



# DISCOVERY RESEARCH: WEB CONTENT GOVERNANCE (PART 2)

**Jennifer Lee**

*DEPO – Digital Service Expert*

Office of the Chief Technology Officer

Web Governance Board monthly meeting:  
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# Agenda

- Purpose of the discovery research
- Why governance?
- Part 1 summary from June WGB
- Part 2 interviews completed: Share out
- Example governance models
- Synthesis and recommendation
- Appendix: Part 1 interviews deck

# Purpose of discovery research

## **Reason for research:**

To understand what we're already doing at VA, where we may have opportunities for reducing pain points, and adapt things that are working but may not yet be used on the modernized VA.gov.

## **Goal/desired outcome:**

The right balance of standards and policies, business processes, and technical solutions that result in the maximum positive impact on Veteran experiences on the modernized site.

## **What:**

- Informational interviews with members of different teams, such as the Web Governance Board, TeamSite Administration, central VA web comms teams, and business lines.
- VA.gov site deep dive
- Comparison of different governance models and activities



# Governance: Why even?

Name the missing thing.

*What is the point of governance?*

- A. Reduce confusion and chaos (how to get support, where to request, which teams or roles are responsible for what, etc.)
- B. Helps organizational productivity.
- C. **Impact on Veteran customer experience**

# Not-Goals: Things we want to avoid ~~like the plague~~

‘Busy’ work with low impact on customer experience (work done for its own sake)

Processes with low impact on customer experience

More policies with low impact on customer experience

More documentation with low impact on customer experience

Activities with low impact on customer experience

# Part 1 interviews - Summary

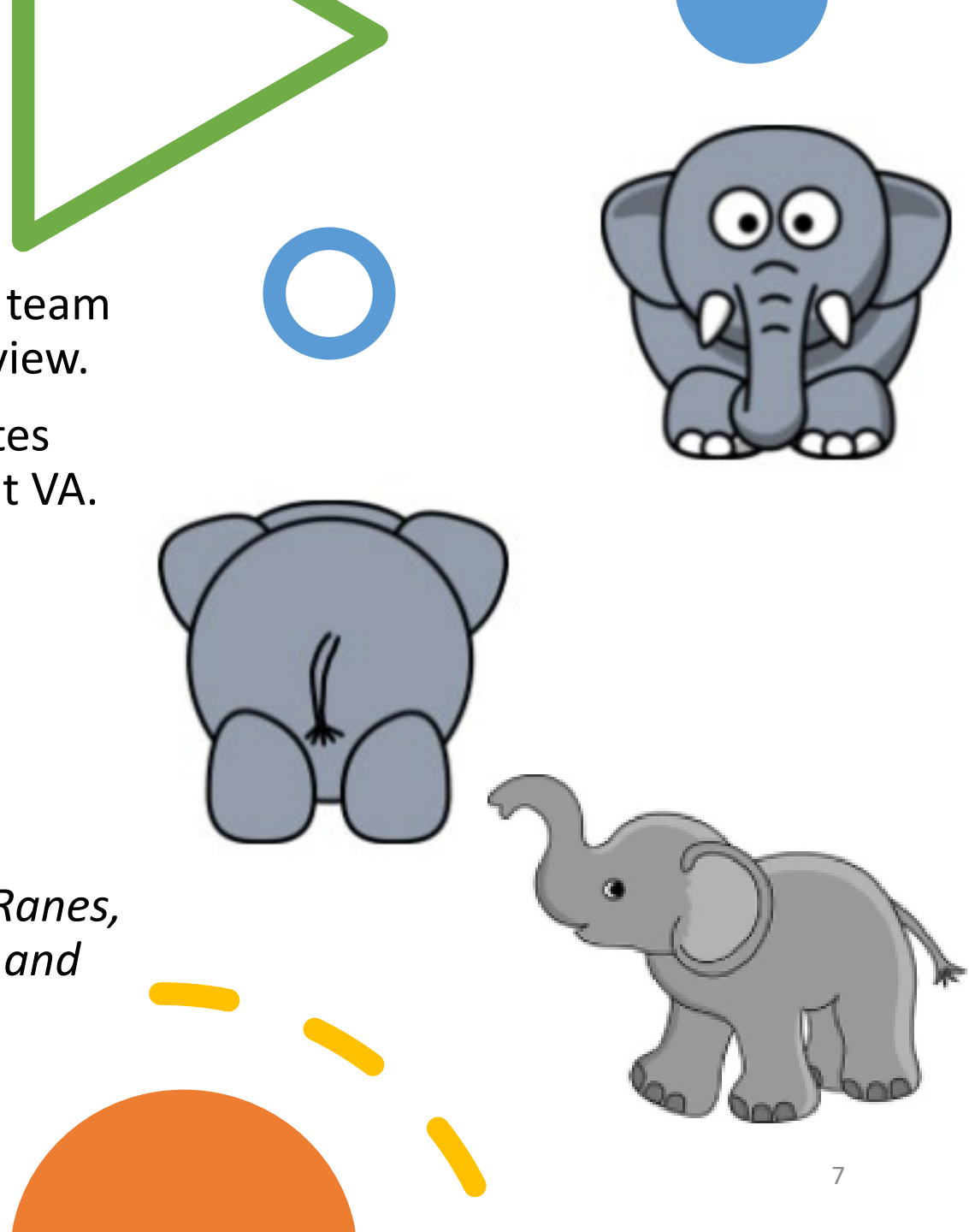
# Part 1 summary: Interviews with 6 people on 4 teams

Depending on what side of the elephant governance a team manages, a person may have a very different point of view.

Each team focused on a different aspect of how websites and web content is created, published, and managed at VA.

- OPIA
- Web Governance Board
- TeamSite Administration
- Web Ops

***Thank you and shout out to: Josh Tuscher, Michelle Ranes, Gary Hicks, Brad Smelley, Donna Rodriguez, Eric Lee, and Joseph Kemer***



# Part 1 findings summary:

Robust documentations, standards, and multiple governance bodies.

Excellent TeamSite CMS administration service model.

Practice, enforcement, and compliance primarily left up to each administration web comms teams and business offices.

SHAREPOINT GOVERNANCE GOALS

- Prevent site sprawl and control security
- Promote High Quality Management
- Implement Approval Process
- Provide Support & Maintenance

VA | Web Governance

Home Building and Managing Websites Standards and P

6102 Directive and Handbooks

6102 Directive and Handbook provides the guidance on the creation and maintenance of public facing websites.

See these and other policies

Redesign of VHA System  
Enforcement of Life Cycle

Background History/Problem

The VHA National System Redesign (VNSR) has been using SharePoint (SharePoint) to manage the file system in order to keep the system compliant with the 6102 VA Internet/Intranet Policy. The migration for this portal was changed to Systems Redesign and reorganized around the new office organizational structure. The branding had to be redone and



## Part 2 interviews - summary

# 12 people on 5 teams

- VHA Digital Media (Jenny HL, Jeff Grandon, Blake Scates)
- OMHSP Communications (Rhett Herrera, Koby South)
- VBA Digital Media (John DiMartino, Tanekwa Bournes)
- OCTO-DE VA.gov Sitewide Content (Beth Potts, Danielle Thierry, Randi Hecht)
- OCTO-DE Unauthenticated Products (Dave Conlon, John Hashimoto)

Common baseline of questions including:

- How users make a web request
- Activities to ensure or support 508 compliance and other web standards or best practices
- Tools and technologies that support web content quality, used before or after publishing
- General thoughts and concerns

# Frequently heard themes

**Bandwidth and resourcing are an issue for all of the VACO and OCTO digital team members interviewed.**

**The trained, digitally skilled staff at VA are stretched thin.**

**Critical need for VA to invest enterprise-wide in staffing digital work with the right skills.**

**Requiring people to manage the web as one of many “other duties as assigned” sets them up to fail and ultimately leads to many customer experience problems on the website.**

**508 problems are an ongoing issue.**

**No staffing for remediation. No required training to prevent issues. Reliance on people with “other duties” capacity and thus lacking skills to prevent and remediate 508 issues.**

**Not using technology to help prevent 508 issues going-live.  
508 efforts lean heavily on chasing problems.**

**508 challenges from management and leadership.**

**Based on visibility (like a hearing coming up), web teams may be pressured to upload non-compliant assets or pages.**

**They'll ask the business to make it compliant after it goes live, but it means that teams that are responsible for compliance and site quality are under great pressure to allow non-compliance things to go live.**

**Lack of tools, automated scans, and other technologies to help support site quality.**



# VHA and OMHSP web comms

# VHA Digital Media interview summary

**Web requests:** The form process is easy and smooth. Triaging and assessing the request itself often takes back and forth and direct communication – “high level of contact” and service.

**Pre-publishing review:** After creating the draft pages in TeamSite, the business comes back before publishing for launch approval.

VHA web comms reviews several criteria such as: graphics standards, alt text for 508 compliance, aria labels; using design template (unless it’s a custom site).

Issues are triaged per 3 defined levels:

1. Show Stoppers – Business must fix and come back for review. (Ex: broken links/images, 508 alt text/tags)
2. Recommended changes
3. Consider doing but okay if not

**508 compliance:** Web ops request form has a required checkbox for the business to agree they will be 508 compliant. Post-publishing: They send the 508 Office audit reports to the site owner.

**Tools:** They currently use SiteImprove and the 508 Office audit scans for already published pages.

**Web Ops pre-promotion check:** Very rare. Example: PDF remediation—when he had to update a lot of files at once. In that case, reached out to TeamSite Admin. Once you let them know it’s okay, publishing able to go through. No one recalls why 80 is the trigger.

**Other activities:** In the past, when the team had more staff or temporary support (e.g., interns, detailees, etc.), they conducted digital checkups on subsets of VHA pages.

**Summary:** Most governance activities are on the creation of new pages and sites. The team is stretched thin; website is only one part of their work.

# VHA: Some general thoughts & concerns

- “Would like to see a lot tighter 508 controls especially in (hopefully) new CMS. Would like to see built in internal workflow governance – EX: a message that tells users, ‘sorry, can’t upload non-compliant things’ and blocks them from publishing non-compliant docs.”
- “The 508 Office seems understaffed; not enough staff to provide remediation support; they need stronger advocates at VA to affect VA-wide enterprise systems and processes.”
- “Will OCTO stay to maintain the benefit hubs for instance? Would like to keep the approach of web consolidation like what the VA.gov content team is doing.”
- “There are tech tools like broken link checkers that other agencies use, but they’re not available or used at VA or OIT. Wish there was more technology commitment and support with tools like these.”
- “TeamSite administrative tool/dashboard that shows CMS users and site POCs works really well. Concerned that this will be lost or not available in Drupal. As web comms team, we really need to [be able to] see who has what.”
- “Digital skills throughout VA is a critical gap. Great need for more people with more current digital skills.”
- “Governance seems to work today because of the people committed to it versus system level structures.”

# OMHSP interview summary

**Web requests:** When a request for a new page comes in to OMHSP, OMHSP comms will work with requestor on strategy, and consider factors like: is it redundant, is it a Veteran resource. OMHSP comms may recommend someplace better where it belongs – like an already existing page, SharePoint, or the intranet.

Any request for an external (public) OMHSP page or site goes first through internal OMHSP approval process, then VHA web comms and relevant leadership (with Rhett and Koby in the loop).

**Pre-publishing review:** OMHSP web comms team has a quality control process for anything that's theirs and external facing. At this point, nothing gets published on the OMHSP sites unless it goes through the OMHSP web comms team first.

**Other activities:** OMHSP web contractors are made aware of the 6102 Handbook and compliance is written into their contracts. OMHSP comms also use other standards not in the Handbook like Fleish-Kincaid Reading Level, VA.gov content style guide.

- **508 compliance:** OMHSP uses contractors and makes 508 compliance a requirement. One tricky thing they encounter is different interpretation of 508 compliance.
- They generally don't reach out to 508 office and instead use VHA resources (trainings, guides).
- **Post-publishing:** If something non-compliant is reported, we take it down and fix it as quickly as possible. Generally, it will be a document from some other team/program office or a very old file.
- They'll help fix 508 issues, not as one of their duties, but because they want to help. Many program offices don't have the staff or the know-how to fix 508 issues, and the 508 office doesn't remediate issues.

**Tools:** 508 Office scans. The other 508 tools they have access to is limited by what VA allows.

**Summary:** OMHSP comms team has centralized oversight over their sites and pages, and thus, able to require their vendors to adhere to standards as part of their contract.

# OMHSP: Some general thoughts & concerns

- “Involving SMEs more during strategy and during the creation of new pages or updating pages. Like the VA medical center sites – suicide prevention coordinator pages on medical center sites.”
- Page loading issues, slow loading: “Sometimes a page won’t load for 5 minutes. Over the years, it seems like this happens more and more. Site performance issues sometimes impact our paid media campaigns. We don’t want to send paid media traffic to super slow loading pages.”

# VBA web comms

# VBA Digital Media interview summary

**Web requests:** VBA works with business via the VBA intake form before the business submits web ops request in the system.

- 1/ Business reaches out to VBA web comms team first usually, and VBA web comms has the business submit a VBA digital intake form.
- 2/ VBA web comms reviews the VBA intake form, makes corrections or works with the business to help complete intake info;
- 3/ Then has the business fill out the WebOps web request form (or fills it out for them) in the system.

**Pre-publishing review:** They review the basics – but not from a list per se.

Today, VBA team is the one creating the net new TeamSite pages, so web comms makes sure URLs are not using underscores, all caps, and following other web standards.

**508 compliance:** The web comms team has been requested by 508 office to send 508 questions and issues to the 508 office. So now, if they find 508 issues like a non-compliant PDF, VBA web comms will tell the business to contact the 508 office.

- Goal is to get to the point where businesses work first with the 508 Office, so that all content and files are compliant *before* publishing stage.
- Post-publishing: They send the 508 Office audit reports to the site owner.

**Tools:** 508 Office scans

**Other activities:** Ad hoc basis

**Summary:** The team is stretched thin; only one person on team is dedicated to website.

# VBA: Some general thoughts & concerns

- “Overall experience positive with DEPO. Would like more advance communication about content work coming up.”
- “With TeamSite content – more maintenance at this point; not really a lot of web governance activities or new sites. For example, for web governance checks on the legacy pages, a page-by-page audit would be needed and the team is not staffed for that.”
- “Currently not in use [at VBA], but SiteImprove scans of URLs, alt text, and broken links would help with governance.”



# OCTO-DE content and unauth products

# OCTO-DE VA.gov Sitewide Content interview summary

**Web requests:** Intake form for internal requests (e.g., for authenticated apps).

- Requests from stakeholders/SMEs generally come through email (for unauthenticated content). RH will make a GitHub ticket to track and manage. Sometimes, conversations or emails to work through more complicated solutions or recommendations.
- Once the update is made, RH sends out preview links for review.
- Stakeholder POC will give approval or share it with other team members in their business. There may be more back and forth based on feedback.
- Once approved and published, RH sends email letting stakeholders know and includes link to live page.

**Pre-publishing review:** Content team has pre-pub best practice checklists, one for writing, one for copy editing. Also refers to the VA.gov content style guide and AP.

- *“Surgeons have a checklist in the surgery.” – Using and adhering to a checklist is just good professional practice for ensuring high quality, every time.*
- 2-step workflow: editor/writer cannot review and publish their own work. Someone else must always review and publish, regardless of who the writer is.
- Sitewide content team still has to go through collab cycle for some things that are not baked into templates, added layer of pre-pub quality assurance.

# OCTO-DE VA.gov Sitewide Content interview summary

**508 compliance:** Different 508 needs for web content.

Team doesn't create PDFs but if a stakeholder requests a PDF to be linked to – First assess: can we provide this info as web content instead?

- Content team has pre-pub checklist (e.g., 508 compliant CTAs and link text) – learned from the accessibility team, so they now apply throughout site.
- They're always evolving their checklists and best practices as they learn about new accessibility issues.

**Other activities:** They have weekly office hours – not required but strongly encouraged. This has also been working well, and they've used many of the sessions as working sessions to actively discuss and resolve issues.

**Tools:** Various automated tools pre-publishing: broken link checker, editing lock in CMS. 508 and link scans during site build. URLs are automatically generated in CMS.

- Ex: Content build blocked if more than 10 broken links found across modernized pages.
- On health benefit pages, VHA's SiteImprove: But very rare that modernized pages have broken links.
- Most cases of broken links are to legacy PDFs or VAMC pages not managed by the content team.
- Headings or Aria labels – CMS message is triggered when there are heading and aria errors.

**Summary:** A lot of proactive knowledge sharing and practices (like creating and adhering to checklists). Because the tier 1 pages are managed by them, they can consistently apply standards and ensure consistency and quality. Content team is stretched thin between authenticated and unauthenticated sites.

# OCTO-DE VA.gov Sitewide Content: Some general thoughts & concerns

- “Having better permissions configuration in place... we’ve already seen too many problems, especially regarding 508 issues.”
- Real challenge and difficulty regarding “the expectation that Sitewide Content team will implement whatever someone higher up says to implement without regard to plain language, style, 508 compliance, and best practices.”
- “There is continual education of teams regarding the role of the Sitewide Content team, that we’re not just implementers, but a professional UX team that is responsible for the quality and UX of the content on the modernized pages.”
- “Notifications would help reduce reliance on Slack for all the things, all the time.”
- “Would like to see more happen in the CMS – easier to understand messages and automated notifications.”
- “Concerned what can go wrong when more people not on the content team are working on content in the CMS.”
- “Staff and bandwidth is an issue today.”

# OCTO-DE Unauthenticated Products interview summary

**CMS requests:** Via the VA Drupal Help Desk:

For VAMCs, someone with at least the same/peer level VAMC access must approve, per VHA.

For vet centers, you can have access to one vet center, unless you're district level. Only District Level person can approve access.

For CLPs: VACO Digital Media comms (in VHA, VBA, NCA, VEO, and OPIA). Required training and work with PW to implement analytics and IA.

For Outreach hub: VACO Digital Media comms teams have access to create Outreach Events

Challenges: Currently happening via documentation, pending notifications and assignments infrastructure. Also with about 1000 users for Vet Centers and VAMCS, there's a high frequency of VA staff turnover (from retirements, role changes, people leaving VA, new hires, etc.).

**Pre-publishing review:** N/A

**Other activities:** Data quality management – “not a website, but data” -- onboarding and training required.

EX: VBA facility statuses - used to be updated by VBA's Sandy Tadeo who managed the SQL db for VBA facility statuses. After he left, there's been no one maintaining that data in the SQL db. So that task has fallen to the Facilities team on OCTO.

Plan now is to migrate that data to Drupal, and to enable VBA and NCA to give access to VACO regional POCs to update individual facility status data.

**Challenge:** Goal of first training and onboarding users before giving the keys to access data – to “teach good habits before handing over technology.” Don't want to simply enable bad habits happening faster and easier. Completion of training is required and monitored before access. Some ppl have lied and tried to get access without completing training.

# OCTO-DE Unauthenticated Products: Some general thoughts & concerns

- “Would like to see VA as an organization make stronger enterprise-wide investment in basic digital training. VA needs skilled people trained and focused on the digital experience rather than relying on people doing this as one of their many “other duties as assigned” responsibilities. The numerous 508 issues we have seen across the VAMC pages is a symptom of this issue.”
- “Goal of first training and onboarding users before giving the keys to access data has been to ‘teach good habits before handing over technology.’ We don’t want to simply enable bad habits happening faster and easier. “
- RE the need for training and governance around training: “Some ppl have lied and tried to get access without completing training.”

# Example governance models

# Strongly centralized, with graduated levels of centralization for less critical experiences

- Support at a high executive ministerial level.
- Combination of centralized governance model for certain kinds of experiences, with varying levels of support (to no support) for other kinds of content.
- “Spaghetti mess under the bonnet” – multiple CMSs, all managed by Gov.uk DS.
- [Formal waiver process](#) in place for requesting permission to have an external website.
  - Their Head of Content, Markland Starkie, informed us that they reject 80% of requests. Strong spend controls in place.

## GOV.UK exemptions

You must not create any new government website or public-facing domain without an exemption or campaign approval from GDS. This applies to both .gov.uk and non-government domains (like org.uk, co.uk or .com).

There is separate guidance on:

- [government campaign approvals](#)
- [service domains](#)
- [website and email domains](#)

The criteria for granting an exemption may change as the proposition evolves. Exemptions can be revoked. If this happens, you may have to [work with GDS to migrate content to GOV.UK](#).

## How to request an exemption

[Complete the exemption form \(ODT, 14KB\)](#) to request an exemption from GOV.UK. You'll need to include:

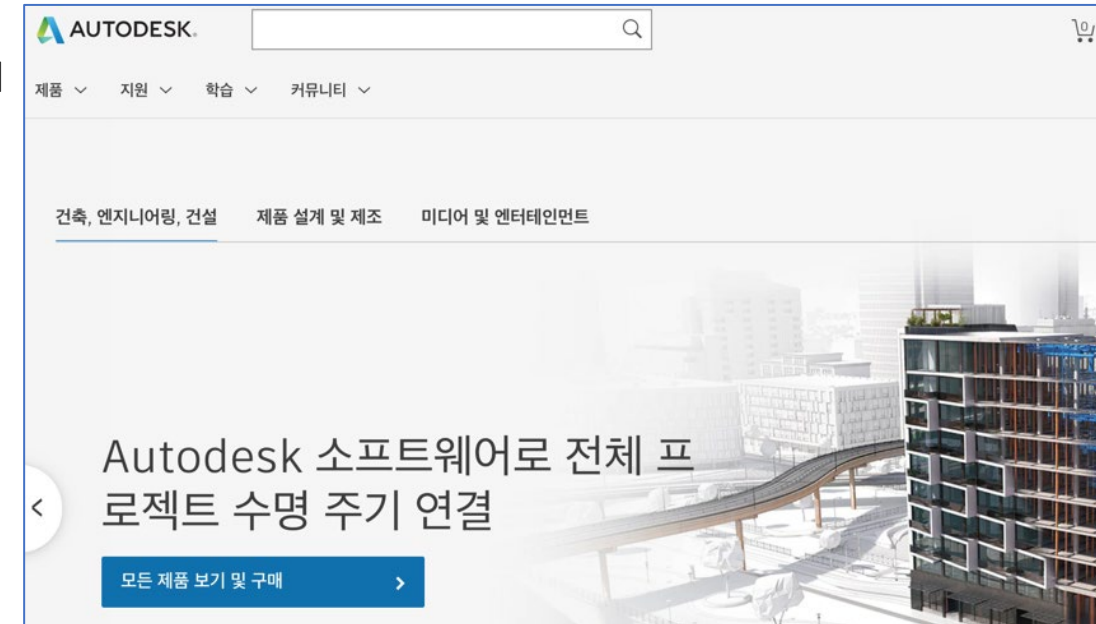
- why the user need cannot be met on GOV.UK, with supporting evidence
- your proposed domain name
- signed confirmation that your Head of Digital has given their approval

Email your completed form to [domainmanagement@digital.cabinet-office.gov.uk](mailto:domainmanagement@digital.cabinet-office.gov.uk) with the subject line 'Exemption request'.



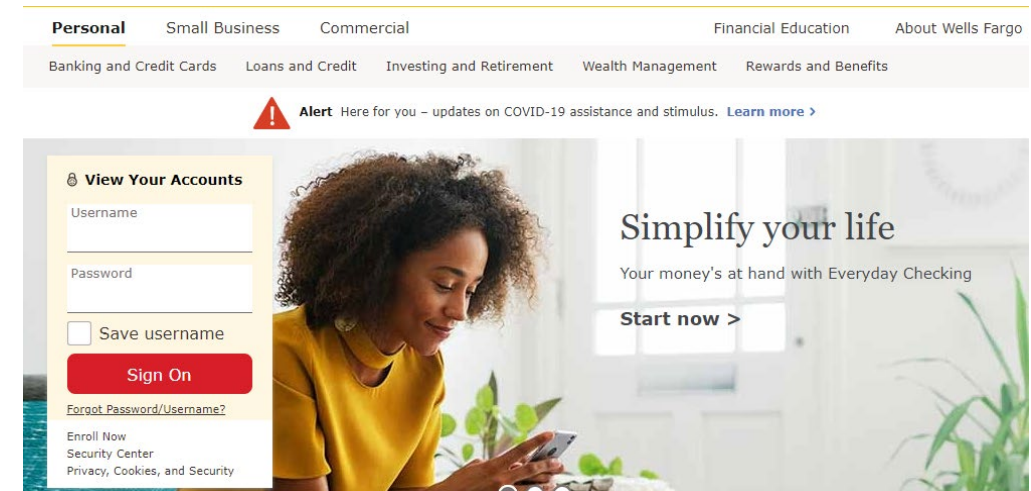
# Completely centralized CMS management, but co-owned governance

- All CMS administration, page setup, and publishing handled by a central CMS team of “producers.”
- Web content team and business SMEs have CMS editing access and collaborates on content – usually starting outside of the CMS with Word docs.
- CMS producer publishes only after final approval given by content editor (who in turns approves for publishing only after SME and business stakeholders give Okay). Approval only after all pre-assigned reviewers review (content editor, SME, stakeholder, designer, legal).
- Complexity of site – U.S. site + 32 localized versions + need to maintain and ‘traffic control’ numerous versions (or ‘instances’) of each site.
- CMS training required and monitored prior to user access.
- Daily publishing schedule for main site (auth + unauth); non-customer sites like blogs, design system, brand site – no checks, instant publishing.
- Other governance: Design system, content style guide, brand library, translation style guides, localization quality scans/ranking, centralized marketing team intake council (intake form, project brief, weekly meetings); annual site freezes – one for global localization, one for site



# Completely centralized CMS management, and completely separate governance

- All CMS page setup and publishing handled by a central CMS technical team. No user access.
- CMS admin publishes only after final approval given by content editor (who in turns approves for publishing only after SME, business stakeholders, and legal give Okay).
- Web content team and business SMEs collaborate on content totally outside of the CMS with Word docs templates based on the CMS components. (Word templates provided by the CMS team.)
- All customer-facing web (auth and unauth) experience managed by centralized UX Design team of product “studios.”
- Corporate content managed by brand team, with their own web content staff.
- Other governance: Design system, content style guides (corporate brand; unauth; auth), brand library, centralized UX Design team intake (iproject brief, CoP assignments); required CoP reviews during development; annual site freeze for site audit.



# Synthesis and recommendations

Governance: Why even?

# Impact on Veteran customer experience on VA.gov

The private sector understands governance has a direct impact on site quality. Site quality has a direct impact on CX and satisfaction--which is not a 'nice to have' but a competitive advantage.

- Communicate and reframe for leadership the bottomline relevance and value of governance, so that...
- VA leadership teams can properly staff digital work with the right skills, right number of people, in the right roles, and...
- Enable enterprise-wide modern technologies to proactively support site quality

# Focus modernized VA.gov governance efforts on PREVENTING rather than fixing issues after publication

## Invest in staffing digital work with the right cross-functional skillsets

- Either by increasing the staffing of existing VACO and OCTO web teams and centralizing more web functions.
- Or by retraining or restaffing field offices and each business line.
- Using people with “other duties as assigned” roles sets them up for failure—and ultimately degrades the Veteran CX on the site.

## Use more technological solutions to prevent issues

- Automated pre-publishing scans for 508 compliance, link checks, security, auto-notifications to teams when there are errors, publishing blocks of non-508 pages and docs.

## Dramatically reduce and limit the number of pages on the site

- Mega footprint of 450K+ URLs make it not humanly possible to know what’s out there. And if we don’t know what’s out there, we can’t really prevent duplicative content.
- The mega footprint also makes the ‘fix after it’s published’ approach unfeasible. (As soon as something is fixed, more errors are introduced by field offices and business lines.)

## Working group focused on action items, training, and codifying processes and rubrics

- Example: Quarterly/annual audits, based on site traffic and/or customer reported issues.
- Codifying rules around training, CMS templates.

**Goal: The right balance of standards and policies, business processes, and technical solutions that result in the maximum positive impact on Veteran experiences on the modernized site.**

# Part 1 WIP Web content governance discovery research deck



# DISCOVERY RESEARCH: WEB CONTENT GOVERNANCE (WIP PART 1)

**Jennifer Lee**

*DEPO – Digital Service Expert*

Office of the Chief Technology Officer

Web Governance Board monthly meeting:  
June 17, 2021

FOR INTERNAL USE ONLY





# Agenda

- Intro
- Purpose of the discovery research
- Casual poll: Why even?
- Completed interviews: Share out
- Next: Interviews with Web Comms teams

# Brief intro

- Have the unhelpful title of “Digital Service Expert”
- In the Digital Experience Product Office (Office of the CTO)
- Report directly up to the CTO, Charles Worthington
- Formerly PO of public website portfolio
- Previously at Autodesk, Wells Fargo, and eBay
- First internet job 1999
- Once fired from a customer phone support job for not getting customers off the phone fast enough

Home > Find a VA form

## Find a VA form

Search for a VA form by keyword

Enter a keyword, form name, or number

caregiver

Showing 1 – 1 of 1 results for "caregiver"

**10-10CG Instructions and Application for**  
**Form last updated:** 09-21-2020  
**Related to:** 10-10d, 10-7959C  
[Download VA form 10-10CG \(PDF\)](#)

[Go to online tool](#)

## Content principles

By consistently practicing language in an intentional way, we can provide content that supports Veterans' needs and improve their experience on our site.

### Better content, not better bureaucracy

Our goal is to help you create consistent, clear, and customer-centered content on VA.gov, not to create another layer of bureaucracy.

We define better content as:

- **Consistent.** We use words consistently to inspire trust and confidence in our customers.
- **Conversational.** We use everyday human words and plain language whenever possible. We talk like a human, not like Government.
- **Clear and helpful.** We break down complex information into simple, snackable chunks, and provide it progressively, when and where they need it, so it's easy to find, easy to understand, and not overwhelming.
- **Empathetic.** We talk person-to-person with our customers, and [use language that puts the person first](#), not the disability, condition, age, gender, or race.

### ✓ Like this

If you limit consent, it may take us longer to get your records. Your doctor will follow the limits you specify.

- ☐ Only show schools that provide maximum funding (tuition that left after your Post-9/11 GI Bill)
- ☐ Only show schools that provide funding to all eligible students

Search

### Helpful links

- [Find out if you're eligible for the Post-9/11 GI Bill](#)
- [Find out if you qualify for the Yellow Ribbon Program](#)
- [Apply for Post-9/11 GI Bill benefits](#)

### ✗ Not this

The attending physician will abide by the limitation the specifies. If the Veterans wants to limit consent, please...

Find out what kind of information you can get from our claim status tool. And learn how to use the tool to upload new evidence to support your pending claim.

Step-by-step

[How to check your VA claim, appeal, or decision review status online](#)

Follow our step-by-step instructions for checking the status of your VA claim, appeal, or decision review online.

**Abraham Lincoln University**  
Los Angeles, CA

# Purpose of discovery research

## **Reason for research:**

To understand what we're already doing at VA, where we may have opportunities for reducing pain points, and adapt things that are working but may not yet be used on the modernized VA.gov.

## **Goal/desired outcome:**

The right balance of standards and policies, business processes, and technical solutions that result in the maximum positive impact on Veteran experiences on the modernized site.

## **What:**

- Informational interviews with members of different teams, such as the Web Governance Board, TeamSite Administration, central VA web comms teams, and business lines.
- VA.gov site deep dive
- Comparison of different governance models and activities



# Governance: Why even?

Name the missing thing. What should the ultimate goals of governance be?

- A. Reduce confusion and chaos (how to get support, where to request, which teams or roles are responsible for what, etc.)
- B. Helps organizational productivity.
- C. ????????

# Not-Goals: Things we want to avoid

‘Busy’ work with low impact on customer experience (work done for its own sake)

Processes with low impact on customer experience

More policies with low impact on customer experience

More documentation with low impact on customer experience

Activities with low impact on customer experience

# Site performance issues

Common problems include:

- CSS, javascript, and HTML issues
- 40Xs broken links
- Bad 30X redirect chains and loops
- 502 server errors
- Broken images
- Duplicate title tags
- Duplicate meta tags
- Duplicate content
- Slow loading
- And more

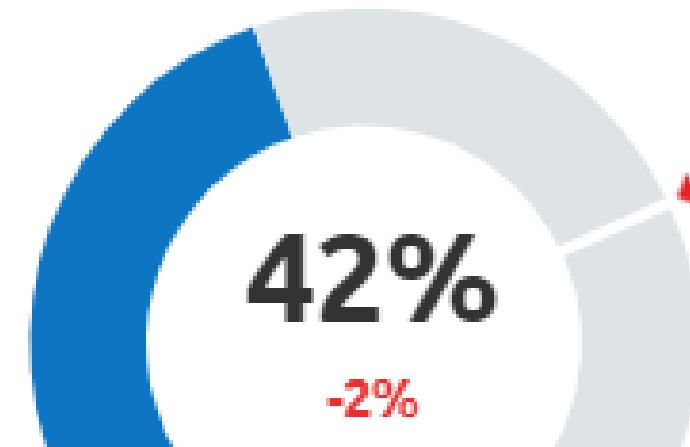


Avg government score: 80%

Avg private sector site score: 92%

Avg VA score: 32% to 54%

## Site Health



■ Your site 42%

▼ Law & Government ▼ 80%

[More about Site Health score](#)



Search

SITE MAP [A-Z]



Health

Benefits

Burials & Memorials

About VA

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## Fargo VA Health Care System

Home

► Patients & Visitors

Become a Patient

Appointments

► Locations & Directions

► Compare your VA Facility

▼ Health Care Services

### Compensation and Pension

Compensation and Pension

[return to top ▲](#)

VA » Health Care » Nutrition and Food Services » Side Dishes

## Nutrition and Food Services

► Nutrition and Food Services

► More Health Care

### QUICK LINKS

Hospital Locator

Zip Code

Go

Health Programs

Protect Your Health

A-Z Health Topics

**Veterans  
Crisis Line**  
1-800-273-8255 **PRESS 1**



### Side Dishes

Select a category to view recipes

[Starchy Vegetables](#)

[Grains](#)

[Non Starchy Vegetables](#)

[Fruit](#)

[Main Dishes](#)

[return to top ▲](#)



ABOUT **FACE**

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Get Help

# PTSD

We've been there.


After a traumatic event — like combat — it's normal to feel scared, keyed up, or on edge. If it's been months or years since the trauma, and you're still feeling this way, better, you may have PTSD (posttraumatic stress disorder).

Watch the intro 



https://www.research.va.gov/research\_nuggets/default.cfm

Bing Content style guide... Tier 3

An official website of the United States government [Here's how you know](#)

 Talk to the **Veterans Crisis Line** now >



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## Office of Research & Development

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### VA Research Nuggets

These one-minute summaries of important events and people in VA research —current day and historical— originally aired on Federal News Network, a private radio station in Washington, D.C.



April 2021



VA creates scoring system for calculating COVID-19 risk





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## St. Paul Regional Office

### Training Opportunities

VA now offers online Staff Appraisal Reviewer training and related resources.  
[Learn more >>](#)



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### Help Limit the Spread of COVID-19 and other illnesses

#### Help Limit the Spread of COVID-19 and other illnesses

Veterans with a sore throat, dry cough, shortness of breath or fever should call 412-360-6888 and select option #3 to speak to a nurse before visiting our facilities.

To protect Veterans and staff from COVID-19 and other illnesses, we made temporary changes at our University Drive and H.J. Heinz III campuses:

- VA's mandatory universal masking policy requires everyone who enters our facilities to wear a face mask that covers the mouth and nose, fits snugly and allows for breathing without restriction. We will provide you with a mask if you arrive without one. We will make an exception if you have a documented medical condition that prevents you from wearing a mask.
- No one may accompany Veterans into our facilities for outpatient appointments. Escorts are available at University Drive for mobility-challenged Veterans. Please contact the Veteran's care team in advance if an outside escort is required for medical, behavioral or other reasons.
- Visitors are not permitted in the Emergency Department's treatment area or waiting room. Clinical staff may grant exceptions for one caregiver, transportation provider or family member of Veterans who are gravely ill.
- Patients with confirmed or suspected COVID-19 may not receive visitors under any circumstances.
- Visitation for most other inpatients/residents at University Drive and the H.J. Heinz III Community Living Center is limited to family members and designated caregivers of Veterans who are gravely ill or in hospice or palliative care.
- Veterans receiving transplant care at University Drive can receive one visitor for 15 minutes each day.
- No visitors under age 18 are permitted.
- Visitors may see only one patient when they visit.
- No visitors are permitted at the H.J. Heinz III Veterans Recovery Center (building 69).
- Pharmacy pickups are restricted to urgently needed medications. All other medications and refills are mailed.
- The University Drive outpatient blood draw and urinalysis lab has been temporarily moved to the first floor of the Research Office Building (building 30).
- Credit union ATM use is restricted to staff and Veterans in the facilities on official business. Do not visit our campuses solely to use the ATM machines.

For answers to frequently asked questions, please visit [Coronavirus FAQs: What Veterans Need to Know](#) and VA's [public health response](#).

For more information about coronavirus, please visit the CDC's [Coronavirus \(COVID-19\)](#).

[Get updates on affected services and facilities](#)

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VA Pittsburgh health care

Locations

Pittsburgh VA Medical Center  
University Drive

H.J. Heinz III Department of  
Veterans Affairs Medical Center

## Beaver County VA Clinic

Our outpatient clinic offers general medical care, including physical exams, laboratory services, radiology, dietary services, and podiatry (foot care). Get address and hours, parking and transportation

*How can we make Veteran customer experience central to the goals of web content governance strategy and activities?*

**So far...completed interviews with 6 people on 4 teams.**

# TeamSite interviews: Service model rather than governance model

- Robust help website with user guides and tutorials – sent out to every new user. (Not required though.)
- Required annual user agreement - checkbox.
- Users who don't submit the annual UA are automatically locked out, and after 30-60 days, removed from the CMS.

**Web standards and governance are left to each site folder's line of business.**

Minimal baked-in (technical/dev-driven) governance, but **well-oiled and responsive service model.**

## VA WEB CMS SUPPORT (TEAMSITE) HOME

The **VA Web CMS Support** team manages and maintains the VA Enterprise Web CMS, which greatly enhances website management capabilities, helps to ensure standardization, reduce update costs and provides for enhanced web content authoring.

### TeamSite Help

- [FAQs](#)
- [Training Tutorials](#)
- [Tips and Tricks](#)
- [Contacting Support](#)
- [Calendar User Guide \(PDF\)](#)

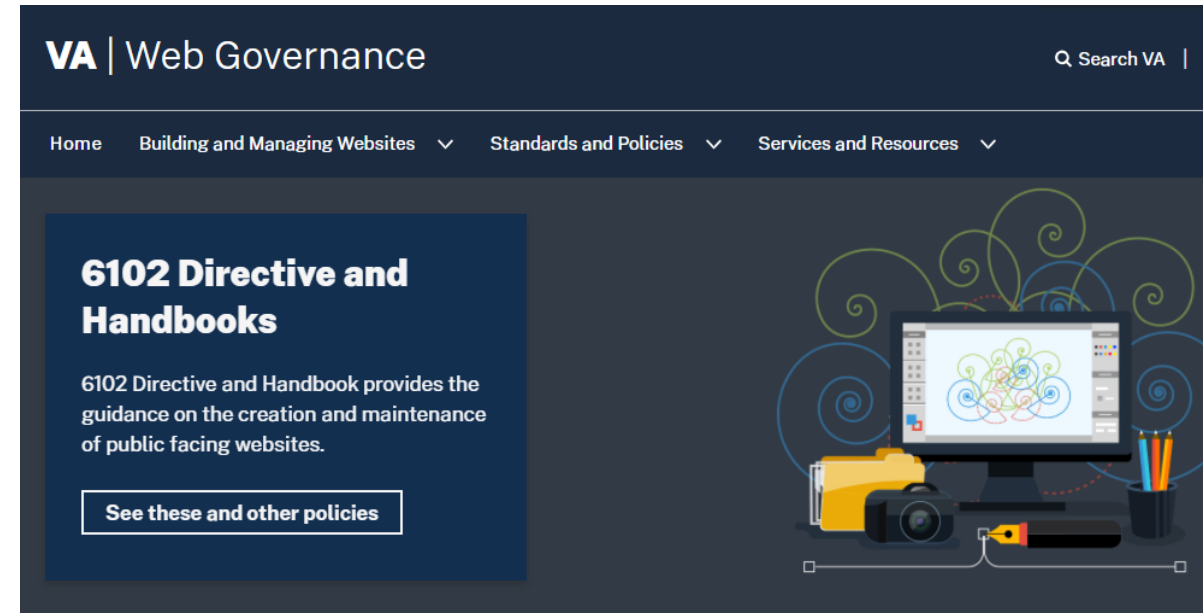
### Site Management

- [Site Migration/Site Creation Guide](#)
- [TeamSite Administrative Tool](#)
- [Web Request Site](#)
- [Web Registry Site](#)
- [6102 Site](#)
- [Enterprise Web Infrastructure Support \(EWIS\)](#)

# Web Governance Board interviews:

## Governing body at very high organization level (policies, handbooks, standards setting)

- 6102 Handbook
- Web Governance website
- Reviews web requests via Web Ops form
- Reviews and decides requests for custom sites – custom site waiver
- **Pain point:** Business compliance with web governance policies; web registry as a system of record –details get outdated, incomplete view of sites
- **Web content plain language, 508-compliance, URL standards, redirects, etc. out of scope – i.e., business web comms teams' responsibilities**



# Web Ops interview: Strictly server support, and not involved in setting, supporting, or resolving governance issues

TeamSite publishing – Web Ops review is triggered (i.e., publishing to the server stopped) when 80+ files or invalid files are submitted.

Resolution of trigger – Site owner's responsibility. (Typically, site owner reaches out to TeamSite admin and TeamSite admin will try to help them pinpoint error that needs resolving.)

Otherwise out of scope for WebOps. WebOps is **strictly infrastructure (server) support.**

**It is the site owner (web comms) responsibility for making sure their site works.**



# WIP summary: Robust governance documentations, standards, and governance bodies. Governance practice, enforcement, and compliance primarily left up to each web comms teams.

- Web Governance Board (maintains the web governance site and the 6102 Handbook)
- Mobile Apps Governance Board (no longer active)
- SharePoint Governance
- VA 508 Office Policies page on the intranet <http://vaww.section508.va.gov/Policies.aspx>
- VHA, VBA, NCA, VAMC how-to and web guidance documents

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Office of Information and Technology

The screenshot displays the 'VA | Web Governance' website. At the top, a navigation bar includes 'Home', 'Building and Managing Websites', and 'Standards and P...'. The main content area features a large heading '6102 Directive and Handbooks' followed by a descriptive paragraph: '6102 Directive and Handbook provides the guidance on the creation and maintenance of public facing websites.' A prominent button at the bottom of this section reads 'See these and other policies'. To the left, a sidebar contains the text 'Redesign of Enforcement of Background History/' and a paragraph about the VHA National System, with several phrases highlighted in yellow: 'chaos and a wave of frustra', 'own success, a lack of plan', 'Clinic Access) has been us', 'completely rearchitected fo', 'the file system in order to l', 'comply with the 6102 VA', 'exist. The migration for th', 'was changed to Systems R', and 'reorganized around the ne'. Above the sidebar, a tab is labeled 'SHAREPOINT GOVERNANCE GOALS'.



**Next: Interview sessions (currently in flight)  
with web comms and business teams**

# Problem statement

Huge footprint compounds site performance and content duplication issues, while making web content governance unfeasible and ineffective.

## Problem statement

With the mega volume of content:

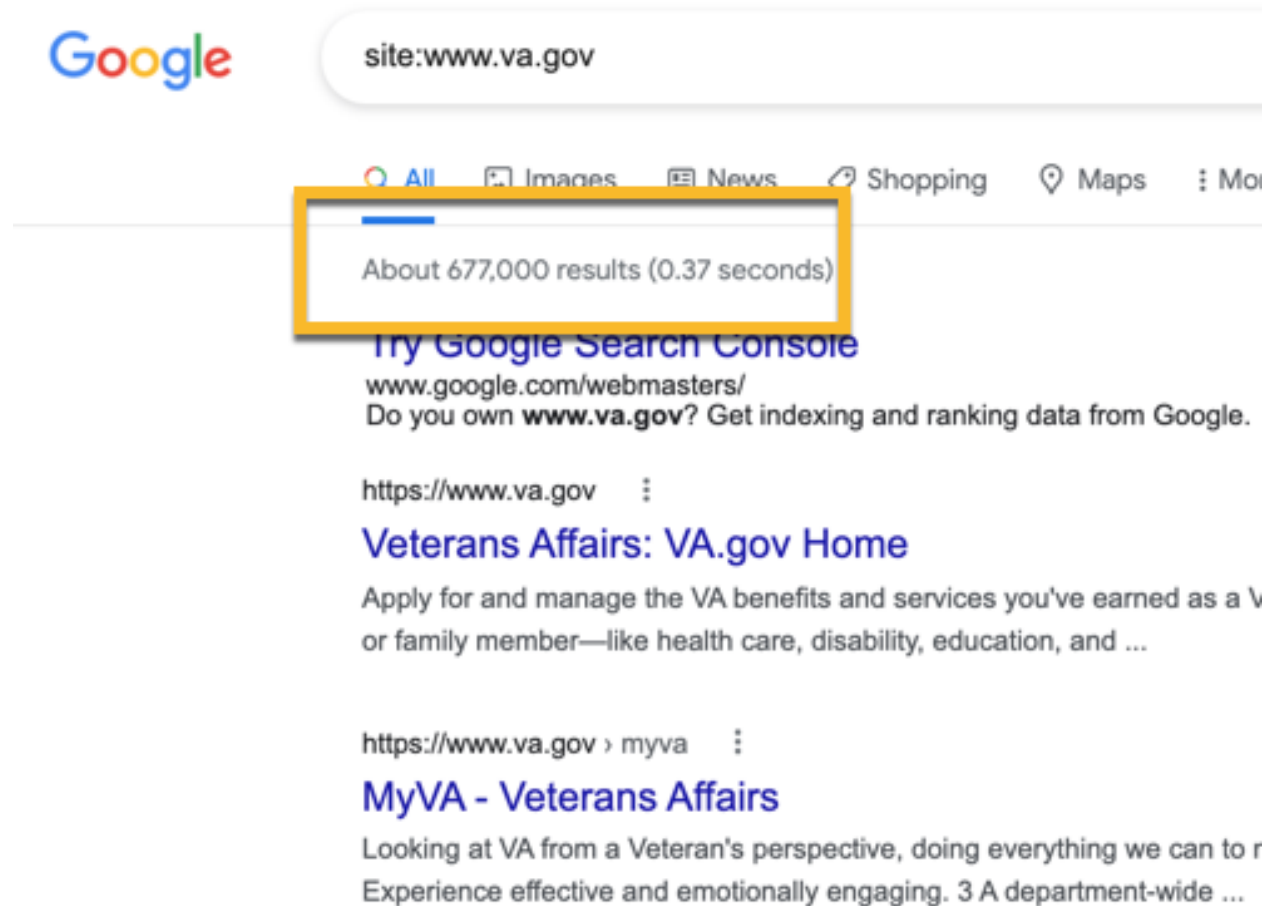
Content lifecycle management and governance is unfeasible.

Preventing duplicative content is unfeasible.

Knowing what we have, and where, is unfeasible.

We don't know what we have.

# Approximately 450,000 to 677,000 URLs (as of July 12 ,2021)



See the appendix for government and private sector comparisons for context.

80% - Avg government score

92% - Avg private sector site score

32% to 54% - Avg VA score

The score as of (July 12, 2021) is based on the number of errors and warnings on your site, and the uniqueness of each URL.

Reference: <https://www.semrush.com/kb/114-total-score>

