

Web Executive Board Charter

Approved November 8, 2012

Authority: The Web Executive Board was established by the Web governance proposal recommended by the Quality and Information Council and approved by Malcolm Jackson, Chief Information Officer in July 2012.

Purpose: The purpose of the Web Executive Board is to provide representative advice to the Associate Administrator for the Office of External Affairs and Environmental Education (OEAE) and the Assistant Administrator for the Office of Environmental Information (OEI) on Web policies and in determining priorities that have resource implications to programs and regions.

Membership: Program office membership is comprised of representatives from a subset of EPA offices: Office of Air and Radiation (OAR), Office of Chemical Safety and Pollution Prevention (OCSPP), Office of Enforcement and Compliance Assurance (OECA), Office of Research and Development (ORD), Office of Solid Waste and Emergency Response (OSWER), Office of Water (OW), and a rotating representative from the other AAs. For FY2013-FY2014, the rotating representative is from the Office of Administration and Resources Management. Regional representation is from the Assistant Regional Administrators (ARA) and the Public Affairs Directors (PAD) from the Lead Regions and Backup Lead Regions for OEAE and OEI respectively.

Senior Information Officials (SIO) have been delegated the responsibility for “public access and web management” through the CIO Policy Transmittal 05-001. SIOs may delegate participation as Web Executive Board members to a senior manager with resource responsibilities for public communications.

The Web Executive Board is co-chaired by SES members from OEAE and OEI: the Deputy Principal Associate Administrator from OEAE and Office Director of the Office of Information Analysis and Access from OEI.

Scope and Functions: The scope of the Web Executive Board applies to all EPA public online communications including websites (www.epa.gov and other partnership websites) and social media. It is applicable to all online communications, whether accessed by desktops, mobile devices, or other methods. The scope does not include web-based applications.

The Web Executive Board makes recommendations to the AAs of OEAE and OEI on decisions regarding online policy and resource matters with agency-wide applicability. As appropriate, OEAE and OEI will discuss operational issues requiring senior-level input with groups such as Public Affairs Directors, Communications Directors, the Quality and Information Council, and the Office of General Counsel.

The Web Executive Board may function as a subcommittee or other component of the Quality and Information Council (QIC). Web governance will be aligned with EPA’s information technology and information management governance. The initial implementation in FY2013 will serve as an interim approach while the QIC is considering a restructuring. Based on the analysis of the QIC structure, the Web Executive Board functions may become part of a subcommittee that has a broader scope that includes additional information access programs.

Web Executive Board members:

- Speak for their organizations and commit resources to meet EPA requirements
- Are accountable for their organization's online communications
- Serve as the primary point of contact for OEAE and OEI management on Web issues
- Report on progress as requested by OEAE and OEI, which provide tools and reports to help them oversee their organizations' efforts
- Have sufficient knowledge of online communications to be able to evaluate, discuss, and recommend relevant actions
- Have solid working relationships with the Communications Director (headquarters offices) or Public Affairs Directors (regional offices).

Meetings and Communication: The Web Executive Board meets as needed, but no less than twice a year, to act on the recommendations from the OEAE National Web Content Manager and OEI National Web Infrastructure Manager. The co-chairs may convene the Board as needed to address Web issues with resource implications for programs and regions.

Each member must have a backup, and either the member or the backup must attend each meeting. Decisions and deliberations will be held at scheduled meetings even if a particular member cannot attend.

Meetings will be conducted with the use of teleconference, videoconference and webinars as appropriate to facilitate the full participation of members not located in Washington, DC. Meeting agendas and materials will be distributed in advance.

Charter Approval: This charter will be approved by the Associate Administrator for the Office of External Affairs and Environmental Education (OEAE) and the Assistant Administrator for the Office of Environmental Information (OEI) following acceptance by consensus of the Web Executive Board membership.