

From: [Lee, Jennifer Y.](#)
To: scooper@governmentcio.com
Cc: [Kara Kemahli](#); [Hurley, Anne \(Ad Hoc, LLC\)](#); [Hecht, Randi L. \(Ad Hoc LLC\)](#); mikki@adhocteam.us; nick.sullivan@adhocteam.us; megan.kelley@adhocteam.us
Subject: Redirect email materials
Date: Tuesday, December 3, 2019 1:09:00 PM
Attachments: [New-VA.gov-starting-points-and-CTAs-2019-03.pdf](#)
[legacy-benefit-pages-retirement-FAQs-112019.pdf](#)

Hi Selina – you already have the template email text. I’m including additional details for you here. Please add it to the GH documentation for redirects, and you can also use this info for the first redirect comms you send out today/this week per [ticket #1727](#)

Also attaching the 2 comms PDFs that should go out with each stakeholder redirect comms.

Subject line:

Benefit category – will be one of the 9 hubs; please ask a content team member or Mikki if unsure.

([@Hurley, Anne \(Ad Hoc, LLC\)](#) none of this applies to you – just including you FYSA bc you’re sending out the first ‘DIC move’ message to Angie.)

To line:

- **For health care benefits, send to:** Jennifer.Heiland-Luedtke@va.gov ; Jeffrey.Grandon@va.gov
- **For burials and memorials, send to:** James.LaPaglia@va.gov ; **AND CC:** Eric.Lee@va.gov , Brett.Lee@va.gov
- **For all other benefits (including some burial financial benefits), send to:** Misty.Sweet@va.gov ; Sandy.Tadeo@va.gov ; Adrianne.Hooten@va.gov

CC line:

Sometimes will depend but at minimum always CC myself as your DEPO POC.

=====SAMPLE EMAIL TEMPLATE=====

Subject: Redirecting legacy URLs: [Benefit category]

To: [DEPENDS ON BENEFIT TYPE. TBC.]

Cc: [DEPO POC and (if applicable) CONTENT WRITER]

Hello,

This email is to let you know that we’re redirecting the below legacy page(s), and when this redirect will take effect.

When do the redirect(s) start?

MM/DD {7 business days advance notice – remove this note when sending email}

What pages are being redirected?

Legacy page	Will redirect to new page	Update your TeamSite page with
[URL]	[NEW URL]	This page redirects to: [NEW URL]

Do I need to do anything?**1/ Immediately:**

- Let your relevant SMEs, teams, and partners know, and remind them that updates to Veteran-facing benefit information should now be made on the new benefit hub page(s).

2/ Soon as you can schedule:

- Update your nav links and print materials that are referencing the old URL.
- Replace the content on your old TeamSite page with the redirect text above. (This will help if someone is on a very slow connection, and initially when Google may continue to display the old page in search results.)

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Why is this happening?

This work is part of VA's larger mission to execute on VA Digital Modernization. Digital Modernization includes consolidating and eliminating duplicative content, so that Veterans have a single source of truth for benefit information and tools on VA.gov.

See the attached FAQs and document for more information.

What if I have updates I need to make, and my TeamSite pages are now redirecting to the new benefit hub?

For now, please contact your administration's central digital office to get updates made to the new benefit hub page(s).

- VHA Digital Media: VHADigitalMedia@va.gov
- VBA Digital Strategy Team: WEBADMIN.VBACO@va.gov
- NCA Web Services: NCAWebServices@va.gov
- OPIA: newmedia@va.gov

Note: The benefit hubs are for beneficiary-facing tier 1 benefit information. Marketing, program office, and non-beneficiary-facing content should continue to be updated on their existing TeamSite pages for the near future.