FOM DIGITIZATION: "ANCHOR" FOR TIER 3 PROGRAM OFFICE CONTENT MODERNIZATION

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Agenda

- Context: Digital Modernization and Web Brand Consolidation
- Executive summary
  - Problem statement & proposed solution
  - Impact to Veterans, the public, and to VA
  - Executive sponsor
- Collaboration

Things VA.gov has in common with the Roman colosseum

It endures.

The world around it has changed dramatically.

Pace of technological changes is faster than ever.

Customers' expectations and demands of websites are significantly different today than in 2003 when the first version of VA.gov launched.

VA Digital Modernization Vision

VA will deliver self-service tools on par with top private sector companies, and will have the **best online experience in the Federal Government**. Every digital service will be customized to the individual using it. Interacting with VA digital services will feel like navigating TurboTax, not filling out a form.

Defined July, 2017

Web Brand Consolidation

Tier 1 (2018-2020)

VA Benefits & Health Care Content and Tools
Primary users: Veterans and other beneficiaries (family, caregivers, service members)
Content examples: **Benefits eligibility**, **digital forms**, and **tools**; user **homepage** and **profile**; VAMC websites

Tier 2 (2020-2021)

Resources, Support, and Engagement Content
Primary users: Veterans and beneficiaries, Veteran sub-groups (e.g., women, LGBT, etc.), caregivers, VSO, career counselors, Content examples: **Women's health** resources, content for **benefits servicers**

Tier 3 (2021-2022)

Corporate Office and Other Program Offices Content
Primary users: Non-Veteran audiences (e.g., Congress, press/media, members of the public, researchers, vendors, etc.)
Content examples: **Office pages**, **doing business with VA** content, VA publications
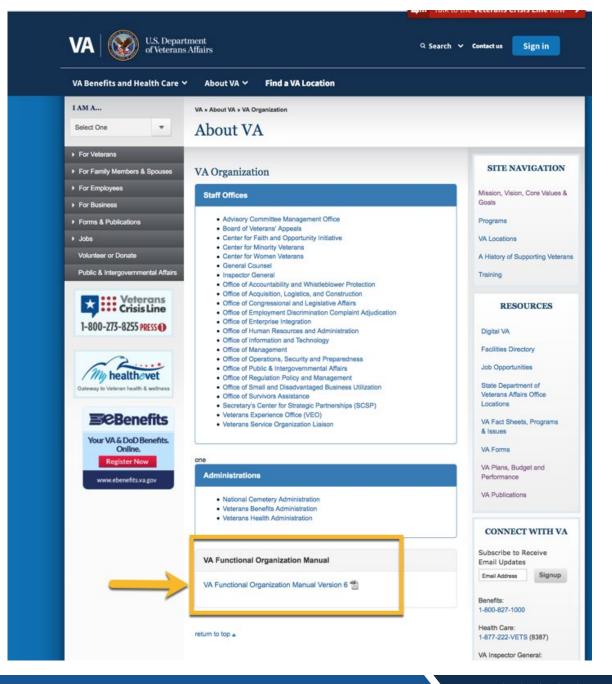
Executive summary

Problem statement

Currently the VA mandated functional organization information is provided in a PDF format.

PDFs inherently do not meet A11y and WCAG 2.0 508 standards.

Tier 3 'about our program office' content is unstructured, inconsistent across businesses, riddled with duplicative information and site errors, and not to WCAG 2.0 standards.

How might we provide members of Congress, the media, and the public relevant information about VA

——what program offices VA has, how many, its accountability structure, what each office's mandated responsibilities are, and other 'public good' content——

in a **modern, easy to find, searchable, and 508- and WCAG 2.0-compliant, and mobile responsive** form for the public?

Proposed solution

What this is

- **Use FOM as the data anchor and content source of truth for the baseline VA org content and taxonomy.**

- Modernize the FOM by making it fully digital.

- (Public-facing experience as well as backend maintenance of information in the content management system.)

- Marry the mandated FOM content with content types desired by lines of businesses.

Impact to Veterans, the public, and Congress

- Create a transparent, organized view of all authorized offices at VA.
- Provide a consistent experience for the primary types of organizational information.

Impact to VA

- Modernize and streamline the creation and maintenance of FOM by moving it to Drupal.
- Create a fair system of 'migrating' offices to the new VA.gov.

Business/executive sponsor for this initiative

Office of the CTO, Charles Worthington
Office of Enterprise Integration, John Medve

Collaboration

What we need your help with and next steps

1/ Executive cooperation and support for the strategy

2/ Technical POC for the Salesforce data:

- To learn if the organizational taxonomy can be consumed as meta data by the CMS
- To provide OCTO team permission to create a data end point for the CMS (content management system) to connect to
- (Janet Schiller, Dan Navarro)

3/ Subject matter expert POC for the FOM document content:

- To participate as a SME for user research interviews about workflows and current processes
- To be the SME POC for content modeling questions
- To onboard and train on the new CMS (to create and manage the FOM in the future from within the CMS)
- (Janet Schiller)

Next steps

Engage with Janet Schiller and Dan Navarro to learn about the FOM Salesforce hierarchy data and other FOM information.

Estimated need: 6-9 months of SME consultation; 1-2 hours weekly to biweekly.