Welcome to the new VA.gov

Features:

- Veteran-centered content based on Veteran feedback
- Editor-centered content management
- Multiple ways to get support



Veterans told us multiple VA websites and online brands are confusing and complicated to use



"It seems like they are getting redundant with all these sites."

"I just want to go to the VA & check my claim..."

—Veteran research participants



A new, Veteran-centered VA.gov

Global navigation with benefit hubs

Top user tasks

Benefits index

News stories



Global account, help, and search tools

One "front door" to get to all VA benefits, tools, and services



Editor-centered management of Veteran-centered content



Increased reliability, consistency, and quality of content for Veterans

Single source of truth

Robust governance

Guidelines and guardrails to ensure quality

Structured content



Single source of truth

- Content is not siloed and can be shared across VA, eliminating the need for duplicate content
- CMS can serve multiple consumers

Drupal CMS +
Content API

VA Mobile Application

Other consumers



Robust content governance

- Every piece of content has an owner appropriate to its scope and the governance strategy.
- Content can still be shared across VA organizations and products.

Project Charter — Content Management (CMS) Governance Working Group

1. Purpose

This Charter defines the function, membership, and procedures of the VA's CMS Governance Working Group (a subcommittee of the Web Governance Board).

2. Objective

To provide oversight and guidance to the team implementing the Drupal CMS - in accordance with the Digital Modernization Vision - to govern the va.gov website as a user-centered product and provide efficient, accountable, editorial governance practices for the business.

3. Structure

a. Stakeholders

The following offices are represented in the working group.

- · Digital Modernization Council (Represented by Charles Worthington Chief Technology Officer)
- Web Goverance Board (Represented by Gary Hicks Director of Media Engagement, Office of Public and Intergovernmental Affairs (OPIA))
- · Veterans Health Administration (VHA) Chief of Staff Larry Connell
- Assistant Deputy Under Secretary for Health for Health Informatics (10A7) Chuck Hume, FACHE

b. Participants

The following individuals represent their respective offices, with the ability to make or get decisions.



Guidelines to ensure quality

Encourage and enforce content practices that have been tested with Veterans.

- Accessibility
- Plain language
- Mobile friendly
- Search optimized
- Content strategy
- Product strategy



Structured content

- Scalable and modular content model
- Each field has a specific purpose that drives product goals
- Structured content can be leveraged by multiple applications



Editor-centered management of Veteran-centered content



Editor-centered

Purpose-driven

Efficient

Approachable

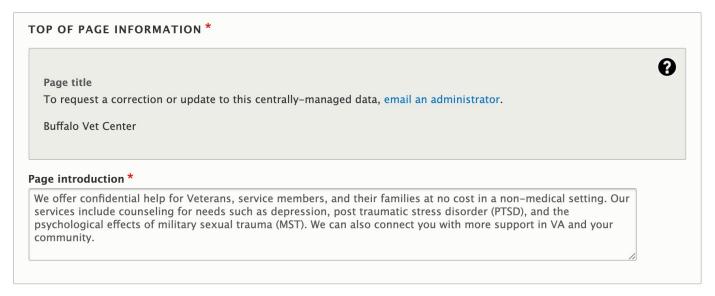
Consistent

Empowering



Purpose-driven

Editor involvement in VA's mission, content strategy, and product strategy





Efficient

Clear, straightforward paths to get the job done

Service *

Surgery - Specialty care

•

Look up the name from the national list of health care services.



Approachable

Friendly guidance over authoritative instruction

FACILITY PHOTO

Add a photo of the facility

Add media

Photo guidelines

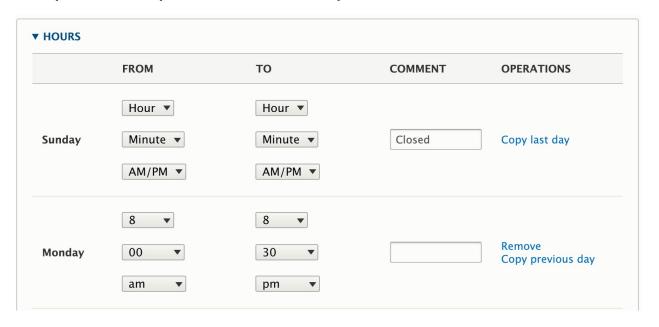
- √ Smart phone photos are ok
- √ Use landscape orientation
- √ Show the entrance side of the building
- X No people
- X No car license plates

One media item remaining.



Consistent

Repeatable patterns to complete tasks





Empowering

Clear information to make decisions and contribute to a timely, accurate, single source of truth





Veteran-centered

Single source of truth

Robust governance

Guidelines and guardrails

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Consistent

Empowering



Get support in the CMS

- On-demand help guides
- On-demand training videos
- CMS help desk support

