Government Web Content Managers Forum
Strategic Plan

May 2007

The federal government is the largest single producer, consumer, and disseminator of information in the United States. The Internet is now the primary way many people access government information and services. The public wants government to deliver content that is trustworthy, real-time, relevant, and interactive. The federal government currently has tens of thousands of websites and millions of web pages, and as more government content is made available online—content that is nearly impossible to keep up-to-date with the limited resources devoted to web operations—it's becoming increasingly difficult for the average person to complete their most critical government tasks online.

We need to understand our customers' needs and, where necessary, change the way we create and deliver content to meet those needs. By stripping away the clutter, coordinating content across agencies and levels of government, taking advantage of new technologies, and finding more effective ways to deliver content, we can help the public accomplish their most important goals. Ultimately, this can significantly improve how the government serves the public, now and into the future.

Vision: We believe the public should be able to:

1. Accomplish their most critical government tasks online quickly and easily;
2. Access government content online whenever and however they need it;
3. Have direct online interactions with their government;
4. Trust government web content to be accurate, timely, easy to understand, and coordinated across agencies.

Goal: To achieve this vision, we've chosen one primary goal to focus our community's work for the next two years:

Improve how the public accomplishes their most critical government tasks online.

We define critical task as any action that:

- A large number of people need to complete online;
- Is essential for people to accomplish effectively and efficiently.

Initiatives: To improve our most critical tasks, our web manager community will—both within and across agencies—implement the following initiatives:

A: Identify the public's most critical tasks

- Develop a standard process for identifying critical tasks now and on an ongoing basis

B: Evaluate how we deliver the most critical tasks online

- Conduct usability studies to determine how well the public can accomplish their critical tasks online
- Annually monitor improvements in the public's ability to complete their most critical tasks (using a standard "scorecard" or similar measurement)
- Interact directly with the public (using social media and other tools), to learn how they want to accomplish their most critical tasks

- Identify critical tasks that may not yet be available online

C: Communicate the importance of focusing on critical tasks

- Develop a communications strategy to promote the importance of critical tasks among web content staff, top management, and key stakeholders

D: Identify barriers that make it difficult for the public to complete critical tasks online

- Barriers may include: internal business processes, funding and staffing issues, too much irrelevant and outdated content, privacy and security issues, technical challenges, resistance and obstacles to interagency collaboration, and other challenges

E: Implement solutions

- Improve critical tasks by ensuring the content is easy to understand, usable, accurate, and up-to-date
- Use existing and emerging technology to improve the delivery of, and access to, critical tasks
- Facilitate interagency collaboration to improve critical tasks across government