

For: FSA Employees and Contractors

Establishing Web Services Office (WSO) to Support FSA Web Operations

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

Historically, FSA’s web tools were supported by several groups, including OEA (Internet) and ITSD’s Executive Management Systems Office (Intranet/SharePoint). Employees seeking support for these tools had to deal with multiple contact points and/or help desk protocols. This caused confusion concerning who supported which system and made coordination across platforms difficult.

In addition, FSA’s web presence was governed in a piece-meal manner that did not allow for a holistic approach to strategic decisions. The results were reflected in duplicate content across platforms and confusion for employees trying to find needed information.

B Purpose

This notice:

- announces the establishment of WSO within FSA OCIO to support FSA’s entire web presence
- establishes initial roles and responsibilities for the following web tools:
 - FSA Internet
 - FSA Intranet
 - FSA SharePoint
 - GovDelivery
 - AskFSA Suite of Web Self-Service Tools
 - SiteImprove (Quality Analysis)
 - New/Social Media Tools.

Important: This notice applies to **all** FSA employees, contractors, interns, and partners using FSA web tools and technologies for official FSA purposes.

Disposal Date December 1, 2013	Distribution All FSA employees and contractors; State Offices relay to County Offices
--	---

Notice INFO-56

1 Overview (Continued)

B Purpose (Continued)

WSO:

- supports daily operations of these web tools as well as provides strategic vision for FSA's web presence
- seeks to provide a consistent, valuable experience for stakeholders who unify all mission areas and offices, leveraging available expertise and technologies.

WSO, in coordination with OEA, USDA OC, and USDA OCIO, will jointly evaluate new web tools and supporting technologies to ensure appropriate, effective, and efficient use of resources.

C Contact

Direct questions about this notice to Jeff Kerby, Chief WSO, by 1 of the following:

- e-mail at jeff.kerby@wdc.usda.gov
- telephone at 202-720-1593
- WSO Support at askfsa@usda.gov.

D Applicability

This policy applies to **all** internal and external web tools, including sites owned, managed, and/or contracted for FSA communication efforts.

2 Policy

A Requesting New Internet, Intranet, or SharePoint Sites

To request new Internet, Intranet, or SharePoint sites FSA personnel should submit an e-mail request to askfsa@usda.gov. In the request, include a brief description of business requirements, such as intended audience, security needs, estimated amount of content, etc. A representative from WSO will then contact the employee to conduct further requirements gathering and recommend an appropriate solution.

Final access to web tools and technologies will be approved or denied based on the following:

- existing FSA or USDA contracts and services
- availability of similar tools or resources
- capacity to support web activities or digital technologies.

Notice INFO-56

2 Policy (Continued)

B Requesting Publishing and Access Support

FSA personnel who need to have content published or access to publish content, should submit an e-mail request to askfsa@usda.gov. WSO staff will respond to all requests within 24 hours of receipt.

C Content Contributions

FSA program offices or business units are responsible for timely maintaining their content and appointing FSA personnel to manage content within their organization.

Only approved FSA personnel may:

- contribute content
- engage with stakeholders using approved web tools or new media accounts and platforms within their official capacity.

Only **OEA-approved** content can be published to:

- external facing web tools
- approved new media accounts and platforms.

D Using New Media Sites

See Notice INFO-54.

3 Roles and Responsibilities

A WSO and FSA Web Manager

WSO and FSA Web Manager, under the guidance of FSA OCIO, are responsible for providing overall management and oversight of FSA's entire web presence. The FSA Web Manager, Jeff Kerby, may be reached at 202-720-1593.

B OEA

OEA is jointly responsible for providing oversight of FSA's external web presence and reviewing and approving content published to any external web platform. OEA's Director, Tony Jackson, may be reached at 202-720-9933.

Notice INFO-56

3 Roles and Responsibilities (Continued)

C Deputy Administrators, Staff Directors, and SED's

Deputy Administrators, Staff Directors, and SED's are responsible for providing oversight of their respective content areas across FSA's entire web presence. Each Deputy Administrator, Staff Director, or SED shall appoint a person to serve as their Web Director to provide this oversight.

D Web Director

Each appointed Web Director shall assign unit content management and customer service duties to personnel within their area or State.

E Content Managers

Content Managers are responsible for publishing and timely maintaining content across FSA's entire web presence for their respective areas.

F Customer Service Managers

Customer Service Managers are responsible for timely responding to customer inquiries and maintaining their respective areas interactive AskFSA Knowledge Base.

G Content Review Group

The Content Review Group is responsible for ensuring that content across FSA's entire web presence is well maintained and accurately portrays the vision and mission of FSA.

Content Review Group members include the following:

- WSO
- OEA
- Web Directors
- Content Managers
- Customer Service Managers.

Note: Detailed roles and responsibilities will be provided in a future notice.

4 Action

A National Office Action

Each Deputy Administrator and Staff Director shall submit to the FSA Web Manager by February 22, 2013, the name and contact information of at least 1 representative to serve as the Web Director for their mission area.

B SED Action

SED's shall submit to the FSA Web Manager by February 22, 2013, the name and contact information of at least 1 representative to serve as the Web Director for their State Office.