Room 4B463, 1200 Navy Pentagon  
 Washington, DC 20350-1200  
 COML (b) (6) | DSN (b) (6)  
 (b) (6) @Navy.Mil | (b) (6) @navy.edu  
 @ (b) (6)

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 The message should have NO SUBJECT and the only text in the message should read: set content-managers.L

Subject: Re: Privacy Policy Statement  
From: Timothy Lowden - QXA <timothy.lowden@GSA.GOV>  
Reply To: Timothy Lowden - QXA <timothy.lowden@GSA.GOV>  
Date: Wed, 21 Mar 2018 12:43:45 -0400  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4002 bytes) , text/html (6 kB)

Hey Shawn:

I would agree with you that a privacy statement is absolutely warranted, as per the [additions to OMB M-10-22](#). Even without PII (which DAP does not collect), the use of any web analytics tool would fall within Tier 1/2 of the defined tiers in the above referenced memo, and therefore would be subject to the following:

"Agencies may use Tier 1 and Tier 2 web measurement and customization technologies without formal approval as long as they—(1) otherwise comply with M-10-22 and all other relevant policies; **(2) provide clear and conspicuous notice in their online Privacy Policy citing the use of such technologies**; and (3) comply with their internal policies governing the use of such technologies."

Obviously, each agency makes their own determinations with the advice of counsel and privacy officers, but that document may help your justification.

Best,

Tim

On Wed, Mar 21, 2018 at 12:32 PM, (b) (6) <[REDACTED]@navy.edu> wrote:

Happy snow day! I have a silly privacy policy question. The U.S. Navy has recently taken great strides in implementing GSA's DAP code on all public websites. We're not at 100% but moving in the right direction. In doing so we need to update our privacy policy statement but have received legal counsel suggesting that if we're not collecting PII we don't need a privacy statement. This is obviously incorrect, so now I'm searching for higher policy or a good argument as to why we need a privacy policy statement - anyone care to provide thoughts?

--

Very respectfully,

(b) (6) J.S. Navy

Navy Office of Information  
Room 4B463, 1200 Navy Pentagon  
Washington, DC 20350-1200

COML (b) (6) | DSN (b) (6)  
(b) (6) @Navy.Mil | (b) (6) @navy.edu  
(b) (6)

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content-managers-l

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--

**Tim Lowden**

Program Manager


[Digital Analytics Program](#) (DAP)

Technology Transformation Service

U.S. General Services Administration

---

This message was sent to the Web Content Managers Forum, a community of government employees who  
manage the content of government websites.

**Subject:**  Conversations on Public Impact: How data trusts can preserve and protect your digital initiatives  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Wed, 21 Mar 2018 12:54:20 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1383 bytes) , [text/html](#) (1983 bytes)

Snowed in today? Teleworking?

This is a perfect time to **join us live/online at 2pm ET today** for a conversation about data trusts and the ethical considerations of managing other people's data

Register here: <https://www.digitalgov.gov/event/conversations-on-public-impact-how-data-trusts-can-preserve-protect-your-digital-initiatives/>

Hope you can make it,  
-jeremy

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director DigitalGov / GSA — [digitalgov.gov](https://www.digitalgov.gov)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

**Subject:** Re: Web Information Architecture Specialist  
**From:** "Gill, Jacinda" <jgil@LOC.GOV>  
**Reply To:** Gill, Jacinda  
**Date:** Wed, 21 Mar 2018 17:21:57 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (65 lines)

Hi David, I want to send my thanks for your taking the time to provide a bit of an analysis! This will surely help in our planning stages! I do recall the Library of Congress' use of Foresee--that pop-up survey invitation. Also, I do recall metrics getting recorded but I am not involved in that department. I will most definitely confirm how that department is handling metrics. So thanks so much again! This will be a big help and I will introduce it in our discussions!

Jacinda R. Gill  
Information Technology Specialist  
Office of the Chief Information Officer/IT Customer Engagement  
Law Library of Congress, LM-240  
James Madison Memorial Building | (202) 707-0232  
101 Independence Ave., S.E. | Washington, D.C. 20540 | loc.gov

.....  
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-----Original Message-----

From: David Kaufmann [mailto:david.kaufmann@GSA.GOV]  
Sent: Wednesday, March 21, 2018 9:51 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Web Information Architecture Specialist

Great idea to get some help with your IA. I took a peek at <https://www.loc.gov/law/>, and I certainly could be mistaken, but I didn't see any code suggesting that data is being collected on the usage of your pages, etc. Very likely you're using a service I didn't know to look for, but in case not, I highly suggest at least using Google Analytics on your site, which is free. You can use the Digital Analytics Program's (GSA) instance of Google Analytics, which is also free and has lots of extra stuff. On top of that, if you use Google Tag Manager, you can identify elements on your pages to count clicks on and easily add third party code like Crazy Egg to your pages. Crazy Egg (not free but cheap) is an easy way to evaluate what people are clicking on on popular pages like home pages. Google Tag Manager is extremely powerful, but sometimes you need a dev's help for some things.

I bring this all up because the people you hire to help with your IA are going to want to see what pages are most popular on your site as part of the info they use. That takes time to collect.

Then again, you might be set, and I just couldn't see it. In that case, a plug for <https://www.digitalgov.gov/services/dap/>!

Good luck!

Sincerely,

5/27/2021

David Kaufmann  
USAGov

\*\*\*\*\*

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unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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Subject: Re: Web Information Architecture Specialist  
From: (b) (6) @IOWA.GOV>  
Reply To:  
Date: Wed, 21 Mar 2018 18:35:32 -0500  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (6 kB)

The DAP program description indicates the offering is available to federal agencies. Is there any consideration by GSA to make the program available to state jurisdictions?

On Wed, Mar 21, 2018 at 8:51 AM, David Kaufmann <[david.kaufmann@gsa.gov](mailto:david.kaufmann@gsa.gov)> wrote:

Great idea to get some help with your IA. I took a peek at <https://www.loc.gov/law/>, and I certainly could be mistaken, but I didn't see any code suggesting that data is being collected on the usage of your pages, etc. Very likely you're using a service I didn't know to look for, but in case not, I highly suggest at least using Google Analytics on your site, which is free. You can use the Digital Analytics Program's (GSA) instance of Google Analytics, which is also free and has lots of extra stuff. On top of that, if you use Google Tag Manager, you can identify elements on your pages to count clicks on and easily add third party code like Crazy Egg to your pages. Crazy Egg (not free but cheap) is an easy way to evaluate what people are clicking on on popular pages like home pages. Google Tag Manager is extremely powerful, but sometimes you need a dev's help for some things.

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Good luck!

Sincerely,

David Kaufmann  
USAGov

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(b) (6) eGovernment Services Coordinator  
Office of the Chief Information Officer  
Office (b) (6) 08  
(b) (6) @iowa.gov

Twitter: [@IowaOCIO](#)

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**Subject:** April is National Social Security Month!  
**From:** "Alycia (Piazza) Yozzi" <alycia.piazza@GSA.GOV>  
**Reply To:** Alycia (Piazza) Yozzi  
**Date:** Thu, 22 Mar 2018 15:02:48 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2476 bytes) , [text/html](#) (9 kB)

Hi there content managers!  
I was asked to share this information from the Social Security Administration and I encourage you to share with your audiences as appropriate.

Thanks, Alycia

-----

National Social Security Month is celebrated in April and the Social Security Administration is dedicated to educating our customers about our programs and services. From programs that help support you through life’s journey, to services that help put you in control, to systems that help protect what’s important to you, Social Security is committed to helping secure today and tomorrow for you and your family.

For over 80 years, Social Security has transformed to meet the changing needs of our customers. This year, during National Social Security Month, we will focus on the wide array of online services we provide that help put you in control — with secure [access to your information anytime, anywhere](#). From estimating or managing your benefits, requesting a replacement card, to retiring online, we encourage you to [see what you can do at SocialSecurity.gov](#).



**U.S. General Services Administration**

**Alycia Yozzi**  
Office of Government-wide Policy  
202-219-1487

---

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Subject: Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Privacy Policy Statement

From: (b) (6) @MAIL.MIL>

Reply To:

Date:

Content-Type: multipart/alternative

Parts/Attachments: text/plain (3403 bytes) , text/html (4 kB)

DoDI8550.01 directs you to include a Privacy Policy on all public websites.

////////////////////////////////////

DoD CIO

(b) (6)  
Mobile (b) (6)  
Desk (b) (6)

On Mar 25, 2018, at 12:56 PM, (b) (6) @NAVY.EDU> wrote:

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

Happy snow day! I have a silly privacy policy question. The U.S. Navy has recently taken great strides in implementing GSA's DAP code on all public websites. We're not at 100% but moving in the right direction. In doing so we need to update our privacy policy statement but have received legal counsel suggesting that if we're not collecting PII we don't need a privacy statement. This is obviously incorrect, so now I'm searching for higher policy or a good argument as to why we need a privacy policy statement - anyone care to provide thoughts?

--

Very respectfully,

(b) (6) U.S. Navy  
Navy Office of Information  
Room 4B463, 1200 Navy Pentagon  
Washington, DC 20350-1200  
COML (b) (6) | DSN (b) (6)  
(b) (6) @Navy.Mil < Caution-mailto:(b) (6) @Navy.Mil > | (b) (6) @ < Caution-mailto:(b) (6) @UGov.Gov > navy.edu < Caution-http://navy.edu >  
(b) (6) @ < Caution-http://www.twitter.com/(b) (6) >

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5/27/2021

content-managers-l digest

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**Subject:** Re: Privacy Policy Statement  
**From:** Eric Mill <eric.mill@GSA.GOV>  
**Reply To:** Eric Mill <eric.mill@GSA.GOV>  
**Date:** Mon, 26 Mar 2018 10:59:08 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (6 kB) , text/html (10 kB)

Though it doesn't rise to the level of PII on its own, potentially privacy-sensitive information is sent to any web service which a Navy website downloads resources from. So for example, pulling in code from DAP, or from [code.jquery.com](http://code.jquery.com), or embedding an image directly from some other website, all sends HTTP headers to that service. These include the user's User Agent (which describes the browser/OS version in use), supported languages (which can touch on someone's nationality or ethnicity), and a variety of other headers which may simply serve to distinguish distinct people based on their system configuration.

Any website which embeds material from any third party service has a responsibility to inform users somewhere about each service and why it's being used. This is also a good forcing function to make sure that extraneous/unneeded third party service requests can be removed.

DAP is somewhat special that in the GSA's central hosting source is not really a third party, also being a USG-hosted service. But it pulls in Google Analytics, so at the very least, a link to DAP's own privacy materials would help.

-- Eric

On Wed, Mar 21, 2018 at 12:43 PM, Timothy Lowden - QXA <[timothy.lowden@gsa.gov](mailto:timothy.lowden@gsa.gov)> wrote:

Hey (b) (6)

I would agree with you that a privacy statement is absolutely warranted, as per the [additions to OMB M-10-22](#). Even without PII (which DAP does not collect), the use of any web analytics tool would fall within Tier 1/2 of the defined tiers in the above referenced memo, and therefore would be subject to the following:

"Agencies may use Tier 1 and Tier 2 web measurement and customization technologies without formal approval as long as they—(1) otherwise comply with M-10-22 and all other relevant policies; **(2) provide clear and conspicuous notice in their online Privacy Policy citing the use of such technologies**; and (3) comply with their internal policies governing the use of such technologies."

Obviously, each agency makes their own determinations with the advice of counsel and privacy officers, but that document may help your justification.

Best,

Tim

On Wed, Mar 21, 2018 at 12:32 PM, (b) (6) <[@navy.edu](mailto:(b) (6)@navy.edu)> wrote:

Happy snow day! I have a silly privacy policy question. The U.S. Navy has recently taken great strides in implementing GSA's DAP code on all public websites. We're not at 100% but moving in the right direction. In doing so we need to update our privacy policy statement but have received legal counsel suggesting that if we're not collecting PII we don't need a privacy statement. This is obviously incorrect, so now I'm searching for higher policy or a good argument as to why we need a privacy policy statement - anyone care to provide thoughts?

--

Very respectfully,

(b) (6)

(b) (6), U.S. Navy  
Navy Office of Information  
Room 4B463, 1200 Navy Pentagon  
Washington, DC 20350-1200  
COML 703.614.8899 | DSN (b) (6)  
(b) (6) @Navy.Mil (b) (6) @navy.edu  
(b) (6)

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--

**Tim Lowden**

Program Manager  
[Digital Analytics Program](#) (DAP)  
Technology Transformation Service  
U.S. General Services Administration

---

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--

Eric Mill

**Subject:** Examples of narrative storytelling  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Larrimore, Laura  
**Date:** Tue, 27 Mar 2018 15:58:10 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1420 bytes) , [text/html](#) (3566 bytes)

Hello,

I'm working on a pitch to put personal narratives of those we serve front and center on our website. [Stories.usaid.gov](http://Stories.usaid.gov) is a beautifully executed example of this approach.

**Anyone know of any other sites from government or non-profits that are doing this effectively?**

Thanks!

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

571-272-5896 [desk]  
600 Dulany Street  
Alexandria, VA  
22314

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**Subject:** Position Announcement: NARA GS-13 Analytics Manager  
**From:** Andrew Wilson <andrew.wilson@NARA.GOV>  
**Reply To:** Andrew Wilson <andrew.wilson@NARA.GOV>  
**Date:** Wed, 28 Mar 2018 08:21:22 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3200 bytes) , [text/html](#) (19 kB)

## **Position Announcement: NARA GS-13 Analytics Manager**

Come join a fantastic and dynamic team in the Office of Innovation at the National Archives that is committed to user-centric, data-informed approaches to our work.

We're looking for someone to lead our Digital Analytics Effort in NARA's Office of Innovation with the position reporting directly to the Director of Digital Engagement. This individual should be ready to hit the ground running and be willing to work on a wide range of projects, including support of [NARA's web presence](#), our [National Archives Catalog](#) (where we have more than 40M publicly available records from the federal government), the [History Hub](#), our [social media](#) efforts and NARA's [Citizen Archivist](#) crowdsourcing efforts. Come to NARA and work on projects such as:

- Oversight of NARA's agency-wide implementation of Google Analytics (GA) and Google Tag Manager (GTM)
- Qualitative and quantitative assessment of NARA's progress toward key agency Strategic Goals
- A/B and MVT Testing
- KPI development, data visualization and and report/ dashboard development
- Assessments and optimization of citizen engagement efforts, including social media, large-scale crowdsourcing activities and email marketing
- Search Engine Optimization (SEO)
- And more...

As part of the Office of Innovation, you will also work closely with other NARA Offices in support of their mission including the Office of Presidential Libraries, the Office of Strategy and Communications and the Office of Information Services.

### **Details:**

Grade and Salary Range: GS 13 (\$96,970 to \$126,062)

Series: 2210 - Information Technology Management

Open Period: 03/27/2018 to 04/10/2018

### **Announcement**

- Federal - <https://www.usajobs.gov/GetJob/ViewDetails/495074700>
- Public - <https://www.usajobs.gov/GetJob/ViewDetails/495075400>

5/27/2021

--

Andrew Wilson  
Director of Digital Engagement  
National Archives and Records Administration  
8601 Adelphi Road, College Park, MD 20740

---

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**Subject:** [Re: Examples of narrative storytelling](#)  
**From:** "Wigginton, Mary" <Wigginton.Mary@EPA.GOV>  
**Reply To:** Wigginton, Mary  
**Date:** Wed, 28 Mar 2018 13:36:23 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2727 bytes) , [text/html](#) (6 kB)

Laura,  
This nonprofit does a great job for the State of Minnesota, <http://cleanwatermn.org/>.

Mary  
Mary Wigginton  
US EPA Green Infrastructure Team  
[wigginton.mary@epa.gov](mailto:wigginton.mary@epa.gov)  
(202) 564-3637

---

**From:** Larrimore, Laura [mailto:Laura.Larrimore@USPTO.GOV]  
**Sent:** Tuesday, March 27, 2018 11:58 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Examples of narrative storytelling

Hello,  
I'm working on a pitch to put personal narratives of those we serve front and center on our website. [Stories.usaid.gov](http://Stories.usaid.gov) is a beautifully executed example of this approach.  
**Anyone know of any other sites from government or non-profits that are doing this effectively?**

Thanks!

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

571-272-5896 [desk]  
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Alexandria, VA  
22314

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**Subject:** Re: Examples of narrative storytelling  
**From:** "Gill, Jacinda" <jgil@LOC.GOV>  
**Reply To:** Gill, Jacinda  
**Date:** Wed, 28 Mar 2018 14:12:16 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB) , image001.png (7 kB)

Very nice, this is new to me so I'm just sending compliments☺

**Jacinda R. Gill**

Information Technology Specialist  
Office of the Chief Information Officer/IT Customer Engagement  
Law Library of Congress, LM-240  
James Madison Memorial Building | (202) 707-0232  
101 Independence Ave., S.E. | Washington, D.C. 20540 | [loc.gov](http://loc.gov)



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**From:** Wigginton, Mary [<mailto:Wigginton.Mary@EPA.GOV>]  
**Sent:** Wednesday, March 28, 2018 9:36 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of narrative storytelling

Laura,  
This nonprofit does a great job for the State of Minnesota, <http://cleanwatermn.org/>.

Mary  
Mary Wigginton  
US EPA Green Infrastructure Team  
[wigginton.mary@epa.gov](mailto:wigginton.mary@epa.gov)  
(202) 564-3637

---

**From:** Larrimore, Laura [<mailto:Laura.Larrimore@USPTO.GOV>]  
**Sent:** Tuesday, March 27, 2018 11:58 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Examples of narrative storytelling

Hello,  
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**Anyone know of any other sites from government or non-profits that are doing this effectively?**

Thanks!

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

571-272-5896 [desk]  
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**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Examples of narrative storytelling

**From:** (b) (6) @DLA.MIL>

**Reply To:** (b) (6) DLA OFFICE OF DIRECTOR (US)

**Date:** Wed, 28 Mar 2018 17:59:04 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (6 kB) , text/html (19 kB) , image001.png (7 kB)

We have several examples of this on our YouTube page. I recommend either the DLA Stories or Profiles in Resiliency playlists. [https://www.youtube.com/user/DODLogisticsAgency/playlists?sort=dd&view=1&shelf\\_id=3](https://www.youtube.com/user/DODLogisticsAgency/playlists?sort=dd&view=1&shelf_id=3)

(b) (6)  
 Chief, New Media, Plans, Analysis  
 DLA Public Affairs  
 8725 John J. Kingman  
 Room 2553  
 Fort Belvoir, VA 22079  
 Phone: (b) (6)  
 Cell: (b) (6)

Learn more about the Defense Logistic Agency at [www.DLA.mil](http://www.DLA.mil), our Facebook page DLA.mil, or on Twitter at @DLAMIL

**This email is official business. If sent to you in error, please delete and inform the sender.**

**From:** Gill, Jacinda <jgil@LOC.GOV>  
**Sent:** Wednesday, March 28, 2018 10:12 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Examples of narrative storytelling

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

Very nice, this is new to me so I'm just sending compliments☺

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**From:** Wigginton, Mary [Caution-mailto:Wigginton.Mary@EPA.GOV]  
**Sent:** Wednesday, March 28, 2018 9:36 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of narrative storytelling

Laura,  
This nonprofit does a great job for the State of Minnesota, Caution-<http://cleanwatermn.org/> < Caution-<http://cleanwatermn.org/> > .

Mary  
Mary Wigginton  
US EPA Green Infrastructure Team  
[wigginton.mary@epa.gov](mailto:wigginton.mary@epa.gov) < Caution-mailto:wigginton.mary@epa.gov >  
(202) 564-3637

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**From:** Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV < Caution-mailto:Laura.Larrimore@USPTO.GOV > ]  
**Sent:** Tuesday, March 27, 2018 11:58 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV) < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >  
**Subject:** [CONTENT-MANAGERS-L] Examples of narrative storytelling

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Thanks!

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**Subject:** We're re-vamping our intranet and looking for best practices from our federal colleagues  
**From:** (b) (6) (BPA) - DKC-7" (b) (6) @BPA.GOV>  
**Reply To:** (b) (6) (BPA) - DKC-7  
**Date:** Thu, 29 Mar 2018 00:07:58 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1607 bytes) , text/html (4 kB)

We're re-vamping our intranet and looking for best practices from our federal colleagues. Have you launched a new intranet in SharePoint? Do you have screenshots? What kind of process did you follow to engage your content publishers and your employees in the process. How did you roll it out? Can you share your successes ... and what didn't work? We have a plan and have spent some time in planning and development of wireframes but want to see what others in the federal sector have done.

Any response is much appreciated!

(b) (6)

(b) (6)  
Public Affairs Specialist | Communications  
**BONNEVILLE POWER ADMINISTRATION**  
[bpa.gov](http://bpa.gov) | P (b) (6)

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**Subject:** Re: We're re-vamping our intranet and looking for best practices from our federal colleagues  
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>  
**Reply To:** Erville, Kathleen (CFPB)  
**Date:** Thu, 29 Mar 2018 16:51:01 +0000  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** text/plain (3846 bytes) , text/html (9 kB) , 042005\_NNG\_Intranet\_Conference\_Memo.pdf (130 kB)

Hi (b) (6)

Congrats on starting your Intranet refresh – I have attached something from way back when (2005) when I went to one of Jacob Neilson’s conferences focused on Intranets. From my experience in the digital publishing space through today, this holds up quite well. Hope you find it helpful –

I especially like the advice about killer apps, which were described “like honey bees to Intranets” (page 5)

When I worked with the AF Portal we put “content” in three buckets – editorial, apps, procedures/SOPs – and managed out from there. Having A-Z lookup lists for each was especially helpful, and pairing the apps look up with help desk contact info had a big payoff too (There was hundreds of apps and there was no unified help desk when an app had technical issues)

At the US House of Reps one thing that caught me by surprise when we did the first look at Google Analytics: the restaurant menu was at the top of the search results – by a very big margin – and it never left the #1 spot. (I wonder if that’s still the most popular?)

Good luck with your project!

Kathy

---

**From:** (b) (6) (BPA) - DKC-7 [mailto:(b) (6)@BPA.GOV]  
**Sent:** Wednesday, March 28, 2018 8:08 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] We're re-vamping our intranet and looking for best practices from our federal colleagues

We're re-vamping our intranet and looking for best practices from our federal colleagues. Have you launched a new intranet in SharePoint? Do you have screenshots? What kind of process did you follow to engage your content publishers and your employees in the process. How did you roll it out? Can you share your successes ... and what didn't work? We have a plan and have spent some time in planning and development of wireframes but want to see what others in the federal sector have done.

Any response is much appreciated!

(b) (6)

Public Affairs Specialist | Communications  
BONNEVILLE POWER ADMINISTRATION  
[bpa.gov](http://bpa.gov) | P (b) (6)

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## A Review of Recent Research on Intranet Best Practices

(b) (6)

(b) (6)@emeraldstrategies.net

April 27, 2005

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## Introduction

This report summarizes notes from a three day conference on Intranet Usability hosted by the Nielsen Norman Group (NN/g) on April 18 – 20, 2005. The review was broad ranging and presented many ideas that are useful for ongoing Portal implementation projects, including good ideas for content, management techniques and usability testing protocols. The participants hailed from a variety of backgrounds, including corporate, government and non-profit. Although highly varied, conference participants agreed there were more that was similar than that was unique about each organization's Intranet.

## Research Study Background

The backbone of the first two days of the conference was around findings from a study of Intranets done by the NN/g. The studies presented a framework for evaluation as well as take-away good ideas on content management and usable design ideas.

NN/g did two studies of 25 different Intranets which use a variety of CMS tools and vary widely in user group profiles. The largest served about 150K users. They evaluated the sites with 103 participants and 4 users per site doing task analysis. Most said they used the Intranet every day – but 30 percent were used to the older way of doing business and many of those frequent users used it for one thing: phonebook. They urge caution in including new employees in a test. In their experience the new employees don't know the Intranet or company jargon and are extra nervous about participating.

They found what drew users to the Intranets was fairly consistent even though the workplaces varied widely.

### Most Common Reasons Mentioned for Use of Intranet

- Find phone numbers
- Get project info/use their domain intranet
- Fill in time sheet/payroll info
- Read announcements/news
- Get employee/company info re policies and procedure
- Get benefits info
- Use or download forms
- Find info about people or groups
- Read/download documents
- Make vacation plans/requests
- Get a persons' address/location
- Review job postings
- Non-work related: gym/classifieds, menu, etc.

Compared to previous Intranet studies they observed a more mature Intranet environment. Before, the key was that there was no other way to get to certain information but the Intranet. Now they are observing claims of productivity increases. Also, what's changed is more people are empowered to add, remove and edit content than ever before.

## Examples of Killer Applications

### Employee Directory

- Check company news headlines
- Classified Ads
- Time sheet tool
- Payroll info tool
- Vacation request/track vacation time
- Form process for booking travel at a discount
- Project calendar

Killer applications were like honey to bees for some Intranets. Their key advice here: determine what your killer application is and strive to maintain success – make it visible, easy to find and quick/easy to use. Be sure to usability test any changes or risk alienating customers. The instructor observed, “Recovering from a bad design is not easy.”

## Tasks in the NN/g Study

NN/g wanted to compare across the Intranets with task based analysis. They identified 11 tasks that were common across all systems in the study and the results provide a metric to compare best and worst to see where our own Intranet fits in.

The tasks they studied were: (tasks were specific – number in brackets is how often per year they do this task)

- Find an employees phone number or email address <249>
- Find information about a group <5>
- Find information about a high-level manager (i.e. where they went to college) <3>
- Find information about a policy <10>
- Make a request or order (i.e. my printer died – please fix it) <12>
- Apply for another job <1>
- Sign up for training <n/a>
- Find information via search <82>
- Update some personal info (HR or status) <1>
- Find past news <12>
- Go to the Intranet and login (starting from other Web site – tests knowing URL) <249>

They measured partial ratings 1-2-3-4, with 1 being failure (user had to say I quit or I give up) and 4 being complete success. Binary ratings could be gleaned from this later. After each task they asked the user to rate three things:

- Confidence
- Satisfaction
- How easy or difficult it was

Findings include:

#### Success

Study one: average success was 74%

Study two: average success was 78%

#### Average Time/Task

Study one: average time: 3 min 35 seconds

Study two: average time 1 minute 45 seconds

In both studies there was a high relationship between success with these tasks and satisfaction.

Second study, done more recently, appears to exhibit the evolution of Intranets – they are easier to use and users are more familiar with common tasks.

In administering the task analysis, the evaluator held cards and asked them to perform one task at a time. If the success rate was lower than 3 the rollup was not included in the timing charts.

There was some caution on the part of NN/g about an outside rater impact – i.e. employees might hide dissatisfaction to “cover” for the company with an outsider. Overall, they found most were truthful.

## **Measurements and Ratings**

In asking the study participants how they measured ROI, with Web sites they were looking at factors such as “throughput”, sales, fewer phone calls. With Intranets, there was more concern about employee time savings/productivity, financial savings, less or no training, fewer support calls.

To develop an ROI score on the common tasks, they estimated the number of times each task was done by each person each year and calculates it against an hourly wage of \$30.00 per employee.

To come up with the time to figure out the hours/year they did spent on these common Intranet activities they added up the total time taken to do the full task list (minus training signup since too few did this). Here is the chart

Productivity Analysis for 10 Tasks Combined				
		Time	Hours	Cost per employee/year
1	Best case	8:45	5	\$150
2	Good usability	15:34	8	\$240
3	Avg usability	19:35	11	\$330
4	Bad usability	24:38	15	\$450
5	Worst case	40:37	32	\$960

The biggest cost savings between best and worst case Intranets were found on three tasks – find info about an employee (47 percent or \$375), Search (32 percent or \$255) and Login (11 percent or \$90). The remaining tasks were less than five percent difference each. Going from best to worst could save millions, according to their calculations for a 10,000 person company where they estimate \$8M in savings with increased productivity in moving an Intranet from worst to best.

This analysis offers a good template for doing a task analysis with our Intranet and seeing where it falls on the scale of best case to worst case.

## Design Guidelines and Examples

### *Plan Intranet Features*

For every 10 developers, NN/g recommends one usability person based on practices of the best sites they've observed. Consider your users and what your "competition" is – usually an offline way of doing business.

### Login and Timeouts

Single sign in is not just for users. Help desks receive more calls for password resets than for any other issue. A report by the Gartner group in 2000 found 30 percent of helpdesk calls were password related. Each password rest costs the average company \$32.

The money wasted on nonproductive time, paid to helpdesk staff and employee:

- User trying to guess password
- User phoning helpdesk
- User waiting for the rest
- Helpdesk staff dealing with password reset
- Opportunity cost

I was able to get a private consultation on the AF Portal login page with an NN/g expert who said that it was important to provide online user help in context. On the third try, pop up the automated reset tool, for example. The current structure of the page blocks off the FAQs and the rest from login and his view was that most users would miss these tools entirely and not see them because they were not “in context” of how they were doing the task of logging in.

Timeouts are also an issue for users. NN/g recommends best practices in timeout procedures: give users a different login screen and briefly explain why they must login again when it fails. An example was given for a travel site that told users “We are searching for the lowest fare for you, please wait” vs. another that provided no such information. Users were annoyed and thought the Intranet was buggy in the second case, while in the first, they happily waited.

## Homepage

The key issue they observed was clutter. The key thing that addresses this is business rules that are clearly communicated. Rules and guidelines about what is on home yield benefits. Establish a procedure and the procedure develops its own power to help the Content Manager to deal with competing demands for real estate.

### Personalization

Typically they found most people do not customize and if there are limited funds NN/g recommends you put money into personalization. When you do customize you must not make the area empty by default. Instead, inspire users to customize. Empty folders can annoy users.

#### **A recommended workflow on expense reports:**

Auto-populate fields:

- employee name
- employee number
- approving manager name

LINK TO:

- Expense status
- Past expense forms
  
- Employee fills in expenses, checks or changes managers name, submits
- Manager approves
- Employee receives printable page with instructions on submitting receipts via mail
- Accounts payable receives manager approval AND receipts and cuts check

For frequent data entry processes, such as filling in timesheets, pre-populate the form as much as possible to streamline process. With forms, it was also observed that the names in the index need to match what people actually call the form. Categorize long lists of forms for easier searching and include descriptions to help users decipher their needs. Most important: whenever possible make the forms HTML.



Other tips for forms:

- Partition numerical fields if there are dashes
- Provide a format example and make sure instructions are above, not below the fields. Provide an offline POC phone number for questions
- If there are different categories of information, divide the page up and provide current content pre-populated

## **Text**

Don't assume users know the lingo. Consider an acronym dictionary. Also, COTS applications offer a means for users to provide terms and definitions (with approval workflow) to grow the dictionary in real time.

Biggest mistake: Web managers don't adapt content for online use. It is not the same format as print. You need clear headings, boldface for important words/phrases, short paragraphs, bullets and succinct writing. Tables can simplify the display of information.

## **Navigation and Terminology**

Good navigation practices

- Design consistent navigation and look across the Intranet (Style Guide important)
- Provide persistent navigation controls
- Set up navigational framework to reflect common activities (by topic not dept)
- Eliminate extra steps
- Change color of visited links
- Make it easy to read and click on links
- Obviously display which section is currently selected
- Make the design scalable

NN/g is also cautious about "quick links" and said designers should be "judicious" here. It is a very common approach for alleviating bad navigation, they said, but okay if users customize it themselves. If you have FAQs and Quicklinks on the same page, users may get confused about what the difference is between them content-wise. Quicklinks also doesn't fix the problem of poor navigation. If the links in the area change you have to relearn where things are. A Top 10 links is also often a self-fulfilling prophecy.

Consider also when to hide or move content. Empty areas such as a jobs section without openings, training with no current classes and events with no schedule are reoccurring problems they observed in their study.

In line links for related items were also handled differently across the sites in the study. The best performers used a keyword with the action as the link instead of "click here" or "more". (i.e. file your expense report). Linking to new open windows is also problematic and they caution against this practice. The biggest problem: it breaks the back button. If it is a PDF document, however, it can be helpful to do this.

## Search

Preliminary research shows that there was more browsing than usual across the 9 intranets included in the second study. 69% start at the menu first, 17% start at the link first and 14% start at search first. Another finding: 16 percent of the time people changed hunting strategy mid-task. This happened frequently when the search function was known to be bad.

Search was successful when users could find, use and get valuable results. GUI screens that go advanced search right away can baffle and overwhelm many users with too much information. Tips were good to see on advanced pages but when used with a simple search GUI it can overwhelm the user.

The NN/g recommends staying away from being a Portal to another search (i.e. Google). They view it as an unnecessary feature that is not the function of your site.

Best practices in search results:

- Repeat the user's query
- Number of results found
- Open field to do another search
- Sort by most relevant
- Allow sorting by other criteria
- Eliminate extraneous information

It is also considered a best practice to label the button after the search field SEARCH, which lets you eliminate a heading or label for this field. If there are no results found, you should also convey this explicitly and provide browsing options.

Also, it is vital to index the content of the page, not the navigation when configuring search. Otherwise you get bad gibberish results that index all pages on the Intranet which is not your intent.

## Information about Individuals and Groups

Providing persistent navigation for a directory search is a best practice. One of the Intranets in the study labeled the box "who's who and the button FIND and put it right above the search field on every page. Another did a drop down menu that let you search on people or location. Providing a method of searching for an employee with partial information was appreciated by users. Another directory search let you plug in a phone number and get the information about that person (like Google), but did not provide instructions or notice of this surprise feature.

Employee directories that accommodate nicknames or changes in name due to marriage or divorce are a best practice.

Those Intranets which offered complete profiles of employees offered the following information:

- Name
- Location
- Telephone
- Email
- Office number

*If appropriate, other info included:*

- Picture (one company let the employee choose the photo!)
- Job title and responsibilities
- Hours
- Managers name and phone
- Direct reports
- mailstop

Some more sophisticated directories tied into a function that let users know that persons whereabouts – an out of office feature. Differentiating why the employee was out – on vacation or at a meeting – was not available on all systems to the frustration of some users.

Organizational information consistently provided across an organization can impact the culture. For example, an “about” corner that features who are we, vision/mission and strategic plan is a best practice.

Users go to these features to research individuals prior to or after meetings.

Searching by department to see the hierarchy of who reports to who is also helpful for those who are trying to determine who is responsible. For this reason, HTML org charts are helpful. If you are linking to an offline chart you will have maintenance issues depending on the size of the organization as people join and leave and the organization restructures. Better to link and automate an org chart with your employee directories.

## **Information about Locations**

What to provide:

- Address
- Directions
- Maps to offices
- Email POC
- A picture of the location (or nearby city view)
- Currency information
- Weather information

- Time-zone information
- Airport information
- Customs and protocol

Newcomers information is also appreciated as well as restaurant location details.

## **Current Information and News**

Most important: news has to be new to be valuable and encourage users to come back. Tracking important projects can be a good choice, for example the CVC construction with updated photos would be a good choice for employees of the USHR. If constructions or a campus project is featured, putting a Q&A feature with categories helps get out accurate information and build a reputation for transparency.

News releases can be overdone. NN/g recommends you put the titles for the three most recent and archive the rest.

Companies can showcase teams, people, clients and exciting things people are doing to draw in users and make it more relevant. A decision about including news not related to your employees directly – i.e. world or local news – should be carefully considered. Users usually prefer to get that elsewhere.

One firm lets users customize the news section with competitor information.

Archiving news is also considered a best practice. You should define a process and be diligent. They recommend expiration dates at some point in the cycle of the record.

## **Job Postings**

A good morale booster is when an Intranet opens some jobs to internal candidates first and then publishes it to the public at large.

Information that should be included in a job posting:

- Job title
- Level
- Hiring manager
- Any other info specific at the organization a user should know
- Salary range (if available)
- Closing date
- Clear steps
  - Apply for the job (online applications are great!)
  - Post a resume
  - Call the hiring manager
  - Contact a specific HR representative

You should avoid making users register to search for job listings and be clear about company policy for notifying your current manager.

## Training

What to include:

- What the class is about
- Instructor
- Who should/is allowed to take the class
- Where the class is offered
- When the class is offered

<b>Good workflow for online registration for training</b>
<u>Instructor view:</u> Enrolled employees names and contact info
<u>Employee view:</u> <ul style="list-style-type: none"><li>○ Name of course</li><li>○ Instructor name</li><li>○ Who should/can attend</li><li>○ Course description</li><li>○ Course date, time, location</li><li>○ Number of those registered v. seats available</li></ul>
<u>Auto-populate form:</u> Employee name Course name, date, time Approving manager's name (if needed)
<ol style="list-style-type: none"><li>1. Manager receives request/approves</li><li>2. Confirmation message about enrollment sent</li><li>3. List of assignments or instructions</li><li>4. Reminder with directions to class</li></ol>

## Technology Help Desk

It is a best practice to include instructions for technical, audio visual or other processes. This lets users self diagnose and fix problems. It also should provide common terms, not tech-speak, for instructions to be clear.

Self help information for users to try before contacting the IT help desk anticipates common problems and provides solutions.

You should also make it easy for users to report problems. When a request is submitted, tell users how quickly a problem will be resolve, what the next step will be. At Amazon, their remedy system sends an email every time the ticket moves – open, assigned, working, pending, closed.

# Intranet Planning

## *Intranet Teams*

The average size for a team in the Intranets in the second study was five people. The smallest was one and the largest was eight. One organization – Nestle—had more 20 people working on many Intranets and NN/g counted only those who worked on the main Intranet at HQ. Many team members often work part-time on the Intranet. Their organizing principle was that they maintained structure and technology with content duties distributed across the organization. Some groups also had cross-cutting steering groups from different departments that met regularly to access goals, projects and progress.

The roles on the teams spanned across many disciplines:

- Managers
- Team leaders, project managers
- Content Providers/Managers
- Editors
- Developers
- Usability Professionals
- User-Interface Designers
- Graphic Designers
- “Info-masters” to coordinate and lead content and be the POC for CMs
- Trainers
- Architecture group that worked on standards in a cross-cutting team

Most team sizes were less than four percent of the total number of users.

Where Internet teams sit in the organization also varied. Many teams were fully within the IT Department, others were in Marketing. Some had formed Intranet Departments or cross cutting teams with a goal of centralized management. The key to success was to report where the power is – as close as possible to decision makers who can be advocates for you for resources and support.

The number of usability methods per project was also tracked in relationship to the duration of the redesign project in months. The research shows that in 2004 the duration was falling while the number of usability tests was rising, showing that usability saves time and there are benefits to getting it right earlier with valuable user input. In 2002, for example there were on average 2.5 tests and it took over 12 months, while in 2005 there were 4.5 tests and it took about 8 months.

## ***Define Your Goals***

The discussion around defining goals quickly turned to what the conference participants wanted to discuss: how to work with upper management. One issue was upper management who wanted to get into the details of the design of the site and whose ideas may not be best practices. Ideas from the group on how to “manage the boss” in this circumstance was to “agree and ignore” hoping they’d forget, and often they did! Another tactic was called “the sandwich”. Here the Web manager offers good words for their boss’s idea, then offers a modification of a better way more informed by research and experience and then returns to the boss’s idea and provides a “pat on the back”. The take away is a variation of the boss’s idea that just might work.

One hazard that was discussed was the bad idea. In some cases the boss offers vague direction and some samples of ideas (which may include bad ones) that they like and then they send his or her Web team off to work. In other cases, the boss requires options to come up the chain for them to review. Here, Web managers at the conference offered caution about including a bad idea for illustrative purposes because – gasp – the boss might actually pick the bad idea! The take away was to never include a bad idea in an options list.

## ***Contributing/Publishing Content***

Four different models were found for workflow, or reviewing content

- Intranet teams review content
- Content contributors groups review content
- Page owners review content
- No one reviews content except in key areas

Associating names with content was considered vital for review and accountability. Restricting content developer to a consistent template was also common, as was a vetting process for adding new sections. The Intranet teams controlled the templates, access and the publication process. Groups and users were the publishers and contact the Intranet team via email to request updates.

There were some examples of tools included in the Intranets to encourage and facilitate turning the users into the authors of content. One of the sites in the study featured a picture editing tool as part of the CMS package, which allowed users to crop images. Another featured a Web form to solicit user input for news features – it included fields to summarize the news idea, describe its importance, add links if needed and include an attachment such as a photo image. Another site had a feature on the home page that published photographs by users. Photos were submitted by email and had a few rules, including “no kids or pets or work pictures” and were amazed at the breadth of submissions and popularity of the feature.

## ***Managing Content Contributors***

The key advice: provide guidelines for content, design and structure. Of the Intranets in the NN/g study adherence to this rule varied widely.

- 90 percent had content guidelines
- 82 percent had design guidelines
- 73 percent had structural guidelines

Sometimes adapting existing guidelines from editorial or corporate communications worked well. The key to adoption was making them simple and enforceable with examples to demonstrate the right way and wrong way to do things.

What should be included in content guidelines? NN/g recommends five items:

- Appropriate and inappropriate content
- Content expiration dates (when to remove items from site or move to archives)
- Audiences
- Style guides: how to write for the Web with before and after samples
- Language requirements (if you need more than one language)

Design guidelines can be helped by template design and CMS tools which aid consistency in presentation. NN/g recommends design guidelines include:

- Branding/corporate style/color/logos
- Navigation, windows, menus
- Text
- Link
- Flashing and scrolling
- Image restrictions (size and location)
- PDF's, documents and forms

Structural guidelines offer rules for the team to follow. Without these rules issues of adding new sections or new pages will come up and decisions will appear arbitrary.

NN/g recommends:

- Create clear rules about where new and updated content should be placed
- Establish a procedure for creating new pages or sections of a site
- Decide who can add or create new pages or sections
- Monitor site closely and establish who “owns” this function

After this set of three guidelines are written the organization also must be clear about who is responsible for enforcement and do follow-up work to know who is conforming and who is not. Awareness is also important and training of some sort is recommended for the guidelines as well as the CMS tool. Employees must be told who to contact with questions. Feedback is also essential when designs do not align with guidelines so inconsistent pages and out-of-date or inaccurate content is removed. All of the guidelines should be posted in one location for Content Managers/Providers for reference.



One firm that was part of the study created a page called “e-Gate” where they post statistics on their portal, information about the competition for inspiration and their guidelines. Here the content providers found tools, calendars and announcements as well that helped them do their job. Instructions for job duties and instructions on how to be successful were also deemed helpful additions to this type of Content Provider/Manager section.

## ***Promoting the Intranet***

How do new employees get introduced to the Intranet? Orientation needs to include information. This can be encouraged by putting new orientation documents and tools online which will attract these visitors. Be careful not to overwhelm and focus on key areas of the Intranet. At New York Life, the HR training for new employees is tailored to use of the Intranet. New employees also get a magnet at orientation with the URL and branding of the Intranet. Inside LCRA they have a page for New Employees with a title that says “You’re hired, now what?” and subtopics on “Getting started” and “What you must read”. A more light hearted orientation offers a “scavenger hunt” to look for things like mission statement, policy information, etc.

Promotion can include newsletters, e-cards or email notification, but NN/g recommends these be limited in number.

If changes are made you are also encouraged to publicize them. Examples could include a new tool or area, an improvement in an existing tool or re-launch or a redesign of the whole site. This notice of changes concept is also part of the OMB Content Management guidelines.

Many promotion channels can be leveraged in the workplace, including posters, placements in the cafeteria, video and more. Collecting feedback with a new launch is also a best practice, giving users a way to contact the Intranet team with an email that is answered. To inspire feedback to a survey, you might offer prizes in limited quantity. It might encourage participation and create urgency to know there are only five magnets left!

## **Design Guidelines and Formats**

### ***Print Publications and the Intranet***

Some publications are better left offline and sometimes a hybrid solution works best. Consider pros and cons of putting information online. On the plus side, you may achieve economies by moving print publications online and eliminating offline publication. On the negative side, finding the publications and/or the archives can be difficult and there are legitimate concerns to weight about users not seeing information. The assumption

here is that user read paper information where they do not always read online information; this assumption may or may not be valid depending on your organization.

If you are considering migrating existing print newsletters online, you could select a PDF option. You could also strip the content and put the information on a logical section of the site instead of put in a publications section alone.

Online magazines had mixed success in this study. Sometimes the purpose wasn't clear and the format made navigation difficult. A Q&A format, however, was a winner and offered a place to find in depth interviews of senior leaders.

## ***Email and Newsletters***

Email clutter is a significant problem at all organizations and the Intranet can help. Often, face-to-face communication is seen as the best solution for many organizations. However, leveraging the Intranet can reduce email and replace a company wide email list. A salary review process was put online at one firm so everyone can see it and see a sample of what to do. With the warning that "go get it, we're not going to send it to you" there was a leveling effect that was healthy. Spreadsheet data-calls also eliminated the risk of out of date information.

NN/g cautions against "double dipping" – sending info via email AND putting it on the Intranet. It forces users to perform the same task twice in many cases. Sometimes email can leverage the Intranet with good use of links back to the Web for full information or interaction.

A good newsletter format that was briefed had a headline, a one to two line summary and a link to details on the site. Putting email newsletters online with these links can be confusing and with these links, however. If there are more than 10 items, they urge you to categorize and be sure the newsletter is less than four pages in length. A newsletter can also publicize a "KEYWORD" search.

## ***Video***

When do people watch and what draws them to online video? Usually people watch when multi-tasking with other activities at their desk. Other times it is used to save time in staff meetings – all employees must watch but they do it on their own schedule. Other times it is just informational and perhaps entertaining to keep up to date on what's happening at the company.

Organizations that do not use video usually find it frivolous and are concerned about interrupting neighbors with unwanted sound in the workplace. At other times they have technical concerns.

If video communication has been fully adopted, there are no technical concerns, people have no problems thinking it is rude to neighbors and people shamelessly watch it.

Signs of good production values are that you summarize the main information, include the name and title of the speaker and list related resources or items referenced in the video with appropriate links. To be Section 508 compliant you should also include a transcript and plug-in nearby. When shooting, be careful of the speaker's position and avoid having their back to the camera. In editing, be sure to eliminate dead air and assure audio and video are in sync.

Users also liked it when the file size and buffering time of the video was posted near the link to begin so they could anticipate the time involved in watching it and /or downloading it. If users prefer to watch it offline, include instructions on how to save it. Consider limits of less than 1 minute for promos or inspirational videos, 5 minutes for segments created for the Intranet. Longer videos are also okay but it is recommended you set guidelines for maximum file sizes (technical limitations of the company's technology). New York Life, for example, kept video file size to less than 1MB. Others divide longer videos into segments that are accessed separately. Be sure to including video controls in the window also helps the user pause, fast forward, rewind or mute.

When archiving video, include a clip description and contact information is appreciated.

### ***Reference Materials: PDF v HTML***

It is recommended you default to universal HTML format wherever possible. Printable PDFs can be a good reference, but too often PDF documents are not helpful online. For example, a policy document or reference materials are easier to reference as HTML.

Where PDF makes sense is an editable template that helps an organization with consistent presentation of information, such as flyers on billboards. An editable PDF lets individuals edit particular parts of it for their needs.

### ***Information on the Organization***

What to include:

- Leadership, with information about their background and pictures
- History
- Values
- Company goals and initiatives
- Leadership messages
- Information about company performance

Sharing information with online Q & A is also a best practice. It can be a format to:

- Submit ideas to executives
- Ask questions of executives
- Have peers share knowledge

If you offer it you need to ensure the process is simple and the purpose is clear. The system needs maintenance with plans to staff it so all questions are answered and all suggestions are acknowledged. Sometimes online communication can be too terse and editors should watch the tone of responses so they are not perceived as dismissive. If a response references a policy, provide the link too.

It is best if structure is imposed on submissions. Categorize posts with like items grouped together and routing to the right recipient. Decide which fields are required – is it anonymous? Let users know if anyone will see who posted the comment.

Sometimes organizations have multiple locations and languages at the office. A policy must be determined carefully by leadership before creating a separate Intranet presence. If you opt to translate some content it should be professionally translated to assure accuracy.

## ***Work-Life Balance***

Non-work tools can be valuable to employees but should not eclipse work-related content. Some companies include personal news and accomplishments. Others introduce new employees or plug local events and sports. Softball schedules are also popular at other companies, and might be as well on Capitol Hill where softball leagues are a popular after-work activity.

Classified listings can also be popular and can replace mass email messages or supplement bulletin boards near the cafeteria. However such listings may run afoul of company or government rules. Successful classified sections allow quick browsing and enable sorts by title, topic and author. Items are removed when sold and the number of queries with links to responses is also included, which eliminates multiple questions that are the same. A section specific search also helps with a full text search of the ad, not just the headline. For better search, suggest common language, such as dog and cat not puppies and kittens.

A Web form to collect classified information should have standard fields for item description, photographs, price, broad category types and contact information. Business rules and guidelines are sometimes needed. At nestle, some users coded HTML in the form so their own ads blinked before this was ruled out of line. A clear policy should be posted at the form page that forces users to agree with the policy to continue. Rules on expiration dates should also be clear to all sides. Finally, the system should be built so users find it is easy to reply to, edit and remove an ad.

Car-pool and transportation information is popular on some Intranets included in the study.

Cafeteria menus can also be very popular. On HouseNet, the USHR Intranet, menus are currently pulling about 40 percent of all the traffic on the system. NN/g recommends you show choices for dietary restrictions (i.e. lactose intolerance or veggie diet) and be sure that you display hours and up to three weeks of menus. Policies on bringing guests may be necessary at some company cafeterias and other post favorite recipes with alerts sent if it is “pizza” day if you sign up. Posting local restaurant menus can also be helpful if users want to leave the ‘campus’ to eat.

## **From the Trenches**

### ***Wachovia Bank: Financial Services***

Their structure includes editors who create content, moderators who approve content and the author community each gets a half a day to a full day of training on their rights and roles in these positions. To support this community of over 1400 trained authors, they have a highly detailed style guide and author how-to section. The name of their site “The Exchange” complements the name of this page, “The Exchange Builder Zone”. In addition to the guides are description of the process and contacts.

Authors are not expected to know anything but word processing. It helps them achieve their goal of getting Content Manger roles out to subject matter experts.

They have 1,400 authors to 96,000 end users, a ratio of about 1.5 to 1.

The team has three wings with 24 staff. It includes:

6 in the interactive design group (usability, standards management, style guide, graphics production and IA reside here). The bank has two information architects and any changes to the IA has to go through them first. They restrict terminology and help manage a taxonomy process.

10 employees are in the internal Web and support services branch, and this includes corporate business liaison, Web publishing and CMS services, primary author support, issue resolution, business continuity and enterprise knowledge management.

7 are in the iTech (Technology Services); they do hosting, maintenance, search, Web applications, capacity planning and technical consulting.

The whole team gets together every month in “forums” that include a dial in for remote members. Here surveys are reviewed and feedback is solicited. The top three areas of their site: directory, human resources, corporate communications. They do two surveys

and use Web Trends to do monthly metrics. The first survey is for the end user. They ended using a popup invitation and now use random email for greater reliability. The second survey is targeted to the author community.

A pleasant surprise for them has been the acceptance of the standards process. They find employees are open to doing things the right way and the standards manager is not viewed as the “police”. They validate best practices with the style guide rules that are published and work with the authors to make necessary changes prior to publishing.

Their home page has some interesting features, including:

- Right navigation place to customize a market index with their stock picks
- A My Links place on right navigation to easily list sites they visit often
- Search is on left navigation, along with a link to bring them to member banks that have not yet migrated to the HQ site.

They found that the search engine was a powerful carrot to urge member banks to migrate to their site. When they explained that “nobody can find you” if you are on your own because you will be left out of search, owners of competing Intranets were motivated to change.

The top half of the page has up to four headlines with blurbs. Below this is static content with links in four categories, our company, our culture, corporate strategy and corporate focus.

Inside they have breadcrumbs as well as titles that are flush left on each page with the name of the tab they are in, which they call “signposts”. The title on each page, falling left aligned in the main body, is always in the same location with the same font size.

Benefits of the current site include on-demand publishing, over 1200 communities of practice, which they call “team sites”, robust search and a common look and feel with persistent global navigation.

During development they found it helpful to use scalable page width, percentages instead of points, rules to not defeat the browser and a color palette chosen for contrast. They also like their zoned search, preformatted templates (they have 12) and the many “signposts” that help users not get lost in the site. They also require a POC with email and phone at the bottom of every page, including a date published or last reviewed.

## ***Elsevier: Global Scientific Publications***

They began with several disperse Intranets around the globe and made a decision in 1998 to have one corporate structure. One year later, it was launched to their employees.

They selected 10 staff members from around the company to have an advisory role and created an environment that allows staff to edit and publish. This involved the creating of

a staging server and live server and selection of a tool for editors and publishers. An overarching goal was to create an Intranet brand with standard templates and one look and feel across the company.

They had six core applications, including a “who’s who” a locations database, a products database and a job-bank. They also identified 10 content areas including forms and templates, organization charts, corporate background and human resources. With business site owners and editors in place they moved forward on a migration plan, a communications plan and created a new department to run the Intranet.

One of the victories in migration was a close public tracking of the closure of old “Intranets”. Providing visibility for these “wins” helped establish a successful record for the team.

Their communications strategy involved many of the traditional offline channels but also include “road shows” in all of their sites which let the Intranet team talk to end users directly and spread the message that this was not the HQ Intranet, but belonged to the employees.

They have achieved a standard look and feel. In maintaining this victory they have found it necessary to do five things:

- Post rules and regulations online
- Provide a checklist for editors
- Provide standard templates for publishing
- Require a checkpoint before publication for new pages
- Police sites that are live with spot check compliance

Their online guide has a compliance checklist with complete instructions in a good online format. The categories on this page provide a good cookie cutter for a similar page. They include, introduction, getting up a new site, building your site, publishing a new site, maintaining your site, training, definitions and terms, FAQs and contacts.

Their ratio of editors and publishers to total employees is 700 to 35,000 or 2:100 and they have a staff of three at HQ.

Today, they host 35 applications and have 350 content areas maintained by their editors and publishers. Among the applications that they find users enjoy is a global announcement wizard which has reduced email clutter. A global meeting room booker is also popular, and includes information and links regarding equipment in the rooms, cafeteria availability and has an email confirmation feature. Because they are global, their room locator includes local time. Putting a timestamp on information that is served up to an audience in multiple time zones is a best practice.

## ***Boeing: Defense Manufacturing***

Boeing describes three audiences for their Intranet: customer, supplier and employee. They recently celebrated their tenth anniversary and have 10 million pages serving a workforce of 160,000. Each workday they get about 240,000 visits, which is aided in large measure by a policy that has it as the default start page at all work stations. They estimate that about two-thirds of their workforce or 100,000 employees use the Intranet on a regular basis.

They use Plumtree and have found that only 20 percent customize features. They developed taxonomy for the site, which involved lots of interviews with different business units and a six month time period. The taxonomy process began with a search test to demonstrate where the gaps were and what the need was. They classified terms and offer content authors the ability to pre-populate meta-tags.

They have found design and usability standards to be helpful. Among theirs are:

- Text size
- Color with orders to match the established scheme
- Animation limits with a one-cycle limit on scrolling banners
- Portlet footers also require consistency
- Pop-up windows are also discouraged (user freedom and control is important here)

They have found some barriers to adoption that include:

- First impressions: you only get one shot!
- Killer applications (their timekeeping system is hot)
- Response time (must be at least as fast as current methods)
- Joining communities can be difficult (most effective size 35 to 60 people)
- Training needs alternatives (online, classroom video, computer based training; a “10 minute trainer online helps users browse what they need)
- Communication with changes/transitions
- Feedback has shown all problems are perceived as portal problems

Their value proposition to management and users have been that it is faster, it makes information visible and helps users locate the authoritative source. Governance has also put an end to the cowboy culture of the earlier generation of the Intranet and has given standards some teeth.

## ***DFAS: Government***

DFAS calls itself the world’s largest finance and accounting operation and manages 104M pay transactions each year with accounts for 282 active DOD appropriations. They started with an HTML static page controlled by technicians. The presenter, Dee Crawford, called them “cowboy Webmasters” who she said resented the loss of creativity with the portal strategy and wanted to sabotage it when it was first rolled out.



They use a variety of software tools, including:

- Plumtree and take advantage of collaboration tools, portlet creation wizards and user personalization
- For workflow they use BizFlow which aids employee self service
- They use Documentum for content management and put content through reviews for 508 compliance and automate expiration of older material

Benefits that have flowed from the Portal include reduction of inbox bloat with collaboration tools, duplicative Web sites have been retired, the reliance on local shared drives has been reduced and users get to personalize their view. The support of leaders who announce their preference for posting large documents on the portal instead of putting it in email gains acceptance quickly in a military culture. They found that users don't care about greetings on the page, choosing their own colors or using drag and drop features.

One key lesson learned was that they had too many meta-tags at the start – asking for author, date and topic along with keywords and description. It was too much work and they found users would skip the step. Now, they have fewer tags and it works well.

Their vision is that the portal helps them conduct business not just store content. Business intelligence is very important and they find that managers want to see a dashboard that helps them manage operations and track success. To chart a course ahead, they started a “Roadmap to WOW” team. This team includes subject matter experts from across business and product lines which brainstormed on future applications.

The first iteration of the roadmap created a quad chart that let them access opportunities by mapping their value in relationship to their complexity. They were scored as Quick Hits (minimum analysis required, COTs tools), Mid-Range (an initiative that is an extension of a COTs tool or DFAS system with some custom code required) and Long Range (where an initiative requires custom code and programming and thorough analysis). I found this a helpful method for planning new capabilities.

As they recruited and trained their content managers they found that the ratio of CMs to end users was about 1:50. They have 750 CMs with a universe of 37,500 employees and have “Portal Rangers” who are available to anyone with technical questions. Initially training was done in person on location which had high travel costs. Now they use NetMeeting with training that is shorter and more frequent with higher granularity on topics. Users sign up when they need it.

In an effort to police out of date content they have hired an accountant who has a mission to be “ruthless” in something they have called “Operation Clean Sweep”. They notify owners of content about periodic review and watch communities with declining participation. If there are problems they notify the owner that it is gone as of this date unless you take some positive action. To date they have minimal push back.

Their ePortal 2.0 is scheduled to launch in May and it will feature new Plumtree tools, redesigned UI and a redesigned taxonomy. Standard operation procedures have been developed for all aspects of Portal governance, which gives them a lot of documentation.

Taxonomy redesign has been a challenge. They started with 40 folder structures and shifted it to seven categories, including for example, “policy and procedures”. They started with migrating content as is and had too much trash at the start, according to the presenter. Quality control was minimal and the focus was on quantity instead. The taxonomy redesign working group had subject matter experts from the “Road to WOW” team and they asked content managers to identify the pain points. With a usability expert and a facilitator to focus the team and implement decisions they now have a topical structure in place. It was a seven month effort to deploy ePortal 2.0.

Taxonomy is an ongoing process. Focus groups will further refine each folder and there is an ongoing role for the working group to create new knowledge folders, do metadata spot checks, periodic content reviews and review portal metrics to observe patterns and recommend changes. Below is a good design for a public feedback form to ask users where they expect to find information.

<p>Looking for something on the Portal?</p> <p>Are you having problems finding something on the ePortal? We want to help. Please fill out the short form below. We'll use your feedback to make the ePortal more useful to you for bringing you the right information in the right place.</p> <p>Your Email address (field) What information are you looking for? (field) How did you already look for it? (checkboxes)</p> <ul style="list-style-type: none"><li><input type="radio"/> Search</li><li><input type="radio"/> Community page</li><li><input type="radio"/> Projects list</li><li><input type="radio"/> Document directory</li><li><input type="radio"/> Other</li></ul> <p>Other (please explain) Did you find the item (radio buttons: yes or no) Would you like a response from the ePortal team (radio button: yes or no) Submit (button)</p> <p>Want to see what we did about your feedback and the feedback of your coworkers? Select the See our Responses link below. IT takes several days for us to take an action on our feedback so visit us often.</p>
---

Their checklist for the ePortal of Tomorrow on Governance:

Community Management (clearly defined roles/activity rights)

Project Management

- Register and re-validate projects
- Projects for “limited access” content

Content Management

- Control folders in knowledge directory
- Review portal metrics
- Knowledge directory for open access

Portlet Management

- Deployment controls

## **Summary Panel Discussion**

A key takeaway was the value of usability testing. Of the Intranets that were profiled at the conference, all of them did usability testing and all of them did it in-House, without the assistance of third party vendors.

There were four key methods:

1. Simple: watch users complete tasks/scenarios as often as possible.
2. Formal: Quantify ROI; a long-term task that records savings in time and money
3. Field Observation: This is most useful in revamping business processes and refining workflows
4. Reviews: this requires written guidelines and helps assure standards and consistency; the guidelines are always living documents

With simple usability tests, the 11 tasks profiled by the NN/g study provide a benchmark to measure how you compare to other Portal implementations for speed. They say that using video to record these sessions can be helpful in sealing the deal with executives who control budgets, with wisdom straight from the users about why current navigation or applications aren't working as expected.

The key important tactic was to develop formative goals and expectations and then move to summative where you measure if you've met the goals.

In closing, the panel was asked to discuss things that failed that they would counsel against for other portal implementations. They recommend avoiding the following:

- Bulletin boards
- Communities by organization (although this works well for Army Knowledge Online)
- Blogs (seen as inappropriate by a largely corporate audience)
- Ask the CEO (which has worked well in government settings)
- Employee pictures (where some experienced a backlash)

**Subject:** Register Now: Webinar to Produce a Video in Non-English Languages on April 5th, 2018  
**From:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>  
**Date:** Mon, 2 Apr 2018 14:34:32 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1944 bytes) , [text/html](#) (6 kB)

Hello Colleagues,

Videos are a great way to tell a story, but do you have the skills to produce a video? And how about a video in a language that you may not be fluent in or even familiar with? The Multilingual and Video Production Pros Communities of Practice have joined forces to bring you a session where you can learn these skills and connect with others doing this work.

[Register for this exciting webinar](#) to take place this **Thursday, April 5, 2018 at 11:00 AM (EDT)**. By attending the webinar, you will learn:

- The process of creating a video from idea to post production
- Specific considerations for creating government multilingual videos
- Creative techniques to shape the viewer's perspective

See you there!

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Products and Programs  
Technology Transformation Services, GSA  
[202.536.8968](tel:202.536.8968)

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5/27/2021

**Subject:** Job Opportunity: Web Producer  
**From:** (b) (6) JUD.CA.GOV>  
**Reply To:**  
**Date:** Mon, 2 Apr 2018 20:57:29 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3725 bytes) , text/html (7 kB)

The Judicial Council of California is seeking a Web Producer to contribute to our mission of helping to modernize the judicial branch of California.

**RESPONSIBILITIES**

- During the design and concept phases of complex web design projects, gather and define project requirements; provide usability and interaction design recommendations;
- Design and deliver mock-ups, wireframes, and interaction designs that lead to intuitive user experience;
- Develop personas, customer journeys, storyboards and screen flows;
- Analyze web requests and uses the enterprise Web Content Management System (OpenText/RedDot) to create page layouts or build new web sections;
- Provide web metrics to report on site visitor trends and site usage, using Google Analytics;
- Conduct business needs analysis and user testing to validate concepts and solutions;
- Provide subject-matter expertise on information design, online accessibility, and usability best practices;
- Provide html coding, prototyping, and visual design services, as needed.

**Qualifications**

**Minimum Qualifications**

Bachelor’s degree and three (3) years of experience providing technical and business process support and analysis for systems/applications. Additional directly related experience and/or education may be substituted on a year-for-year basis.

OR

Three years as a Business Systems Coordinator with the Judicial Council of California or three years of experience performing the duties of a class comparable in the level of responsibility to that of a Business Systems Coordinator in a California state government entity.

**Desirable Qualifications**

- Knowledge of User Experience (UX) and Usability best practices;
- Knowledge of Web authoring tools and coding languages such as html, CSS, and JavaScript;
- Knowledge of enterprise-level Web Content Management Systems;
- Knowledge of project management methodologies, including Agile and SDLC;
- Working knowledge of Web Analytics, including dashboards and reports;
- Excellent written and verbal communication skills;
- Excellent collaboration and team-building skills;
- Demonstrated experience working in multi-disciplinary teams.

[http://hrms.jud.ca.gov:19600/psp/pshr90/EMPLOYEE/PSFT\\_HR/c/HRS\\_HRS.HRS\\_CE.GBL?Page=HRS\\_CE\\_JOB\\_DTL&Action=A&JobOpeningId=4551&SiteId=1&PostingSeq=2](http://hrms.jud.ca.gov:19600/psp/pshr90/EMPLOYEE/PSFT_HR/c/HRS_HRS.HRS_CE.GBL?Page=HRS_CE_JOB_DTL&Action=A&JobOpeningId=4551&SiteId=1&PostingSeq=2)

(b) (6), Supervisor, Web Services  
Information Technology I Operations & Programs Division  
Judicial Council of California  
455 Golden Gate Avenue  
San Francisco, CA 94102

(b) (6) | (b) (6) @jud.ca.gov | [www.courts.ca.gov](http://www.courts.ca.gov)

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**Subject:** Time-tracking Tools 🕒 ⌚  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Tue, 3 Apr 2018 10:06:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2047 bytes) , text/html (2817 bytes)

Has your team explored the world of **time-tracking tools**, or do you currently use one that you loathe? If so, a few of our colleagues at 18F would like to talk to you. The turn around time is really quick on these interviews, so let them know today if you can talk. Info is below

-----

*Hi all,*

*My name is Kate Saul, and my 18F colleague Victor Zapanta (cc'd) and I are doing research around the need for time-tracking tools across the federal government. We're hoping to chat with both people at agencies currently using time-tracking tools, and those at agencies with a need for said tools.*

*We'd love to talk to you! The interview should take approximately half an hour; we're open to asynchronous interviews, too, if your schedule is hectic. Would you have time to talk to us today or Wednesday?*

*Please let us know what time(s) might work for you!*

*Thanks so much,*

*Kate & Victor*

[katherine.garklavs@gsa.gov](mailto:katherine.garklavs@gsa.gov)

[victor.zapanta@gsa.gov](mailto:victor.zapanta@gsa.gov)

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director DigitalGov / GSA — [digitalgov.gov](http://digitalgov.gov)

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**Subject:** Federal Web Policy Check list  
**From:** "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>  
**Reply To:** Garten, Tori (NIH/NIAID) [E]  
**Date:** Tue, 3 Apr 2018 18:44:51 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1650 bytes) , [text/html](#) (3763 bytes)

Hello!

Curious if any one has taken the great information on:

<https://www.digitalgov.gov/resources/checklist-of-requirements-for-federal-digital-services/>

And turned it into an actual checklist with the specific requirement(s) outlined, with the “pass/fail” criteria described?

We’re developing a process for review/oversight for digital properties beyond our flagship/”corporate” Public Website and having a consistent methodology for review of compliance will make all of our jobs easier. We’re embarking on an effort to distill the information down to consumable nuggets with links to the policy/greater details.

If someone else has already taken a stab at this I’d love to see what you came up with!

Thanks!

Tori

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**Subject:** Re: We're re-vamping our intranet and looking for best practices from our federal colleagues

**From:** (b) (6) HHSC.STATE.TX.US>

**Reply To:** (b) (6)

**Date:** Tue, 3 Apr 2018 20:52:35 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (4 kB) , text/html (15 kB) , image001.png (4 kB)

Erica, you might be well past this, but if you haven't read [SharePoint 2013 Branding and User Interface Design](#) by Randy Drisgill, John Ross, and Paul Stubbs, you should.

Various places I have worked have dabbled in developing SharePoint sites. In trying to find good advice to give them, I searched high and low for anything about developing usable, accessible sites. Last time I searched, there was a ton of books about making sites that could let humans work with SharePoint. This was still the only one that dealt with the things that can be done to make a SharePoint site work for actual humans. ☺

And it is excellent.

It deals with features not present in SharePoint 2010, so if your agency is still in that environment it won't be all that helpful. I imagine it will be useful for anything more recent.

Good luck with your project!

(b) (6)

*EIR Accessibility Coordinator  
Civil Rights Office  
Health & Human Services Commission*  
Work: (b) (6)



Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

**From:** Erville, Kathleen (CFPB) [mailto:Kathleen.Erville@CFPB.GOV]  
**Sent:** Thursday, March 29, 2018 11:51 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] We're re-vamping our intranet and looking for best practices from our federal colleagues

Hi Erica –

Congrats on starting your Intranet refresh – I have attached something from way back when (2005) when I went to one of Jacob Neilson's conferences focused on Intranets. From my experience in the digital publishing space through today, this holds up quite well. Hope you find it helpful –

I especially like the advice about killer apps, which were described “like honey bees to Intranets” (page 5)

When I worked with the AF Portal we put “content” in three buckets – editorial, apps, procedures/SOPs – and managed out from there. Having A-Z lookup lists for each was especially helpful, and pairing the apps look up with help desk contact info had a big payoff too (There was hundreds of apps and there was no unified help desk when an app had technical issues)

At the US House of Reps one thing that caught me by surprise when we did the first look at Google Analytics: the restaurant menu was at the top of the search results – by a very big margin – and it never left the #1 spot. (I wonder if that’s still the most popular?)

Good luck with your project!

Kathy

---

**From:** (b) (6) (BPA) - DKC-7 [mailto:(b) (6) @BPA.GOV]

**Sent:** Wednesday, March 28, 2018 8:08 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] We're re-vamping our intranet and looking for best practices from our federal colleagues

We're re-vamping our intranet and looking for best practices from our federal colleagues. Have you launched a new intranet in SharePoint? Do you have screenshots? What kind of process did you follow to engage your content publishers and your employees in the process. How did you roll it out? Can you share your successes ... and what didn't work? We have a plan and have spent some time in planning and development of wireframes but want to see what others in the federal sector have done.

Any response is much appreciated!

(b) (6)

Public Affairs Specialist | Communications  
**BONNEVILLE POWER ADMINISTRATION**  
[bpa.gov](http://bpa.gov) | P (b) (6)

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**Subject:** Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Examples of narrative storytelling  
**From:** (b) (6) IV AFRICOM ACCS-PA (US)" @MAIL.MIL>  
**Reply To:** Law, Brenda Sue CIV AFRICOM ACCS-PA (US)  
**Date:** Wed, 4 Apr 2018 13:25:35 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (91 lines)

Thanks for sharing this info. The site is stunning and I love the stories. I think it's a great way to get messaging across.

Best regards,

(b) (6)

Web Content Manager, Team Lead for Online News and Social Media (ONSM)  
U.S. Africa Command Public Affairs and Communication Synchronization (PACS)

(b) (6) @mail.mil

DSN (b) (6)

COMM: (b) (6)

Africom-pao-web@mail.mil - our group email

[www.africom.mil](http://www.africom.mil)

<https://www.facebook.com/AFRICOM>

<https://twitter.com/USAfricaCommand>

-----Original Message-----

From: Larrimore, Laura [mailto:Laura.Larrimore@USPTO.GOV]

Sent: Tuesday, March 27, 2018 5:58 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Examples of narrative storytelling

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

---

Hello,

I'm working on a pitch to put personal narratives of those we serve front and center on our website. [Stories.usaid.gov](https://stories.usaid.gov) < Caution-<https://stories.usaid.gov> > is a beautifully executed example of this approach.

Anyone know of any other sites from government or non-profits that are doing this effectively?

Thanks!

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

571-272-5896 [desk]  
600 Dulany Street  
Alexandria, VA  
22314

---

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5/27/2021

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\*\*\*\*\*

Subject: training tracking  
From: (b) (6), (b) (7)(C) USDOJ.GOV>  
Reply To:  
Date: Wed, 4 Apr 2018 19:45:03 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (1372 bytes) , text/html (3411 bytes)

Good afternoon everyone, Our office has been tasked by the Director to develop a method to track all agency wide training. A sample of the data we would need to collect will be:

- Title of Training
- Location
- Attendees
- Presenter

I'm curious to know if any of you have an electronic system in place and would you be willing to share and discuss the functionality and the process in general.

Thank you.  
(b) (6), (b) (7)(C)  
EOIR Librarian  
Office of Policy

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**Subject:** [Re: training tracking](#)  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Wed, 4 Apr 2018 19:55:16 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2886 bytes) , [text/html](#) (7 kB)

You might want to check with your HR Office. You could start with the SF-182 training forms for your data

Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

**From:** (b) (6), (b) (7)(C) @USDOJ.GOV>  
**Sent:** Wednesday, April 4, 2018 3:45 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] training tracking

Good afternoon everyone, Our office has been tasked by the Director to develop a method to track all agency wide training. A sample of the data we would need to collect will be:

- Title of Training
- Location
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- Presenter

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**Subject:** Re: Federal Web Policy Check list  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Wed, 4 Apr 2018 22:59:49 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3218 bytes) , [text/html](#) (4 kB)

Hi Tori —

Making this page more useful, as a checklist with specific requirements for teams is very much something we have been aiming to do.

And we can't agree more that having consistent methods for reviewing compliance will help everyone out.

We would love to look at anything your team is putting together. Feel free to share out what you are working on at your earliest point, and we'll do the same.

-jeremy

On Tue, Apr 3, 2018 at 2:44 PM, Garten, Tori (NIH/NIAID) [E] <[tori.garten@nih.gov](mailto:tori.garten@nih.gov)> wrote:

Hello!

Curious if any one has taken the great information on:

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And turned it into an actual checklist with the specific requirement(s) outlined, with the “pass/fail” criteria described?

We're developing a process for review/oversight for digital properties beyond our flagship/"corporate" Public Website and having a consistent methodology for review of compliance will make all of our jobs easier. We're embarking on an effort to distill the information down to consumable nuggets with links to the policy/greater details.

If someone else has already taken a stab at this I'd love to see what you came up with!

Thanks!

Tori

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Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director DigitalGov / GSA — [digitalgov.gov](http://digitalgov.gov)

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**From:** "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>  
**Reply To:** Garten, Tori (NIH/NIAID) [E]  
**Date:** Thu, 5 Apr 2018 14:29:04 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (9 kB)

Great! I'll be happy to share! Right now my approach is to use the categories on the checklist page (separating domain and branding though), and then review the various documentation within each category to see what aspects of policy are "actionable", and also identifying who "holds" the responsibility/which type of site it affects. For example 508 affects all websites (with very specific exemptions for very specific types of content) whereas some policy items the Agency level site is responsible for (such as posting certain kinds of pages), whereas an OpDiv or StaffDiv site may not, or can just reference the Agency level site page. Additionally some policies the hosting provider needs to handle. Some aspects I feel the "local" web policy office holds responsibility. Add in some Agency specific standards at the Agency level (HHS in my case), plus NIH and then NIAID specific policies. Would also love to make it filterable and sortable. Phew!

Wish me luck!  
-Tori

**From:** Jeremy Zilar - QXE [mailto:jeremy.zilar@gsa.gov]  
**Sent:** Wednesday, April 04, 2018 11:00 PM  
**To:** Garten, Tori (NIH/NIAID) [E] <tori.garten@nih.gov>  
**Cc:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Federal Web Policy Check list

Hi Tori —

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Director DigitalGov / GSA — [digitalgov.gov](http://digitalgov.gov)

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**Subject:** Re: Federal Web Policy Check list  
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>  
**Reply To:** Erville, Kathleen (CFPB)  
**Date:** Thu, 5 Apr 2018 15:34:47 +0000  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** text/plain (5 kB) , text/html (11 kB) , KME-Enterprise-Metrics-Standards.pdf (150 kB)

I really like the checklist format as well, but for implementation what I have that two levels of practice work best to meet everyone's needs for enterprise standards: Baseline and Best Practices. That way those who are just getting started have something to work with, but those who are ready for stretch goals also have guidance.

*As it says in the publication, We will establish a simple approach to implementing these standards that will minimize the impact to components and offer the greatest level of operational flexibility. The approach for implementing these standards will minimize the impact to components and offer the greatest level of flexibility for organizations to monitor and measure the most important aspects of their sites. All components should meet the baseline standard practices. If they want to do more, there is a clear path to stretch which also has enterprise targets and standards.*

When I was at DHS, the Web Council approved the attached enterprise metrics plan that used this principle of a two-level system - Ann Poritzkey was the metrics officer at the time and championed the effort.

kme

**From:** Jeremy Zilar - QXE [mailto:jeremy.zilar@GSA.GOV]  
**Sent:** Wednesday, April 04, 2018 11:00 PM  
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**Subject:** Re: [CONTENT-MANAGERS-L] Federal Web Policy Check list

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# **DHS Enterprise Web Council**

**Unclassified - FOUO**

## **Enterprise Website Metrics**

### **Standards Guide**

Version 0.13

January 2013

This document was prepared for authorized distribution only.  
It has not been approved for public release.

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## Revision History

<b>Document Number</b>	<b>Description of Revision</b>	<b>Government Approval Authority</b>	<b>Date Approved</b>
0.9	Initial draft		
0.10	Revised draft.		
0.11	Revised Title and accepted suggested changes to the draft		
0.12	Edited document (A. Poritzky)		
0.13	Edited document (A. Poritzky)		
0.14	Edited document (J. Miller)		

# 1. Executive Summary

## 1.1. Background

Executive Order (EO) 13571— [\*Streamlining Service Delivery and Improving Customer Service\*](#), was issued on April 27, 2011. Executive Order (EO) 13571 In it, President Obama stated that, “with advances in technology and service delivery systems in other sectors, the public’s expectations of the Government have continued to rise,” and that the U.S. government “must keep pace with and even exceed those expectations.”

The Department of Homeland Security (DHS) Enterprise Web Council is leading an effort to establish a common set of standards for all Web services (Intranet and Internet) throughout DHS. This document presents standard practices for measuring and monitoring external public websites.

Developing standards has taught us about the unique needs of each [component](#)’s web requirements and how they can use metrics to help content managers and Web developers understand what is important to individuals, the private sector and governmental entities.

Each component will be responsible for achieving the standards presented in this document to help facilitate high quality online service delivery. These standards should also help components satisfy their unique business, technical, and mission requirements. The complete adoption of the *DHS Enterprise Website Standards* will offer components effective ways to attain cost-effective, high quality operations and increased customer satisfaction.

We will establish a simple approach to implementing these standards that will minimize the impact to components and offer the greatest level of operational flexibility. The approach for implementing these standards (described below) will minimize the impact to components and offer the greatest level of flexibility for organizations to monitor and measure the most important aspects of their sites. All components should meet the baseline standard practices. If they want to do more, there is a clear path to stretch which also has enterprise targets and standards. There are considerable differences between the current guidance for each component and the guidance contained in this document. The *DHS Enterprise Website Standards* are intended to replace any standard practices components may currently use for measuring and monitoring public websites.

## 1.2. Other Documents to Use with this Guide

This document is based on the assumption that components have streamlined their Web domains to reduce outdated and duplicative content.

The *Enterprise Website Standards Guide* complements other guidance and can be used with any of the following documents.

- **DHS Customer Service Plan, October 24, 2011** (find on <http://www.dhs.gov/xabout/open-government.shtm>)

DHS has developed this Customer Service Plan based on a requirement of EO 13571, *Streamlining Service Delivery and Improving Customer Service*. The Plan's purpose is to highlight current efforts to improve DHS's customer service, while strengthening Web security.

- **DHS Connect [Web Communications](#) page**

This site includes policy and guidance on all aspects of publishing to public DHS component websites and information on social media, training and other topics of interest to the DHS Web community.

- **DHS Website Scorecard and accompanying Web Scorecard Handbook**

As of May 2012, these documents are available only through the [DHS Enterprise Web Council team site](#).

The Scorecard includes weighted factors that reflect best practices for usability and website management. Website owners will use the Scorecard to perform an assessment of their website's performance. The Scorecard will also be used for peer reviews of other DHS and component sites.

The Web Scorecard Handbook describes the intent and rationale for each metric on the scorecard and includes tips on how to measure each item.

## 2. Website Metrics

Developing websites that are user-friendly, informative, fulfill the agency goals, and meet the needs of visitors is important to successfully attracting and maintaining a loyal customer base. Creating appropriate website metrics is an essential part of the website development process.

The most useful web metrics depend on a component's mission and goals. When creating metrics, site developers should constantly ask: "How well does our website meet visitor expectations and provide the resources they seek?"

For instance, one component may have a smaller audience, but aim for more frequent and longer site visits. For those components, raising the number of site visitors may not be as important as increasing the amount of time and number of actions visitors complete on their sites.

The following framework is a guide for developing and using website metrics for DHS and component sites. This document will include standard and best practices for each of the five performance areas outlined below. The standard and best practices section will look similar to the following list and include explanations to include these practices into your metrics.

**Standard Practices** – At a minimum, all web teams should complete these measurement activities for their sites.

**Best Practices** – All web teams should strive to complete these measurement activities for their sites

This framework focuses on the following five performance areas:

1. Business Goals
2. Usability Testing
3. Web Analytics
4. Satisfaction Surveys
5. Search

## ***2.1. Business Goals***

All websites should exist for specific business reasons. This is particularly true for DHS, components and other government agencies. Federal government websites usually help agencies achieve their missions and goals by:

conveying information,  
providing services,  
fulfilling legislative or regulatory requirements,  
building awareness,  
reducing costs,  
increasing efficiency and productivity, and  
and provide a variety of other functions.

It is essential for all web teams to begin their plans for new websites or website modifications by developing relevant and measurable goals.

The Department's Efficiency Review office has identified cost-avoidance, as a key goal for departments and their websites. Business goals for your site may include the ones listed above and others that are currently in development. One anticipated cost reduction should result from the shift to cloud computing.

### **Standard Practices**

- Identify the top three to five goals for the website.
- For each goal, describe objective ways to measure achievement of the goal.

For example, a goal may be to increase public awareness about a particular DHS topic. One way to measure this is by measuring the number of visitors who click on the “subscribe” button for the designated topic-related e-newsletter. A goal may be to increase the number of subscribers by a certain percentage during a specified time period.

## Best Practices

- Develop a list of “desired actions” for your website or specific section of the site. Desired actions must be measurable.
  - Examples of desired actions may include:
    - downloading a PDF,
    - accessing an app,
    - reading multiple pages of content,
    - viewing or listening to multimedia resources
    - reading a blog post, or
    - a number of other actions.
- After identifying desired actions, you can set goals that will help you increase the number of times visitors complete these actions.

## ***2.2. Usability Testing***

We are starting a usability program based on a best practice Scorecard to evaluate how sites achieve best website practices, including usability. The Scorecard, now being pilot tested, is an Excel workbook that includes a variety of proven methodologies for web site development and performance in a weighted system and provides a score based on a 100 point scale.

Using the Scorecard, we hope to gain reliable comparisons on the performance of all Department sites. The plans are for all web teams to use the Scorecard as a self-assessment and peer review tool.

### **Standard Practices**

- Use the DHS Scorecard to conduct an assessment of your website once a year.
- Request and monitor feedback about your website from call centers, email messages, and in-person meetings.
- Consider site changes based on Scorecard results and feedback from various sources.

### **Best Practices**

- Use the DHS Scorecard at least twice a year or whenever you make significant website changes.
- Set up a system for collecting feedback. For example, soliciting feedback on-site from call centers and email feedback forms.
- Consider usability testing by the General Services Administration’s (GSA) [First Friday Program](#).

## **2.3. Web Analytics**

Web analytics focuses on the actions and behaviors of visitors on your site, and not demographic or lifestyle features of visitors. For example, Google Analytics, and tools like it, measure the number visitors coming to your site and their interactions with the site.

You can use web analytics data to identify trends and set performance goals for your site. Web analytics is essential for monitoring your site, watching trends and setting goals on how many visitors complete desired actions, such as - downloading documents, using applications or signing up for email updates.

Soon all top level DHS sites that are eligible for Google Analytics will have implemented the DHS-compliant version of the tool. Once Google Analytics has been implemented, the DHS Office of Public Affairs (OPA) must have “user” access to the sites’ Google Analytics data.

During CY 2013 and 2014, top-level DHS sites must also implement the Google Analytics code provided by the General Services Administration (GSA) Digital Analytics Program (DAP).

### **Standard Practices**

- Create one profile of ALL visitor traffic that you will not work on. This profile will serve as the backup in case anyone makes mistakes or there are errors in other profiles. After you create the profile with all visitors, you will want to create additional profiles to work on.
- Use the dashboard structure provided by HQ OPA to submit analytics data each month.
- Implement the government Google Analytics code as directed.

### **Best Practices**

Follow all standard practices and the best practices listed below:

- Measure, monitor and analyze behavior of important visitor groups or segments.
  - Segments may include visitors who:
    - are new or returning,
    - are internal or external,
    - speak a specified language,
    - used particular search engines to access your site,
    - used social media to access your site,
    - selected search terms, and
    - other information that is relevant to your site.

- Determine the “desired actions” for site visitors and measure the rate that they perform those actions.
  - Desired actions may include:
    - subscribing,
    - viewing/downloading selected content,
    - using an app,
    - clicking a link,
    - responding to a campaign or other action that supports the mission or fulfills DHS or components goals.
- Measure and monitor multistep processes (i.e. - filling out forms) to determine parts where visitors have difficulty using your site and leave. Use the information to revise and improve multistep processes.
- Analyze popular visitor paths within the site to identify places where visitors exit before taking desired action. Consider making changes to improve visitor experiences on frequently exited pages.

## **2.4. Customer Satisfaction Surveys**

Onsite surveys are an excellent way to understand customer needs. Each top level DHS website must implement a customer satisfaction tool. Some already use the Foresee American Customer Satisfaction Index (ACSI) tool. Others may choose to use a lower cost option approved by DHS. **Each month, all website owners must post their survey results.** To implement a survey, the website owner must submit the required Paperwork Reduction Act forms to [dhs.pra@hq.dhs.gov](mailto:dhs.pra@hq.dhs.gov)

All customer satisfaction surveys must include the following four questions:

- How would you rate your overall experience today? [Scale of 1-5 or 1-10]
- Were you able to complete the purpose of your visit? [Yes/No—if not, why not?]
- Would you still return to this website if you could get this information or service from another source? [Yes/No]  
Will you recommend this website to a friend or colleague? [Yes/No]?

There are a number of other options for collecting customer satisfaction information, such as:

- on-site tools that allow visitors to click to provide feedback or answer questions,
- personal interviews, and
- online and in-person focus groups.

### **Standard Practice**

Implement an online survey tool that includes the questions listed above.

Post survey results as directed by DHS OPA

Each DHS website must provide an email contact form that allows users to communicate with the the site's webmaster. The form allows users to send feedback directly to the person maintaining the website.

### **Best Practice**

- If you have access to the ACSI survey, use it to collect data on visitor satisfaction levels and comments.

## **2.5. Search**

Analyzing the on-site search and external search activities on your website can offer powerful insight into what your visitors are looking for and expect from your site. It is essential to monitor the top search terms or phrases on your site each month, recognize changes based on external events or other actions and recognize any information that visitors look for, but cannot find on your site.

The Enterprise DHS Content strategy approved by the Public Web Executive Steering Committee calls for DHS Website owners to adopt USASearch in place of any existing search appliance being used for internal searches in CY2013. This action is aimed at improving user satisfaction because we know that some of the current search experiences are not as good as they should be.

### **Standard Practices**

- Monitor and report on the search queries to identify the range of frequent search terms and the most popular queries. Use this to guide new content development.
- USASearch also allows web teams to see the search timeline for particular queries and shows search trends for these queries. This can also help guide site revisions and content development plans.
- As noted above, another important search-related task is to monitor and report on the terms visitors use most in search engines to get to your site.

### **Best Practices**

- Use data to determine what percentage of visitors search for particular terms, and then complete desired actions on your site.
- Examine and compare search trends for popular search terms to determine the relative importance of each search term to your visitors in order to tailor the users' search experiences by creating 'Best Bets' and top searched links for top queries



### **3. Questions & Support**

The DHS HQ Office of Public Affairs is available to provide guidance and answer any questions components may have about the *DHS Enterprise Website Metrics Standards*. Please email all inquiries to [webpublishing@hq.dhs.gov](mailto:webpublishing@hq.dhs.gov).

## A. Glossary

**First Fridays Product Testing Program** is a twice-monthly demonstration project aimed at teaching agency staff how to find and fix usability problems on government websites and applications. For more information, visit the First Fridays Product Testing Program website.

**Cloud computing** is a way to increase data capacity through information storage on online cloud servers.

**Google Analytics** is an on site web analytics tool capable of tracking the “actual visitor traffic arriving on your website” and “the engagements and inteactions that your visitors have.”<sup>1</sup>

**Visitor paths** illustrate “how users move through the site, especially the order in which they access various pages during their visit.”<sup>2</sup>

**Web analytics** is “the process of collecting, reporting on, and analyzing data that describes how a web site is used.”<sup>3</sup>

**Website metrics** “are systems of measurements that assess performance of websites and other online initiatives.”<sup>4</sup>

---

<sup>1</sup> Brian Clifton, *Advanced Web Metrics with Google Analytics*, ed. 3, 9 (Indianapolis: John Wiley & Sons, 2012).

<sup>2</sup> Appendix L. Glossary for NIH Web Analytics Best Practices, Developing Web Analytics Best Practices for NIH Report.

<sup>3</sup> Appendix L: Glossary for NIH Web Analytics Best Practices, Developing Web Analytics Best Practices for NIH Report.

<sup>4</sup> Appendix L. Glossary for NIH Web Analytics Best Practices, Developing Web Analytics Best Practices for NIH Report.

**Subject:** [Drupal GovCon 2018 Call for Sessions has Opened](#)  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 10 Apr 2018 13:05:31 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1662 bytes) , [text/html](#) (4 kB)

Jumping the gun on the official announcement but I wanted to encourage the project management community to consider submitting a session for GovCon 2018. The open source world can benefit from more cutting-edge project management – especially good government project management examples, IMHO 😊.

<https://www.drupalgovcon.org/>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

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**Subject:** Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 10 Apr 2018 16:17:40 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1512 bytes) , [text/html](#) (4 kB)

Just started this. Excellent history of the role women played in the creation of the Internet.

*Broad Band: The Untold Story of the Women Who Made the Internet* by Claire L. Evans

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
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**Subject:** Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet  
**From:** "Dibble, Christine" <Dibble.Christine@EPA.GOV>  
**Reply To:** Dibble, Christine  
**Date:** Wed, 11 Apr 2018 13:21:31 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1402 bytes) , [text/html](#) (2371 bytes)

Once you've finished reading *Broad Band*, watch *Halt and Catch Fire* (available on Netflix and perhaps elsewhere). Here's more from the NYT about it: <https://www.nytimes.com/2017/10/14/arts/television/halt-and-catch-fire-finale.html> . Strong women are at the core of this series.

Christine Dibble  
Senior Web Content Strategist  
Office of Web Communications  
U.S. Environmental Protection Agency  
Mail Code 1701A  
Washington, D.C. 20460  
dibble.christine@epa.gov  
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The message should have NO SUBJECT, and the only text in the message should read: get content managers 1

**Subject:** Last call for Registration: Gerry McGovern Webinar Today!  
**From:** Jacob Parcell - QXE <jacob.parcell@GSA.GOV>  
**Reply To:** Jacob Parcell - QXE <jacob.parcell@GSA.GOV>  
**Date:** Wed, 11 Apr 2018 09:28:28 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1957 bytes) , [text/html](#) (6 kB)

Hi all!

Just wanted to send a final reminder about the Gerry McGovern webinar today.

Join us today, Wednesday, April 11, for "A Deep Dive into Top Tasks with Gerry McGovern," from 11am-noon ET. This one-hour talk will help you deliver what your customers want and defend your decisions based on clear evidence, by learning about the two core elements of Top Tasks:

- Top Tasks Identification
- Task Performance Indicator

Register: <https://www.digitalgov.gov/event/2018/04/11/a-deep-dive-into-top-tasks-with-gerry-mcgovern/>

--

**Acting Director, Innovation Portfolio**  
Director, Mobile Program Management Office  
Technology Transformation Service  
U.S. General Services Administration  
202.208.7139  
[jacob.parcell@gsa.gov](mailto:jacob.parcell@gsa.gov)

Check out the [Mobile Gov Community of Practice](#), frequent [mobile updates](#) and get all your other DigitalGov needs on the [DigitalGov Platform!](#)

Follow us [@digital\\_gov!](#)

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**Subject:** Complete Website Redesign budget  
**From:** (b) (6) USARMY HQDA ASA MRA (US)"  
 <(b) (6) @MAIL.MIL>  
**Reply To:** (b) (6) USARMY HQDA ASA MRA (US)  
**Date:** Wed, 11 Apr 2018 20:34:41 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (1560 bytes) , smime.p7s (6 kB)

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We are also using existing content (text, image, videos, "interactive experiences" with caveat that the content will experience a complete audit, purge, update and overhaul. Plus we are looking for a complete navigation and look and feel. And we are taking the existing desktop site AND mobile version (.m) version of the site and rebuilding in a mobile first responsive strategy.

And the site is very large. Anyone done anything similar? What vendor did you use and what was your budget?

(b) (6)  
 Dept of Defense

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\*\*\*\*\*

**Subject:** Re: Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet  
**From:** "(b) (6) (HHSC/DADS)" <(b) (6) @HHSC.STATE.TX.US>  
**Reply To:** (b) (6) (HHSC/DADS)  
**Date:** Thu, 12 Apr 2018 13:56:48 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (12 kB) , image001.png (4 kB)

It's a shame the series is fiction. There are a number of strong women at the core of the movements that didn't just make the Internet (in one sense or another), but are making it work for everyone.

Mollie Holzschlag.

Sharron Rush.

Jen Simmons.

Ginny Redish.

Lainey Feingold.

Just to name a very, very few, in no particular order.

(b) (6)

*EIR Accessibility Coordinator  
Civil Rights Office  
Health & Human Services Commission  
Work: (b) (6)*



Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

**From:** Dibble, Christine [mailto:Dibble.Christine@EPA.GOV]  
**Sent:** Wednesday, April 11, 2018 8:22 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet

Once you've finished reading *Broad Band*, watch *Halt and Catch Fire* (available on Netflix and perhaps elsewhere). Here's more from the NYT about it: <https://www.nytimes.com/2017/10/14/arts/television/halt-and-catch-fire-finale.html> . Strong women are at the core of this series.



5/27/2021

Christine Dibble  
Senior Web Content Strategist  
Office of Web Communications  
U.S. Environmental Protection Agency  
Mail Code 1701A  
Washington, D.C. 20460  
[dibble.christine@epa.gov](mailto:dibble.christine@epa.gov)  
ph: 202-564-9147

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**Subject:** Re: Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet

**From:** (b) (6) <(b) (6)@HAWAII.GOV>

**Reply To:** (b) (6)@HAWAII.GOV

**Date:** Thu, 12 Apr 2018 09:59:31 -1000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (6 kB) , text/html (11 kB) , image/png (4 kB)

Not sure if fiction is less than non-fiction.

At this point in time, I'm without a TV, so most my video episodes are youtube.com or booktv.org.

My searches for understanding and discovery, the unexpected, lie more in longer forms - both text and video. In terms of internet technology, my exposure to a woman in technology has been Ellen Ullman's two books {1,2}, In particular, I recommend Jaren Lanier's introduction to the recent reprint [2] of her first book, where he talks about words. I'm thinking the internet is about words, not images, because it's easier to attach any context.

[1] Life in Code

<https://www.c-span.org/video/?435913-14/life-code>

November 4, 2017. Runs 47:15 mins.

Ellen Ullman talked about her book, Life in Code: A Personal History of Technology. She spoke at the 2017 Texas Book Festival in Austin.

[2] Close to the Machine

Technophilia and Its Discontents

<https://us.macmillan.com/books/9781250002488>

Ellen Ullman

I find Camille Paglia worth the effort as well. From the presentation [3], I assume she's a 'strong woman'. I have read this book. I was impressed, and often, amused. As far as the internet goes, I suppose she uses it.

[3] Free Women, Free Men

<https://www.c-span.org/video/?425137-2/camille-paglia-discusses-free-women-free-men>

March 20, 2017. Runs 107:12 mins.

Camille Paglia talked about her compilation of essays, Free Women, Free Men: Sex, Gender, Feminism, in which explores feminism and empowering men and women.

Lastly, there's Sheila Nevins [4]. I have never watched HBO, it was a premium channel with my provider. I'm not sure if she was "at the core of a movement that didn't make it" or not, Maybe because I consider most of the internet surface marketing and media, But she presents a forthright, colorful, and knowing personality, I may try her book.

[4] You Don't Look Your Age...and Other Fairy Tales

<https://www.c-span.org/video/?441512-1/sheila-nevins-discusses-life-entertainment-industry>

February 25, 2018. Runs 58:18 mins.

Former HBO Documentary Films president Sheila Nevins shared her thoughts on working as an executive in the entertainment industry.

Happy Thursday,

(b) (5)

From: (b) (5)@HHSC.STATE.TX.US>  
 To: <CONTENT-MANAGERS-I@LISTSERV.GSA.GOV>

5/27/2021

TO: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV,

Date: 04/12/2018 03:58 AM

Subject: Re: [CONTENT-MANAGERS-L] Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet

---

It's a shame the series is fiction. There are a number of strong women at the core of the movements that didn't just make the Internet (in one sense or another), but are making it work for everyone.

Mollie Holzschlag.

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Just to name a very, very few, in no particular order.

(b) (6)

*EIR Accessibility Coordinator  
Civil Rights Office  
Health & Human Services Commission  
Work: (b) (6)*



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**From:** Dibble, Christine [<mailto:Dibble.Christine@EPA.GOV>]

**Sent:** Wednesday, April 11, 2018 8:22 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Book Recommendation - Broad Band: The Untold Story of the Women Who Made the Internet

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Christine Dibble  
Senior Web Content Strategist  
Office of Web Communications  
U.S. Environmental Protection Agency  
Mail Code 1701A  
Washington, D.C. 20460

5/27/2021

[criddle.christine@epa.gov](mailto:criddle.christine@epa.gov)

ph: 202-564-9147

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---

This message was sent to the Web Content Managers Forum a community of government employees who

**Subject:** Re: Complete Website Redesign budget  
**From:** "Dozier, LaSharn" <lidozier@CFTC.GOV>  
**Reply To:** Dozier, LaSharn  
**Date:** Fri, 13 Apr 2018 14:04:35 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (67 lines)

Good Morning, Mike - The U.S. CFTC conducted a sitewide-analysis and redesign for CFTC.gov in late-Summer 2015. Tasks included analyses for: audience, updated IA, content, and process improvement. Also, we received a new redesign (color, user interface, features) -- as the previous site was not mobile-responsive.

Also, during this time -- CFTC was in DESPERATE need of a new CMS (previously Stellent). So, we had a phased approach -- at the request of the leadership to: conduct a content "refresh" (similar to your referenced caveat), implement the new redesign (in Stellent); obtain a new SaaS CMS (Drupal8), then migrate CFTC.gov (and 2 other public websites) to the new CMS.

Now, CFTC is a small regulatory agency, so the analysis and redesign project had only taken approximately 6-7 months to finalize the tasks and analyses recommendations. The cost, at the time, for the analyses and redesign was <\$350K. The implementation of the recommendations (at the time within Stellent), was approximately another \$350K-\$360K.

I can't provide any recommendations for vendors -- as the DC metro area has several at each corner of the region. You may want to take a look at IT-70 schedules and SINS of various vendors on the GSA e-Library (<https://www.gsa.gov/technology/technology-purchasing-programs/it-schedule-70>).

Hope this was helpful,

===

LaSharn Dozier  
IT Project Manager  
Office of Data and Technology  
U.S. Commodity Futures Trading Commission  
202-418-5282

-----Original Message-----

From: (b) (6) USARMY HQDA ASA MRA (US) [mailto:(b) (6)@MAIL.MIL]  
Sent: Wednesday, April 11, 2018 4:35 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Complete Website Redesign budget

Has anyone done a complete site redesign recently. We are using same servers and using existing Adobe AEM 6.3 CMS.

We are also using existing content (text, image, videos, "interactive experiences" with caveat that the content will experience a complete audit, purge, update and overhaul. Plus we are looking for a complete navigation and look and feel. And we are taking the existing desktop site AND mobile version (.m) version of the site and rebuilding in a mobile first responsive strategy.

And the site is very large. Anyone done anything similar? What vendor did you use and what was your budget?

(b) (6)  
Dept of Defense

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**Subject:** Re: [Non-DoD Source] RE: Complete Website Redesign budget  
**From:** (b) (6) USARMY HQDA ASA MRA (US)"  
<(b) (6) @MAIL.MIL>  
**Reply To:** (b) (6) USARMY HQDA ASA MRA (US)  
**Date:** Fri, 13 Apr 2018 14:10:14 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (4 kB) , smime.p7s (6 kB)

Awesome -- thanks!

(b) (6)

-----Original Message-----

From: Dozier, LaSharn <lidozier@CFTC.gov>  
Sent: Friday, April 13, 2018 10:05 AM  
To: Welther, Michael S CIV USARMY HQDA ASA MRA (US) <michael.s.welther.civ@mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] RE: Complete Website Redesign budget

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

----

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202-418-5282

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\*\*\*\*\*

**Subject:** Video now available — A Deep Dive Into Top Tasks with Gerry McGovern  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Fri, 13 Apr 2018 10:56:12 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1966 bytes) , [text/html](#) (7 kB)

Did you miss Gerry McGovern's highly-rated webinar on Top Tasks? No worries, here's the recording for your Friday viewing pleasure: <https://www.digitalgov.gov/event/2018/04/11/a-deep-dive-into-top-tasks-with-gerry-mcGovern/>

**Highlights:**

- How do we know we're serving our government customers? Measure over time, the tasks that people need to do & work on reducing the time it takes them to complete the tasks
- If you don't manage your Top Tasks, your content explodes and you have to go back to the drawing board every few years for a re-design
- Top quality environments constantly measure the actual behavior of real customers trying to do real tasks on our websites, data and analytics alone are not enough
- 20% of customer experience is formed during page load time, while 80% of customer experience is formed after the page loads—have you reduced your text and image size?

--

**DigitalGov University**

[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)

<https://www.digitalgov.gov/events/>

---

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**Subject:** Re: [Non-DoD Source] RE: Complete Website Redesign budget  
**From:** (b) (6) @NRO.MIL>  
**Reply To:** (b) (6) @NRO.MIL  
**Date:** Fri, 13 Apr 2018 18:24:01 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (6 kB) , smime.p7s (5 kB)

Hello,

I just went through months (actually years) of prep for NRO.govs redesign. We went with DMA to host. Let me know if you want more information. I also did a bunch of cost analysis on hosting and application.

Thanks for the info. It's great to see what others are doing.

(b) (6)  
c Affairs Officer  
(b) (6) (secure)  
(b) (6) (open)

-----Original Message-----

**From:** (b) (6) USARMY HQDA ASA MRA (US)  
[mailto:(b) (6) @MAIL.MIL]  
**Sent:** Friday, April 13, 2018 10:10 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [Non-DoD Source] RE: Complete Website Redesign budget

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

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----

(b) (6) me -- thanks!

-----Original Message-----

From: Dozier, LaSharn <lidozier@CFTC.gov>

Sent: Friday, April 13, 2018 10:05 AM

To: (b) (6) USARMY HQDA ASA MRA (US)

(b) (6) @mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [Non-DoD Source] RE: Complete Website Redesign budget

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

----

Good Morning, (b) (6) - The U.S. CFTC conducted a sitewide-analysis and redesign for CFTC.gov in late-Summer 2015. Tasks included analyses for: audience, updated IA, content, and process improvement. Also, we received a new redesign (color, user interface, features) -- as the previous site was not mobile-responsive.

Also, during this time -- CFTC was in DESPERATE need of a new CMS (previously Stellent). So, we had a phased approach -- at the request of the leadership to: conduct a content "refresh" (similar to your referenced caveat), implement the new redesign (in Stellent); obtain a new SaaS CMS (Drupal8), then migrate CFTC.gov (and 2 other public websites) to the new CMS.

Now, CFTC is a small regulatory agency, so the analysis and redesign project had only taken approximately 6-7 months to finalize the tasks and analyses recommendations. The cost, at the time, for the analyses and redesign was <\$350K. The implementation of the recommendations (at the time within Stellent), was approximately another \$350K-\$360K.

I can't provide any recommendations for vendors -- as the DC metro area has several at each corner of the region. You may want to take a look at IT-70 schedules and SINS of various vendors on the GSA e-Library (Caution-Caution-Caution-<https://www.gsa.gov/technology/technology-purchasing-programs/it-schedule-70>).

Hope this was helpful,

===

LaSharn Dozier  
IT Project Manager  
Office of Data and Technology  
U.S. Commodity Futures Trading Commission  
202-418-5282

-----Original Message-----

(b) (6) USARMY HQDA ASA MRA (US)

[Caution-Caution-Caution (b) (6) @MAIL.MIL]

5/27/2021

Sent: Wednesday, April 11, 2018 4:35 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Complete Website Redesign budget

Has anyone done a complete site redesign recently. We are using same servers and using existing Adobe AEM 6.3 CMS.

We are also using existing content (text, image, videos, "interactive experiences" with caveat that the content will experience a complete audit, purge, update and overhaul. Plus we are looking for a complete navigation and look and feel. And we are taking the existing desktop site AND mobile version (.m) version of the site and rebuilding in a mobile first responsive strategy.

And the site is very large. Anyone done anything similar? What vendor did you use and what was your budget?

(b) (6)

Dept of Defense

\*\*\*\*\*

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Caution-Caution-Caution-<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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\*\*\*\*\*

**Subject:** How may I change my email address for this list serve?  
**From:** (b) (6) <(b) (6) @NRO.MIL>  
**Reply To:** (b) (6) @NRO.MIL  
**Date:** Fri, 13 Apr 2018 18:25:22 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (1313 bytes) , smime.p7s (5 kB)

Hello,

I will be heading back to NGA in a few weeks and would like to remain a part of this very useful group.

Thanks.

(b) (6)

-----  
(b) (6)  
NRO, Public Affairs Officer  
Check out the latest NRO happenings at:  
Facebook: <https://www.facebook.com/NationalReconnaissanceOffice>  
Twitter: <https://twitter.com/NatReconOfc>  
NRO Website: [www.nro.gov](http://www.nro.gov)

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\*\*\*\*\*

**Subject:** USWDS April monthly call  
**From:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Reply To:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Date:** Mon, 16 Apr 2018 17:29:24 -0700  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1717 bytes) , [text/html](#) (5 kB)

Happy Springtime!

Join us for our next monthly call on **Friday, April 27, 2018 at 10:00 am PT / 1:00 pm ET** for our monthly conversation with fellow designers and developers across the government. This month, the U.S. Web Design System team will talk with a team from the U.S. Digital Service about a form library they've created as part of their work with the Veterans Affairs. This event will be held over video conference on Zoom.

Register and join us on Zoom: <https://www.eventbrite.com/e/april-us-web-design-system-call-tickets-44852101844>

Thanks!

--

Maya Benari  
[U.S. Web Design System](#)  
Office of Products and Programs | [18F](#)  
Technology Transformation Service (TTS)  
General Services Administration (GSA)  
[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

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**Subject:** GovCon 2018 Registration and Session Submission is OPEN!  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 17 Apr 2018 12:46:14 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3014 bytes) , [text/html](#) (18 kB)

[The official announcement.](#)

Registration and Session Submission for Drupal GovCon is Open!

[View this email in your browser](#)



## Registration and Session Submission Open!

Drupal GovCon - the premier government Drupal event, and one of the biggest Drupal conferences on the East coast is open for registration and session submissions! This annual conference features Drupal community leaders from around the world and sessions covering cutting edge Drupal topics.

People from every level of government, nonprofit organizations, private companies, labor unions, and independent freelancers are drawn to Drupal GovCon with the same goal: to arm themselves with mad skills and serious know-how to better serve their communities.

Session Submission Deadline is May 25, 2018!

[Register and Submit your Session Now!](#)





---

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Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources,  
and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

---

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Subject: Re: GovCon 2018 Registration and Session Submission is OPEN!  
From: (b) (6) STATE.GOV>  
Reply To:  
Date:  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (24 kB)

Oh, and...

We're also doing a webinar on Thursday about how to do a session with [Dwayne McDaniel](#) of [Pantheon](#)

<https://www.eventbrite.com/e/drupal4gov-webinar-series-so-you-want-to-speak-at-a-camp-yes-please-registration-45206207985>

And because there's a lot of movement in gov't toward sharing code, we're also doing an in person GIT training (hands-on) with Sara Cope (GSA) and me (Kirsten Burgard) hosted by the Department of Commerce on April 25<sup>th</sup> in the morning.

Seating is limited, so please only register if you can make it for the hands-on training.  
<https://www.eventbrite.com/e/you-should-git-the-basics-tickets-44895037265>

We'll also have helpers from [Debug Academy](#).

---

**From:** Brantley, William <William.Brantley@USPTO.GOV>  
**Sent:** Tuesday, April 17, 2018 8:46 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] GovCon 2018 Registration and Session Submission is OPEN!

The official announcement.

Registration and Session Submission for Drupal GovCon is Open!

[View this email in your browser](#)



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(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

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[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**Subject:** Security Role Based Training Opportunities  
**From:** Julian Inasi - NOAA Federal <julian.inasi@NOAA.GOV>  
**Reply To:** Julian Inasi - NOAA Federal <julian.inasi@NOAA.GOV>  
**Date:** Tue, 17 Apr 2018 16:00:37 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1306 bytes) , text/html (1799 bytes)

We are trying to identify course offerings that will satisfy a requirement about posting sensitive/non-sensitive information on the web.

Can you please share any recommendations or links to course descriptions?

Thanks,

--

**Julian Inasi**  
NGS Web Content Manager  
NOAA's National Geodetic Survey  
Geodetic Services Division  
SSMC-3, Room 9460  
1315 East-West Highway  
Silver Spring, MD 20910

---

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Subject: Re: USWDS April monthly call  
From: (b) (6) HHSC.STATE.TX.US>  
Reply To: (b) (6)  
Date: Wed, 18 Apr 2018 14:25:38 +0000  
Content-Type: multipart/related  
Parts/Attachments: text/plain (4 kB) , text/html (13 kB) , image001.png (4 kB)

Maya, what software have they used to develop these forms?

Thanks!

(b) (6)

*EIR Accessibility Coordinator  
Civil Rights Office  
Health & Human Services Commission  
Work: 512-438-2494*



Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

**From:** Maya Benari [mailto:maya.ben-ari@GSA.GOV]  
**Sent:** Monday, April 16, 2018 7:29 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] USWDS April monthly call

**WARNING:** This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

Happy Springtime!

Join us for our next monthly call on **Friday, April 27, 2018 at 10:00 am PT / 1:00 pm ET** for our monthly conversation with fellow designers and developers across the government. This month, the U.S. Web Design System team will talk with a team from the U.S. Digital Service about a form library they've created as part of their work with the Veterans Affairs. This event will be held over video conference on Zoom.

Register and join us on Zoom: <https://www.eventbrite.com/e/april-us-web-design-system-call-tickets-44852101844>

Thanks!

--  
Maya Benari  
[U.S. Web Design System](#)  
Office of Products and Programs | [18F](#)  
Technology Transformation Service (TTS)

5/27/2021

General Services Administration (GSA)

[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

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Subject: (b) (6)  
From: (b) (6)@HHSC.STATE.TX.US>  
Reply To: (b) (6)  
Date: Thu, 19 Apr 2018 19:13:52 +0000  
Content-Type: multipart/related  
Parts/Attachments: text/plain (4 kB) , text/html (8 kB) , image001.png (4 kB)

We're running into obstacles with creating forms that are usable to all our customers and accessible with the various assistive technologies available.

Files built with LiveCycle Designer can't be opened with anything but Adobe products.

You can't create elegant forms in Word that are accessible. (ActiveX controls don't work with JAWS. And dropdowns, or selection list inputs, don't work with newer versions of JAWS.)

And so on.

Has anyone found a solution that makes it possible for staff in general to design forms that are usable, accessible, easy to update, and printable? Our site is moving to Drupal, in case there are opportunities there.

Thanks!

(b) (6)

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**Subject:** Re: Accessible Forms?  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Thu, 19 Apr 2018 17:36:57 -0400  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (6 kB) , image001.png (4 kB)

Hey Cliff,

If you are looking to build forms that exist in a browser, you might join us for this talk in a few weeks —

We'll be talking with a team from the USDS who are working on a library of forms that they've been creating as part of their work with the Veterans Affairs.

**Register here:** <https://www.digitalgov.gov/event/2018/04/27/us-web-design-system-monthly-call/>

And the U.S. Web Design System team is talking with them about how to incorporate this work into a future version of the system.

<https://designsystem.digital.gov/>

-jeremy

On Thu, Apr 19, 2018 at 3:13 PM, (b) (6) <[REDACTED]@hhsc.state.tx.us> wrote:

We're running into obstacles with creating forms that are usable to all our customers and accessible with the various assistive technologies available.

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And so on.

Has anyone found a solution that makes it possible for staff in general to design forms that are usable, accessible, easy to update, and printable? Our site is moving to Drupal, in case there are opportunities there.

Thanks!

(b) (6)

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*Work: 512-438-2494*



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Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director DigitalGov / GSA — [digitalgov.gov](http://digitalgov.gov)

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Subject: Re: Accessible Forms?  
 From: (b) (6) @HHSC.STATE.TX.US>  
 Reply To: (b) (6)  
 Date: Fri, 20 Apr 2018 21:02:04 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (4 kB) , text/html (15 kB) , image001.png (4 kB)

Jeremy, thanks for the invitation! Even if I don't pick up anything we can use right away, I want to be aware of all the current approaches available. I will participate!

And you might check your calendar—April 27 is mere days, not weeks, away. ;-)

Have a great weekend!

(b) (6)

*EIR Accessibility Coordinator  
 Civil Rights Office  
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---

**From:** Jeremy Zilar - QXE [mailto:jeremy.zilar@gsa.gov]  
**Sent:** Thursday, April 19, 2018 4:37 PM  
**To:** Tyllick,Cliff S (HHSC/DADS)  
**Cc:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Accessible Forms?

Hey Cliff,

If you are looking to build forms that exist in a browser, you might join us for this talk in a few weeks —

We'll be talking with a team from the USDS who are working on a library of forms that they've been creating as part of their work with the Veterans Affairs.

**Register here:** <https://www.digitalgov.gov/event/2018/04/27/us-web-design-system-monthly-call/>

And the U.S. Web Design System team is talking with them about how to incorporate this work into a future version of the system.

<https://designsystem.digital.gov/>

-jeremy

On Thu, Apr 19, 2018 at 3:13 PM, Tyllick,Cliff S (HHSC/DADS) <[Cliff.Tyllick@hhsc.state.tx.us](mailto:Cliff.Tyllick@hhsc.state.tx.us)> wrote:

We're running into obstacles with creating forms that are usable to all our customers and accessible with the various assistive technologies available.

Files built with LiveCycle Designer can't be opened with anything but Adobe products.

You can't create elegant forms in Word that are accessible. (ActiveX controls don't work with JAWS. And dropdowns, or selection list inputs, don't work with newer versions of JAWS.)

And so on.

Has anyone found a solution that makes it possible for staff in general to design forms that are usable, accessible, easy to update, and printable? Our site is moving to Drupal, in case there are opportunities there.

Thanks!

(b) (6)

*EIR Accessibility Coordinator  
Civil Rights Office  
Health & Human Services Commission  
Work: 512-438-2494*



Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director DigitalGov / GSA — [digitalgov.gov](http://digitalgov.gov)

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**Subject:** Re: USWDS April monthly call  
**From:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Reply To:** Maya Benari <maya.ben-ari@GSA.GOV>  
**Date:** Mon, 23 Apr 2018 09:23:50 -0700  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB) , image001.png (4 kB)

Hi Cliff,

Sorry for the delay, I was out of the office last week. Their forms library is built with [React](#), which renders the forms based on the form fields described in the JSON schema.

Best,

On Wed, Apr 18, 2018 at 7:25 AM, (b) (6) <[REDACTED]>@hhsc.state.tx.us> wrote:

Maya, what software have they used to develop these forms?

Thanks!

(b) (6)

*EIR Accessibility Coordinator*

*Civil Rights Office  
Health & Human Services Commission*

*Work: 512-438-2494*



Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

**From:** Maya Benari [mailto:[maya.ben-ari@GSA.GOV](mailto:maya.ben-ari@GSA.GOV)]  
**Sent:** Monday, April 16, 2018 7:29 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] USWDS April monthly call

**WARNING:** This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

Happy Springtime!

Join us for our next monthly call on **Friday, April 27, 2018 at 10:00 am PT / 1:00 pm ET** for our monthly conversation with fellow designers and developers across the government. This month, the U.S. Web Design System team will talk with a team from the U.S. Digital Service about a form library they've created as part of their work with the Veterans Affairs. This event will be held over video conference on Zoom.

Register and join us on Zoom: <https://www.eventbrite.com/e/april-us-web-design-system-call-tickets-44852101844>

Thanks!

--

Maya Benari

[U.S. Web Design System](#)

Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

General Services Administration (GSA)

[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)

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Maya Benari

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Office of Products and Programs | [18F](#)

Technology Transformation Service (TTS)

General Services Administration (GSA)

[maya.ben-ari@gsa.gov](mailto:maya.ben-ari@gsa.gov)



**Subject:** Help Ensure Your Agency Receives the Tenant Satisfaction Survey  
**From:** Megan Fella - O <megan.fella@GSA.GOV>  
**Reply To:** Megan Fella - O <megan.fella@GSA.GOV>  
**Date:** Wed, 25 Apr 2018 12:57:36 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1922 bytes) , [text/html](#) (2785 bytes)

Hi there,

My name is Megan Fella and I work for the General Services Administration helping with the project management of the Tenant Satisfaction Survey. I'm reaching out in hope that this community may be able to help me check if survey invitations from our system make it through the firewalls at your agency. We collect data on tenant satisfaction for the entire federal government ([benchmarks.gsa.gov](https://benchmarks.gsa.gov) or [gsa.gov/real-estate/gsa-federal-tenant-satisfaction-survey](https://gsa.gov/real-estate/gsa-federal-tenant-satisfaction-survey)) and want to make sure that every federal employee has the opportunity to give their feedback.

We are looking for: 1) agency IT POCs who we could work with to help whitelist the survey link domain if it is not accessible and 2) any agency volunteers that would be willing to test an advance copy of the survey to ensure it is accessible within your agency. Thank you in advance we appreciate your help!

Best,

--

**MEGAN FELLA**  
CX Consultant  
GSA Office of Customer Experience  
1800 F St NW | Washington, DC | 20405  
c: 202.802.3205

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**Subject:** Robotic Process Automation - The Home Game  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Thu, 26 Apr 2018 13:05:31 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2308 bytes) , [text/html](#) (5 kB)

Good article in FedScoop about early agency experiments with “robotic process automation” - <https://www.fedscoop.com/uiopath-federal-rpa-conference/>

I downloaded UiPath’s free community version of their RPA software to my home computer. It’s easy to use with plenty of tutorials to help you learn the system. I tried a few experiments with automating common tasks using Word and Adobe’s Dreamweaver to do content updating. First thing that I learned was that I needed to rethink my processes. However, after a few attempts, I have a nice RPA workflow.

Reminds me of when I built automated systems using WordPerfect macros when I was a state government paralegal back in the early 90s. I was especially proud of a system that I built which would take form input and then create all the legal documents I needed to file for a collections action. Took a day long process and turned it into a five-minute process. I hope the agencies continue to explore this technology.

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**Subject:** Re: Robotic Process Automation - The Home Game  
**From:** "MacGarrigle, Ken" <Ken.MacGarrigle@VA.GOV>  
**Reply To:** MacGarrigle, Ken  
**Date:** Thu, 26 Apr 2018 14:22:16 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3736 bytes) , [text/html](#) (8 kB)

Thanks!

In other news: (-:

Smithsonian introduces humanoid robots at downtown museums that ~~will eventually become self-aware and enslave us all~~ help and educate museum visitors. [\[FOX5\]](#)

---

**From:** Brantley, William [mailto:William.Brantley@USPTO.GOV]  
**Sent:** Thursday, April 26, 2018 9:06 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Robotic Process Automation - The Home Game

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**Subject:** Re: Robotic Process Automation - The Home Game  
**From:** (b) (6) <(b) (6)@HAWAII.GOV>  
**Reply To:** (b) (6)@HAWAII.GOV  
**Date:** Thu, 26 Apr 2018 07:56:45 -1000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (9 kB)

Good morning. Good afternoon.

I think the harder part of process automation is maintaining the input stream as compared to judging the results.

My experience is maintenance of the process, including the operators and their supervisors, is more difficult than change in the environment. I include myself - in my personal technology space where I wear both hats.

For me hardware and software are by definition static, therefore only the organics, the "bugs", can adapt to changes in presets.

I think my nephew with a graduate degree in healthcare at a world-class medical center may identify technology with product, and not a chain of human processes. I have gently tried to effect this perspective. So far, no luck. What can I say - he's young, and I'm not.

Like William Brantley, I did macro programming in Lotus 123, WordPerfect for DOS, and Excel Visual Basic. I found very few who wanted to learn how, maybe 5%. The others were only only interested in "the answer" or "a fix". To me, "personal computing" is a forgotten concept. I believe this might be why process improvement and technology often rely on outsiders.

Lately I've been watching youtube on photography. There may be generations who never learn the utility of "manual mode". Guess that's like "home cooking".

Happy Thursday.

(b) (6)

From: "MacGarrigle, Ken" <Ken.MacGarrigle@VA.GOV>  
To: <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>,  
Date: 04/26/2018 04:38 AM  
Subject: Re: [CONTENT-MANAGERS-L] Robotic Process Automation - The Home Game

---

Thanks!

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**Sent:** Thursday, April 26, 2018 9:06 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Robotic Process Automation - The Home Game

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[federal-rpa-conference/](#)

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571.270.5447

[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)

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**Subject:** Upcoming events and offerings from The Lab at OPM!  
**From:** "Thomas, Elaine" <Elaine.Thomas@OPM.GOV>  
**Reply To:** Thomas, Elaine  
**Date:** Thu, 26 Apr 2018 18:43:14 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (23 kB) , text/html (20 kB) , image001.png (20 kB) , image002.jpg (23 kB)



## Upcoming Events & Offerings from The Lab at OPM

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### **Upcoming Webinar: Exploring The Danish Approach to Evaluating Public Sector Innovation**

*May 23, 2018*

*12:00 pm-1:00 pm EST*

**Webinar** (Please register for this webinar by getting a ticket through Eventbrite. The webinar information will be sent directly to you closer to the event.)

Join us for a webinar with Lene Krogh Jeppesen, a sociologist with expertise in

systemic and narrative approaches to consulting. She will speak to the challenges of evaluation in public sector innovation, the approaches the Danish National Center for Public Sector Innovation (COI) put together to evaluate Danish innovations, and their results so far.

Register here: <https://www.eventbrite.com/e/exploring-the-danish-approach-to-evaluating-public-sector-innovation-tickets-45388811156>

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## **Upcoming Event: The Value of Engaged Learning in Design for the Public Sector**

*May 31, 2018*

*5:30pm- 8:00 pm EST*

*In person (GovLoop Office: 1152 15th Street NW, Washington, D.C. 20005)*

Across government, there is a growing appetite to learn more about human-centered design and how it can drive innovation. With this interest comes the imperative to define what design education, or design learning, means in the public sector today. Similarly, there is quite a bit of hype around engaged learning and how it can be applied to design education, but what is engaged learning really? How can and why should it be a part of design education in the public sector?

Register here: <https://go.govloop.com/value-engaged-learning.html>

---

## **Upcoming Workshop: Summer Design School Registration is open now!**

We are offering Summer Design School in two locations!

*June 4-8, 2018 at Oakland City Hall, 1 Frank H Ogawa Plaza, Oakland, CA 94612*

*June 18-22, 2018 at OPM Innovation Lab, 1900 E Street NW, SBH22*

*\$3000 per person*

The goal of Summer Design School is to build design thinking, problem solving and innovation skills for Government. This week-long workshop experiments with new ways of teaching, learning and applying human-centered design in the public sector. Through a mix of structured and unstructured offerings, participants will look at complex challenges through a series of different frames over the course of the week focused on helping them to understand why, when and how to apply design to their public sector work.

Register here: <https://leadership.opm.gov/programs.aspx?course=280>

---

*Pictured above: work produced during our first Visual Eloquence design module, held in October 2017.*



The Lab at OPM  
1900 E Street NW, Washington, DC, 20415  
lab.opm.gov • [@LabOPM](#)

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Subject: OT - no such thing as human nature  
From: (b) (6) @HAWAII.GOV>  
Reply To: (b) (6) OV  
Date: Thu, 26 Apr 2018 09:51:22 -1000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (1685 bytes) , text/html (2406 bytes)

I wonder - If there was no human nature, would we know everything?

"A strange thing is happening in modern philosophy: many philosophers don't seem to believe that there is such a thing as human nature. What makes this strange is that, not only does the new attitude run counter to much of the history of philosophy, but – despite loud claims to the contrary – it also goes against the findings of modern science...."

... "Human nature matters"

<https://aeon.co/essays/theres-no-philosophy-of-life-without-a-theory-of-human-nature>

Ever hear of this one?

Programming the Post-Human

Computer science redefines "life"

<https://harpers.org/archive/2002/10/programming-the-post-human/>

Article — From the October 2002 issue

By Ellen Ullman

Happy Thursday.

(b) (6)

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Subject: Stock footage - Negotiated TOS?  
From: (b) (6), (b) (7)(C) @USDOJ.GOV>  
Reply To:  
Date: Fri, 27 Apr 2018 18:59:34 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (1703 bytes) , text/html (4063 bytes)

Good Afternoon, all –

Has anyone worked with a stock footage company (image/video/vector) to negotiate a fed-compatible TOS? I don't see any listed on the [DigitalGov page](#). I'd like to form a request to my GCO, hopefully for a company that I can show has already worked with other agencies. Our team is trying to cut down on the time spent shooting b-roll for video projects, but any stock company that has a negotiated TOS would be a step in the right direction and show we're not trying to trailblaze.

Thank you!

(b) (6), (b) (7)(C)

Graphic & Web Designer - Strategic Communications Staff  
Executive Office for United States Attorneys – Dept of Justice  
950 Penn Ave NW #2511, Washington, DC 20530

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**Subject:** Re: Stock footage - Negotiated TOS?  
**From:** "Williams, David A." <david.williams@USPTO.GOV>  
**Reply To:** Williams, David A.  
**Date:** Fri, 27 Apr 2018 19:47:14 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3098 bytes) , text/html (7 kB)

(b) (6), (b) (7)(C)

In case it's helpful. We were allowed to purchased stock photography from Corbis 4 years ago. Unfortunately, the lawyer who we worked with has left PTO since then. I believe at the time Corbis was willing to incorporate our required changes to their terms.  
-David

---

**From:** (b) (6), (b) (7)(C) @USDOJ.GOV>  
**Sent:** Friday, April 27, 2018 3:00 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Stock footage - Negotiated TOS?

Good Afternoon, all –

Has anyone worked with a stock footage company (image/video/vector) to negotiate a fed-compatible TOS? I don't see any listed on the [DigitalGov page](#). I'd like to form a request to my GCO, hopefully for a company that I can show has already worked with other agencies. Our team is trying to cut down on the time spent shooting b-roll for video projects, but any stock company that has a negotiated TOS would be a step in the right direction and show we're not trying to trailblaze.

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**From:** "Adams, Arva" <Arva.Adams@USPTO.GOV>  
**Reply To:** Adams, Arva  
**Date:** Fri, 27 Apr 2018 20:42:06 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB)

Hi,

Our situation with Corbis was a little unique, because we wanted to set up a library of images for unlimited Patent Office use, which was against Corbis's terms. They ended up allowing us to purchase a specified amount of images that met our website needs, and use them freely without restriction.

We do have a TOS with Bigstock, though, for regular, on-demand, one-time use stock. I'll shoot you an email, Sean, with that info. And whoever else needs it.

Thanks,  
Arva

---

**From:** Williams, David A. <david.williams@USPTO.GOV>  
**Sent:** Friday, April 27, 2018 3:47 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Stock footage - Negotiated TOS?

(b) (6), (b) (7)(C)

In case it's helpful. We were allowed to purchased stock photography from Corbis 4 years ago. Unfortunately, the lawyer who we worked with has left PTO since then. I believe at the time Corbis was willing to incorporate our required changes to their terms.  
-David

---

**From:** (b) (6), (b) (7)(C) @USDOJ.GOV>  
**Sent:** Friday, April 27, 2018 3:00 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Stock footage - Negotiated TOS?

Good Afternoon, all –

Has anyone worked with a stock footage company (image/video/vector) to negotiate a fed-compatible TOS? I don't see any listed on the [DigitalGov page](#). I'd like to form a request to my GCO, hopefully for a company that I can show has already worked with other agencies. Our team is trying to cut down on the time spent shooting b-roll for video projects, but any stock company that has a negotiated TOS would be a step in the right direction and show we're not trying to trailblaze.

Thank you!

(b) (6), (b) (7)(C)

Graphic & Web Designer - Strategic Communications Staff  
Executive Office for United States Attorneys – Dept of Justice  
950 Penn Ave NW #2511, Washington, DC 20530

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Subject: Eventbrite TOS at OPM?  
From: (b) (6), (b) (7)(C) @USCIS.DHS.GOV>  
Reply To:  
Date: Mon, 30 Apr 2018 17:42:03 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (1736 bytes) , text/html (5 kB)

Hi.

Anybody at OPM know who I could talk to about the TOS OPM would have signed to use Eventbrite for events like this?

<https://www.eventbrite.com/e/pathways-programs-for-students-and-recent-graduates-tickets-44392734865>

Someone at our agency wants to use it.

Thanks!

(b) (6), (b) (7)(C)

Chief of E-Communications  
Office of Communications | U.S. Citizenship and Immigration Services

20 Massachusetts Avenue, Suite 3100 | Washington, DC 20529

(b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

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Subject: Re: Eventbrite TOS at OPM?  
From: (b) (6) @STATE.GOV>  
Reply To: (b) (6)  
Date: Mon, 30 Apr 2018 17:51:20 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3416 bytes) , text/html (10 kB)

Hi Jeffrey,

Eventbrite has federal-friendly terms posted at <https://www.eventbrite.com/federal-government/>. I'm not sure about USCIS, but these terms satisfied our legal team here at State.

(b) (6)

---

(b) (6) Program and Project Management Unit • Office of Policy, Planning, and Resources  
Office of the Under Secretary for Public Diplomacy and Public Affairs • U.S. Department of State  
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From: (b) (6), (b) (7)(C) @USCIS.DHS.GOV>  
Sent: Monday, April 30, 2018 1:42 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Eventbrite TOS at OPM?

Hi.

Anybody at OPM know who I could talk to about the TOS OPM would have signed to use Eventbrite for events like this?  
<https://www.eventbrite.com/e/pathways-programs-for-students-and-recent-graduates-tickets-44392734865>

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Thanks!

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Chief of E-Communications  
*Office of Communications* | U.S. Citizenship and Immigration Services  
20 Mass. Ave., NW, Suite 3100 | Washington, DC 20529

Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

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Subject: Re: Eventbrite TOS at OPM?  
From: (b) (6) @DNI.GOV>  
Reply To: (b) (6) @DNI.GOV>  
Date: Mon, 30 Apr 2018 18:47:19 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (13 kB)

FWIW, we ran into some issues using these TPS and have been in the process of figuring out a different path with Eventbrite (gratis service concerns, among other details).

(b) (6)

Deputy Transparency Officer  
Civil Liberties | Privacy | Transparency Office  
Office of the Director of National Intelligence  
(b) (6) @dni.gov | (b) (6), (b) (7)(C)

---

From: (b) (6) [mailto:(b) (6) @STATE.GOV]  
Sent: Monday, April 30, 2018 1:51 PM  
To: CONTENT-MANAGERS-L@listserv.gsa.gov  
Subject: Re: [CONTENT-MANAGERS-L] Eventbrite TOS at OPM?

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(b) (6)

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From: (b) (6), (b) (7)(C) USCIS.DHS.GOV>  
Sent: Monday, April 30, 2018 1:42 PM  
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Subject: [CONTENT-MANAGERS-L] Eventbrite TOS at OPM?

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