Attachment 1

OneEPA Web Update: Details of Actions Needed

EPA relies on our Web site to effectively communicate with our many audiences. The Administrator communicated her intent to "strengthen EPA's Web presence and streamline our Web site for better service" in a February 25, 2010 memo, and named the Office of External Affairs and Environmental Education and the Office of Environmental Information as the Executive Sponsors of the OneEPA Web Initiative.

In accordance with the initial guidance from the Administrator and the Executive Sponsors, the OneEPA Web Leadership Team has been collaborating with your web and communications staff. We have been conducting research on the best practice approach and developing a project plan for a revised OneEPA web structure. We held an EPA-wide OneEPA Web Project kick-off meeting on September 1, 2010, for Public Affairs Directors, Communications Directors, and Web Councilors to communicate the approach and project plan.

The OneEPA Web team is providing significant staff and funding for this project, and we ask that you also provide sufficient resources to support it.

We are requesting that you take the following steps to ensure the success of this project.

1. <u>Complete migration of top-level organizational content to the About EPA web area by February 2011.</u>

EPA has launched a standardized way of presenting organizational information in the area entitled "About EPA," which can be accessed from a tab near the top of the EPA home page. The goal is to migrate all regional and headquarters organizational web content to this location by February 2011.

- In order to meet this goal, **please review** the "About EPA" information for your region or office at www.<u>epa.gov/aboutepa</u> and identify any changes.

- **Please submit information** you would like us to add and/or change to Karen Reshkin (<u>reshkin.karen@epa.gov</u>) no later than November 19, 2010.

We will work with your point of contact to review the request and schedule a date to migrate your appropriately tagged organizational content to the new "About EPA" area of our site and redirect your visitors to the "About EPA" area.

2. Provide resources to support development and implementation of microsites and resource directories.

We have identified editors-in-chief for the pilot microsites and resource directories. They are now in the process of identifying which headquarters and regional staff members are essential to help organize, create, and tag content for these new Web sites by serving on the site editorial boards.

- If your office is involved in the pilot site topics, please **commit the time of your staff** requested to serve as editorial board members and other web content development tasks. Board members may need to devote 25-50% of their time to developing web content in the initial project phases.

- Please also commit staff time as further microsites and resource directories are developed. As the new staffing model develops, we will work with your organization to understand the resource requirements.

We have asked your Communications Directors, Public Affairs Directors and Web Council Members to help the editors-in-chief find appropriate participants.

3. Submit web topic priorities by November 19, 2010.

The OneEPA Web team has created a short survey to identify which significant topics should next migrate into the OneEPA Web format (i.e., microsites and resource directories). Topics can be environmental issues (e.g., radon), geographic areas (e.g., San Francisco Bay), or specific business processes (e.g., recruiting).

In order to identify your organization's 2-3 top priority topics for migration into OneEPA Web, please **complete a survey form** for each topic no later than November 19, 2010. The survey can be found at http://www.surveymonkey.com/s/EPAPrioritizationQuestionnaire.

Relying on your input and an analysis of the top searches on our Web site and other audience input, the OneEPA Web team will establish the next group of priority microsites and resource directories. We will coordinate approval of this list with Agency senior managers.

4. Continue to participate in OneEPA web governance activities.

All regions and headquarters offices need to actively participate in the OneEPA Web project. Communications Directors, Public Affairs Directors and Web Council members attended the September 1 kickoff meeting. The Quality and Information Council (QIC) has been briefed on the project, and updates will be provided on a periodic basis to the QIC.

We request that you continue to have representatives **participate in OneEPA Web activities** so that we can continue to collaboratively meet the Administrator's objectives and your regional/program needs for this initiative.