

Best Practices for HQ EICs Working With Regions and Other AAs

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(Notes from February 2016 EIC Roundtable Discussion)

The following summarizes the “EIC Roundtable” discussion that took place in February 2016 to help HQ EICs understand various options for addressing related Web content owned/managed by the Regions or other AAs.

- **Distributed Management (DM) model** – a single “distributed management” website should be the default, unless a different structure is needed. With DM websites, HQ and all Regions have access to edit and publish.
 - EIC establishes from the get-go what the expectations are – who is responsible for what content; what kind of content should be posted and not posted etc.
 - EICs can post these rules in writing in the Web Guide or in Word documents that they then distribute. Example of a set of rules in the Web Guide: <http://www.epa.gov/webguide/managing-careers-website>.
 - The default is that the EIC trusts the Regional folks with publishing access to do the right thing; the EIC can take access away if they don't.
 - Example of a DM site where Regions are responsible for their own content: Careers. These pages in particular are managed using the DM model – each page has editors in multiple offices and Regions:
 - <https://www.epa.gov/careers/volunteer-unpaid-internship-opportunities-currently-open-epa> and
 - <https://www.epa.gov/careers/internships-and-fellowships-law-students-and-recent-law-school-grads> and
 - <https://www.epa.gov/careers/legal-careers-epa>
- **Other ways of organizing your processes and content** – for example, using multiple websites for one topic, or using one website and having the EIC post all changes/updates (rather than each Region doing so) might make more sense, and aren't prohibited, but they should not be your starting point.
- **Examples** of different ways Region-specific content has been addressed in various websites.
 - One page per Region:
 - <http://www.epa.gov/uic> (map at bottom of home page)
 - <https://www.epa.gov/caa-permitting> (again, the Region-by-Region map that links to individual Regional pages)
 - All Regional content on one page:
 - <https://www.epa.gov/fgc/2015-federal-green-challenge-award-winners>
 - <https://www.epa.gov/national-pollutant-discharge-elimination-system-npdes/approved-or-established-tmdl#undefined>
 - <https://www.epa.gov/water-research/arsenic-treatment-technology-demonstrations>
 - Regional content scattered on multiple Region-specific pages within a website:
 - Lead: <https://www.epa.gov/lead/report-lead-based-paint-tips-and-complaints> and <https://www.epa.gov/lead/epa-regional-contacts>
 - Regional content dispersed throughout a site:
 - <http://www.epa.gov/fish-tech/fish-tissue-data-collected-epa> -- info about Great Lakes Enviro Database.

- **Content tips:**

- For Regional content, **don't assume that the one-page-per-Region** solution will work for all websites.
- Use a consistent approach for **titles on Region-specific pages**.
 - Examples: Underground Injection Control in Region 10 or Underground Injection Control in the Pacific Northwest (Region 10).
 - It's ok to use "Region X" if your customers are familiar with our Regions. Otherwise it's better to use the geographic title (e.g. Pacific Southwest, Midwest, Great Lakes, Mid-Atlantic) or a combination of both.
- **How do you decide what content to include in your Web area vs. linking to it in another Web area?**
 - There is no right answer. It's important not to duplicate information in the WebCMS, but that doesn't mean it can't be linked from multiple topics.
 - Look at this financial disclosure form, for example: <http://1.usa.gov/1Wro3Ud>. You can see that there are at least three EPA websites that link to it. If there is content in another Web area that relates to your topic, discuss the best approach with the EIC of the other Web area.
 - One thing to consider is that when someone clicks on a link that leads to another Web area, they may have a hard time finding their way back to your topic. In that case, it's ideal to put all information on a topic in the same Web area, but that's not always feasible.

- **Process/people tips:**

- **What if you aren't sure what Regional content exists?**
 - It's important for the EIC to inventory all content related to their topic, including regional content.
 - Create a workgroup with subject matter experts from the Regions.
 - Contact the Regional Web Council Members email group.
- Work through existing SME workgroups, but make sure that **Regional Web Council members** are included – when it comes to how to display Regional information in a site, they might have opinions different from SME opinions.
- **Don't wait to reach out to the Regional Web Council members.** They can help you inventory Regional content early in the website's development so you can be thinking about the best ways to incorporate it into your site.
 - Send an email to "Regional Web Council Members" for all Regions, or there's a list here: <http://www.epa.gov/webguide/web-council-members-and-other-key-web-contacts>
- If you are an HQ EIC and would like to get advice from a Regional person about how to work with the Regions, we have **OWLs who may be able to help**. Contact Bill Glenn, R9, or Jeff Philip, R10, to see if an OWL can serve as an occasional coach for you in your efforts to work with the Regions.
 - **What's an OWL?** OneEPA Web Liaison (OWL) – Group of Regional Web Coordinators who've volunteered to help EICs with certain topics that have a lot of Regional content. Some of these topics include NPDES, SIPs, UIC, tribal programs, grants, and enforcement.

- **Process/WebCMS tips:**

- **How do you solve the problem of people working on a website at the same time and overwriting each other's edits?**
 - If you suspect that others may be working at the same time, look carefully at the Workflow tab for the page.

- If you see someone else working on the same page on the same day that you are working on it, you might want to contact that person before you start making edits.
- If you have administrator member level access (webmaster access), **you can give access to additional administrator members and editors in the WebCMS** yourself.
 - From your Web area's Group Dashboard, select "Add People" and enter the new editor's LAN ID.
 - Or you can request additional editors by emailing "Web CMS Support" and they will do it for you.
- **Can we give editor access to only a single page?** No. Edit rights apply to the entire Web area.
 - However, you can set up specific guidelines for which pages people are allowed to edit.
 - Here's an example: <http://www.epa.gov/webguide/managing-careers-website>.
 - You can also set up a workflow so that you are the only person who can publish pages in the Web area.