

Municipal Web Sites

The Good, the Bad, & the ugly....
How to Make yours Better

A Case Study

A Case Study

- Existing Web Site – Evaluation
- Establish Clear Business Purposes
- Define User Base
- Define Content
- Select Technology
- Evaluate Host Providers
- Disclaimers
- Evaluation Criteria

Web Site -- Evaluation

- Mission & Vision
- Content
- Technology
- Business Practices
- Public Portal Requirements

Business Purposes

- Business Process Analysis
 - Intranet
 - Extranet
- Public Portal Requirements
 - Internet

User Information Needs

- Employees
- Taxpayers
- Other Agencies, DOP
- LGU – Council, Freeholders

Define Content

- Business Process
- Records Management
- Public Information – dissemination

Select Technology

- Development Solutions
- Publishing Solutions
- Employee use
- Public use
- Maintenance
 - Sandbox services

Evaluate Host Provider

- Internal development and hosting
- External development and hosting

Legal Disclaimers

Standards and Legal requirements

Privacy Policies

Information Management Policies

Personal information gathering

IP capturing of user access

Marketing & reuse of user information

Advertising

Link Policies

Criteria for evaluating Web Sites

Evaluation of Web documents	How to interpret the basics
<p>1. Accuracy of Web Documents</p> <ul style="list-style-type: none">• Who wrote the page and can you contact him or her?• What is the purpose of the document and why was it produced?• Is this person qualified to write this document?	<p>Accuracy</p> <ul style="list-style-type: none">• Make sure author provides e-mail or a contact address/phone number.• Know the distinction between author and Webmaster.

2. Authority of Web Documents

- Who published the document and is it separate from the "Webmaster?"
- Check the domain of the document, what agency publishes this document?
- Does the Agency list his or her qualifications, (authority)?

Authority

- What credentials are listed for the authors)?
- Where is the document published? Check URL domain.

3. Objectivity of Web Documents

- What goals/objectives does this page meet?
- How detailed is the information?
- What opinions (if any) are expressed by the author?

Objectivity

- Determine if page is a mask; if so information might be biased.
- View any Web page -- Ask yourself why was this written and for whom?

4. **Currency of Web Documents**

- When was it produced?
- When was it updated'
- How up-to-date are the links (if any)?

Currency

- How many dead links are on the page?
- Are the links current or updated regularly?
- Is the information on the page outdated?

5. **Coverage of the Web Documents**

- Are the links (if any) evaluated and do they complement the documents' theme?
- Is it all images or a balance of text and images?
- Is the information presented cited correctly?

Coverage

- If page requires special software to view the information, how much are you missing if you don't have the software?
- Is it free or is there a fee, to obtain the information?
- Is there an option for text only, or frames, or a suggested browser for better viewing?

Evaluation Criteria

Accuracy. If your page lists the author and institution that published the page and provides a way of contacting him/her and . . .

Authority. If your page lists the author credentials and its domain is preferred (.edu, .gov, .org, or .net), and, . .

Objectivity. If your page provides accurate information with limited advertising and it is objective in presenting the information, and . . .

Currency. If your page is current and updated regularly (as stated on the page) and the links (if any) are also up-to-date, and . . .

Coverage. If you can view the information properly--not limited to fees, browser technology, or software requirement, then . . .

Content

- Enterprise-wide
 - Business Process Analysis
 - Integrated Content Management
 - Technology Solution

Business Processes

- Clerks Office
 - Resolutions
 - Ordinances
- Council
 - Agendas
 - Transcripts
- Public Access to Government Records

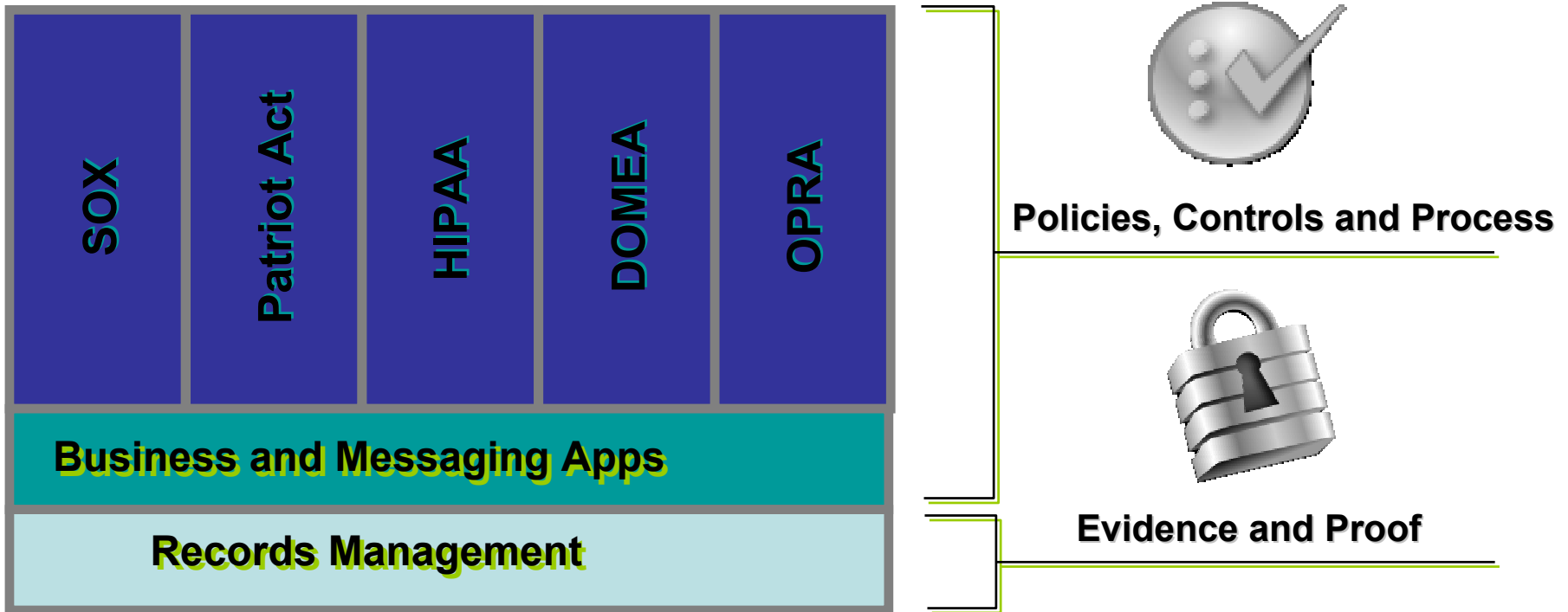
Business Process Analysis

- Technology Solutions
 - Content Management
 - Security Management
- Business Policy and Permissions
 - Creator & Publisher
 - Public Access -- rules
 - Operations & Business Access -- sharing

Web Design & Maintenance

- Internal Design
 - Content Control
 - Automate process of creation, classification, access & disposition.
- External Web Development & Operations
 - Firewall and security services
 - Email and Subscription services
- Maintenance
 - Sandbox technology – Agency & Quality Controls
 - Revision control & Publishing
 - Backup and Recovery

Essentials



Enterprise Content Mgmt

- Records Manager
 - Business Process & Content Control
 - Image & forms Manager
 - Electronic & Email Management

Records Management

- Records Management – Facts
 - If you have it, you must produce it
 - Even if you could have & should have destroyed it
 - Legal discovery
 - Your records are used against you
 - Records include all electronic records
 - If investigation or litigation is expected
 - Must stop destruction of paper & electronic records

RM Fundamentals

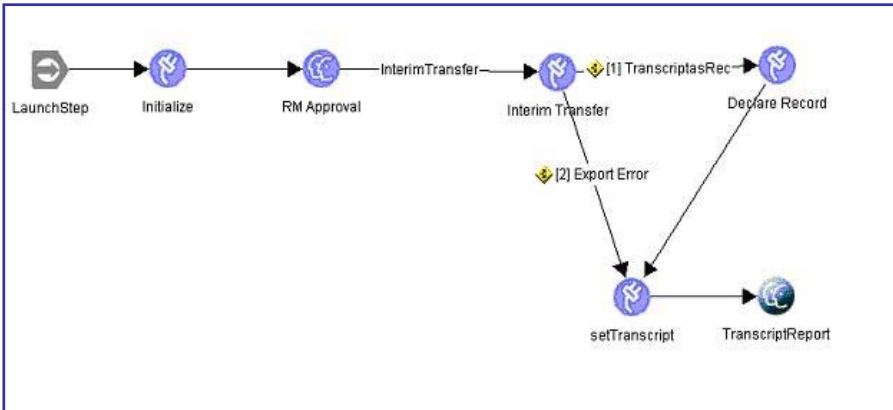
- **Authenticity**
 - Must be what it purports to be – original, unaltered, created, etc at the time purported
- **Reliability**
 - Contents must be trusted, full & accurate transaction, evidence or fact
- **Integrity**
 - Record must be complete & unaltered
- **Usability**
 - Records must be locate, retrieved, presented and linked to process activity

Governance & Compliance

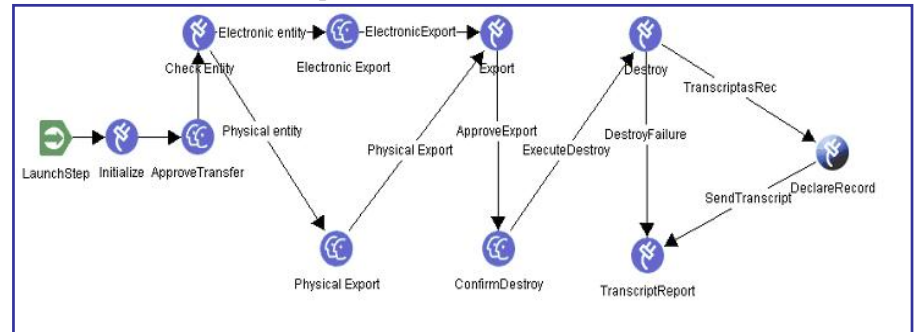
- Relationships must be established
 - Business Processes & Policies
 - Electronic & Physical Documents
 - Records Management
 - Legal Obligations
- “Compliance is not a document, it’s a process” ...Gartner Group

Records Administration

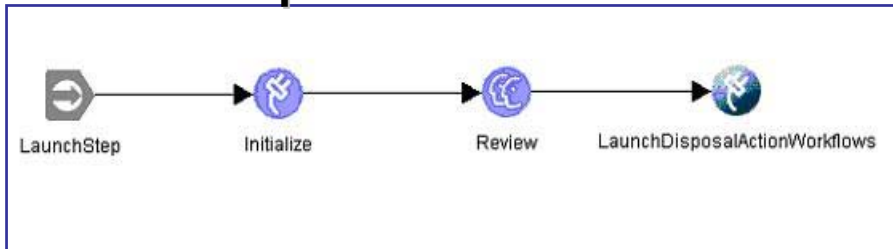
Record Declaration



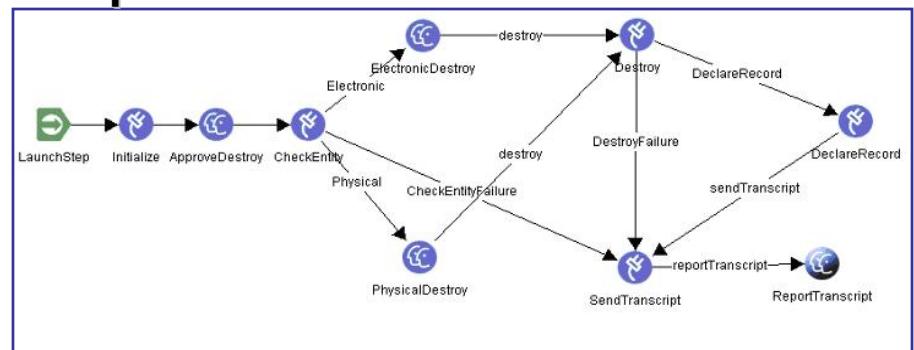
Transfer/Disposition



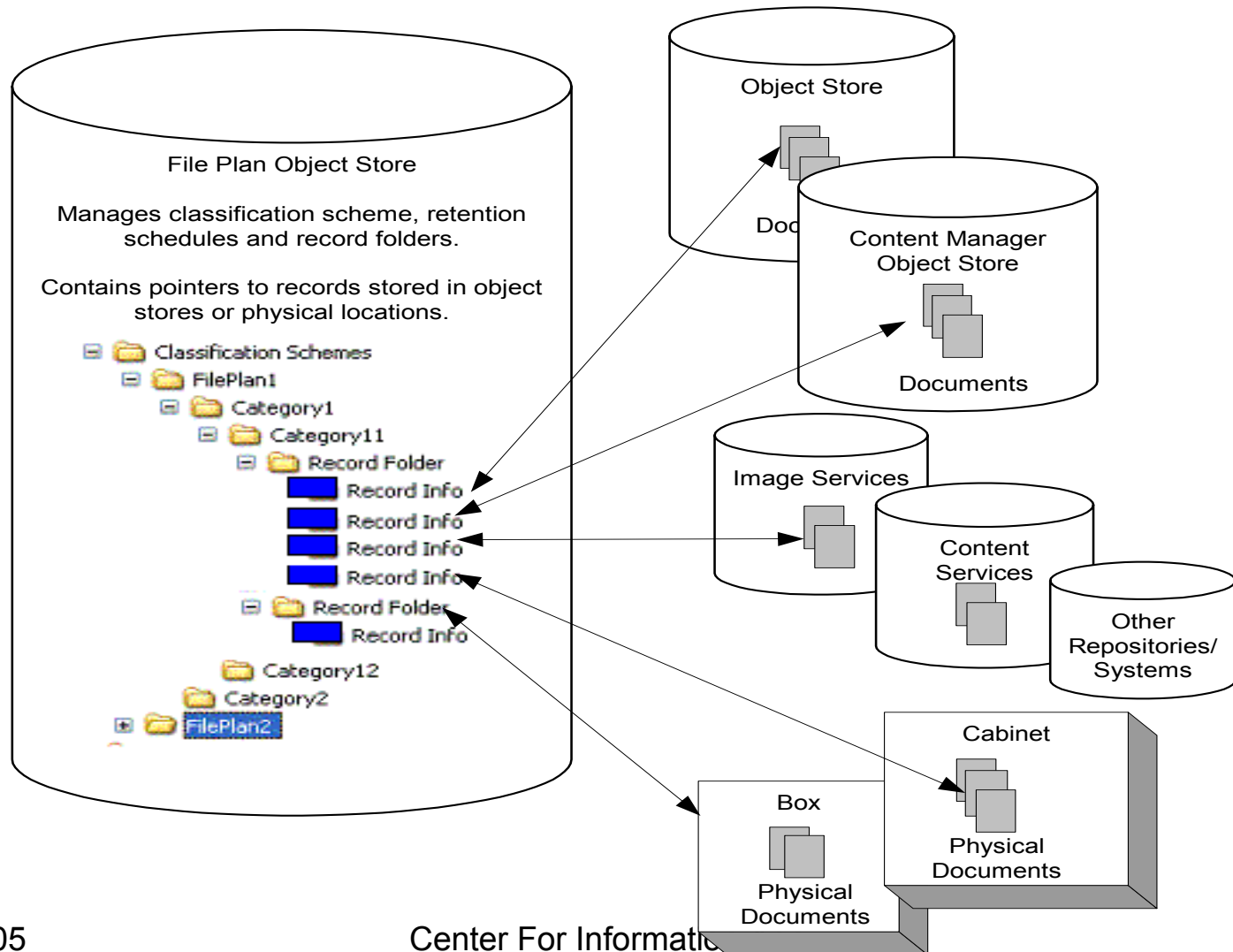
Review/Disposition



Disposition/Destruction



Manage both electronic and physical Records in Repositories



Web Site Facts

- Reasonable, secure, reliable, powerful:
 - Hosting
 - Data Center Services
 - Access & other data bases
 - Guaranteed Uptime
 - Firewall & security maintenance
 - Services – email, shopping cart,
 - CHEAP – 1 PlanHost.com -- \$8.25/mo

Multi-Site Web Content Mgmt

- Control over users and content
- Consistent agency identification
- Shared efficiencies
- Standards and Compliances
- Minimize costs

Business Requirements

- Many contributors
- Many consumers
- Volumes of Content
- Levels of security & permissions
- Content – immediate updatability
- Workflow approval process
- Information dissemination
- Revenue generation
- Commerce transactions
- Regulatory compliance

Selected Sites

- NYC.gov
- montgomerycountymd.gov/mcgtmpl.asp?url=/content/awards/awards.asp
 - We've been acknowledged for three consecutive years as being among the top ten counties in the nation for our technology achievements,” “We work hard to deliver quality services to our residents, and it's nice to be recognized for that effort.”

User Interfaces

- www.uniontownship.com
- www.montgomery.nj.us
- www.aclink.org – Atlantic County, NJ
- www.cityofatlanticcity.org – Atlantic City

Thank You

Center for Information Age Technology

- **Established** by P.L. 1983, Ch 240 as a state agency
 - **Clients:** Municipal, County & State
 - **Projects:** Consulting for government, education, non-profits, associations, etc.
 - **Consulting:** Strategic planning, systems evaluation, needs assessment, technology planning, vendor evaluation, specifications & web site design.

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