



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 opts to limit consent, please note

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

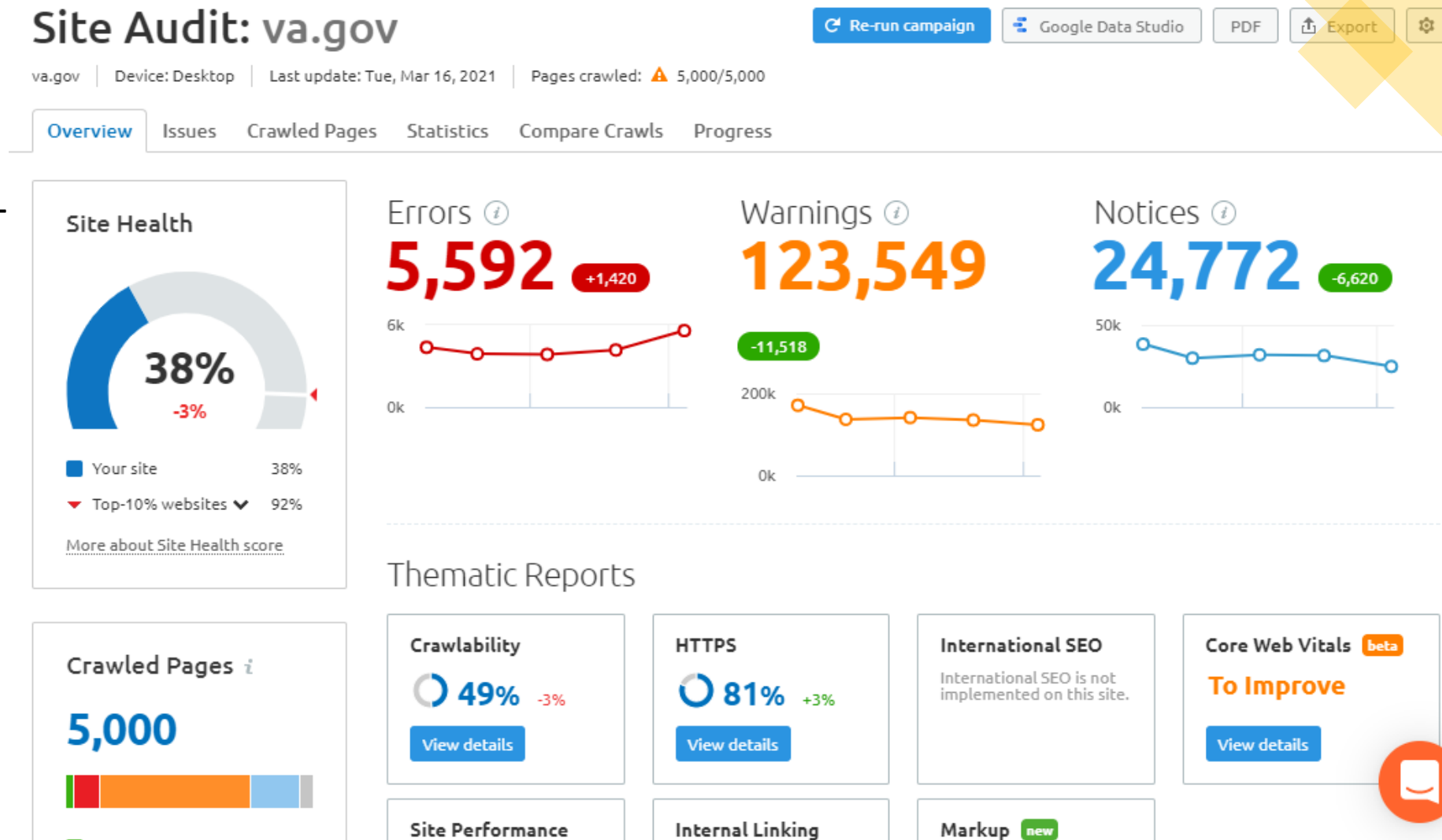
More documentation with low impact on customer experience

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

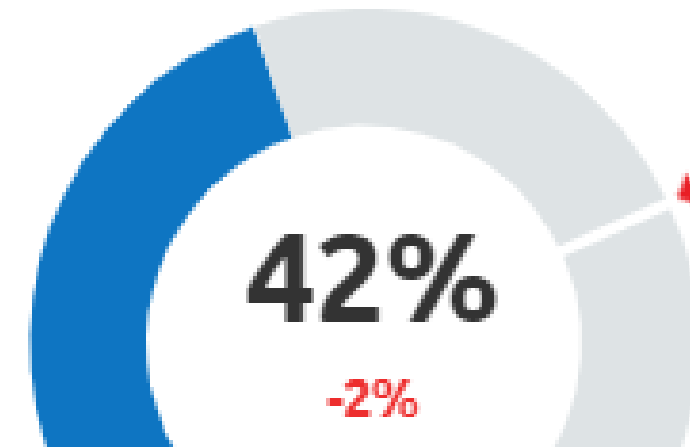


Avg government score: 80%

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](#)

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 \(PDF\)](#)

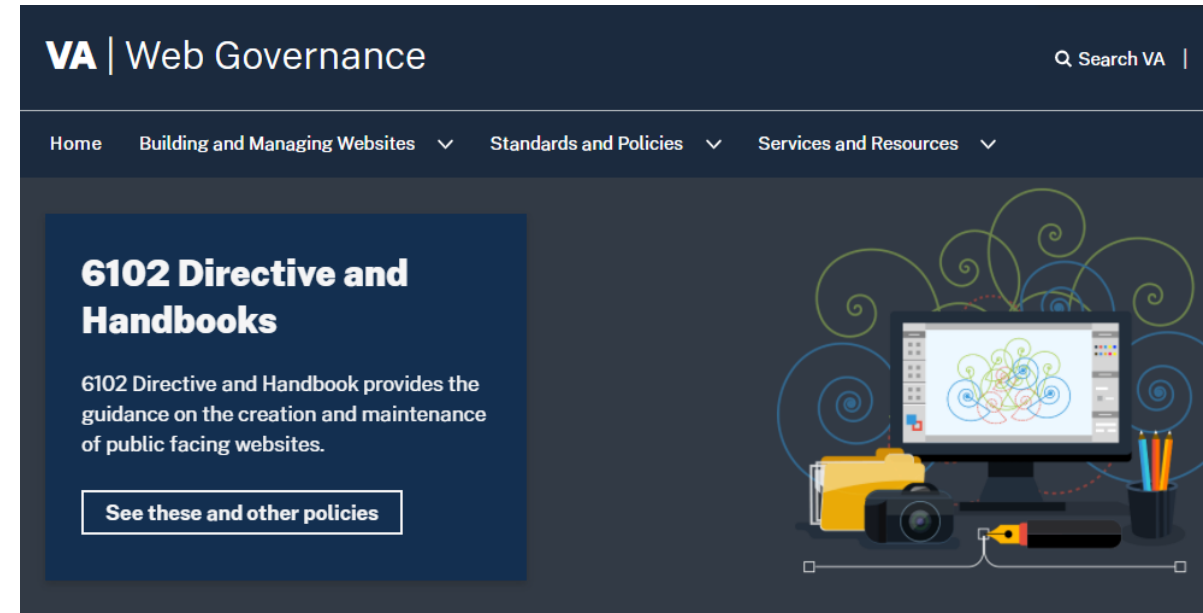
Site Management

- [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

FOR INTERNAL USE ONLY

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 subheading '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 labeled 'SHAREPOINT GOVERNANCE GOALS' is visible.

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