

## **Management System: Stakeholder Relations & Communications**

### **Web Governance**

#### **1. Purpose**

This policy establishes roles and responsibilities for governance of web accessible content within the Fermilab web presence, and the minimum requirements that website owners must meet in order to make content accessible via the Fermilab web presence. This policy uses a graded approach that ensures that the Fermilab web presence supports the laboratory's scientific mission through a consistent and current web environment that maintains the reputation of the laboratory.

#### **2. Scope**

This policy covers all web accessible information in the fnal.gov domain and/or hosted on servers within the Fermilab network.

#### **3. Applicability**

This policy applies to all employees, users and contractors who create or maintain websites within all Fermilab web environments.

#### **4. Effective Date**

This policy is effective October 1, 2015.

#### **5. Definitions**

**Fermilab web presence:** All web accessible information in the fnal.gov domain and/or hosted on servers within the Fermilab network.

**Site owners:** People who own and are directly responsible for managing a website.

**Content editors:** People who have the ability, as designed by site owners, to modify some or all of the content of a website.

## 6. References

Fermilab Policies	<ul style="list-style-type: none"> <li>• Fermilab IT Policies</li> <li>• Records Management Policy</li> <li>• Policy on Communication</li> <li>• Policy on Transparency</li> </ul>
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## 7. Roles and Responsibilities

<b>Office of Communication</b>	<ul style="list-style-type: none"> <li>• Maintain overall governance of the web.</li> <li>• Create look and feel (branding) and high-level messaging across the web (intranet, internet and collaboration sites).</li> <li>• Own and maintain content of top-level Fermilab public relations pages.</li> <li>• Authorize public visibility for web content.</li> <li>• Oversee the lab-wide web taxonomy.</li> </ul>
<b>Office of the CIO</b>	<ul style="list-style-type: none"> <li>• Set lab-wide web technology, development and security standards and guidelines.</li> <li>• Support web infrastructure and content management system platforms.</li> </ul>
<b>Web Governance Committee</b>	<ul style="list-style-type: none"> <li>• Set priorities for Fermilab’s web program.</li> <li>• Provide voice of stakeholders in crafting detailed web policies, governance and procedures.</li> <li>• Serve as advisor on new web templates based on laboratory branding.</li> </ul>
<b>Site Owners and Content Editors</b>	<ul style="list-style-type: none"> <li>• Ensure that the processes and procedures required by this and any applicable information technology (IT) policies are followed.</li> <li>• Ensure that content made accessible via their websites is properly maintained and updated.</li> </ul>

## 8. Policy

### 8.1 Governance

Overall governance for Fermilab’s web presence will reside with the Office of Communication, with input from divisions, sections and users provided by the Web Governance Committee. In general, governance will be more tightly controlled in areas where there is substantial external exposure.

Site owners and content editors should maintain a clear understanding of how their site/page is affected by web governance and IT policies and procedures. Site owners and content editors are responsible for ensuring that their sites/pages follow any applicable security, access, branding,

layout, structure and content guidelines and rules as contained in web governance and IT policies and procedures.

## 8.2 Graded approach to web governance

The level of web governance rigor that will be implemented by the Office of Communication for any given website will be determined using a graded approach that is based on a website's intended audience and function; method of user access; and entity that owns the website.

The primary function of the graded approach is to provide an initial determination of whether a site will undergo review by the Office of Communication, and indicate the likely need for approvals of site branding and content, and expected update frequency. Final decisions on required approvals for site branding and content, and minimum update frequency, will be made by the Office of Communication on a case-by-case basis.

Before any Fermilab website is created, significantly changed or upgraded to a new technology, the website owner is responsible for conducting an evaluation of the site according to the criteria below, documenting the results, and following the appropriate governance procedure depending on the level indicated.

**High:** Websites meeting the “high” criteria will automatically undergo review by the Office of Communication. After initial review, the Office of Communication will approve or deny public visibility if requested, and document the high-level requirements for site branding, content and review/update frequency as well as any required additional approvals before the site can go into production.

In most cases, sites meeting the “high” criteria will be required to

- adhere to specified branding guidelines
- have their branding and content approved by the Office of Communication before entering into production
- review and update their site content approximately annually

**Moderate:** Websites meeting the “moderate” criteria will automatically undergo review by the Office of Communication, however, high-level requirements for site branding, content and review/update frequency will typically be less rigorous than for sites meeting the “high” criteria. After initial review, the Office of Communication will approve or deny public visibility if requested, and document the high-level requirements for site branding, content and review/update frequency as well as any required additional approvals before the site can go into production.

In many cases, sites meeting the “moderate” criteria will be required to

- adhere to specified branding guidelines
- have their branding (but not content) approved by the Office of Communication before entering into production
- review and update their site content once every 2-5 years

**Low:** Websites meeting the “low” criteria will not be presented to the Office of Communication for

review before they go into production. As with all laboratory-supported websites, however, sites meeting the “low” criteria must still meet all applicable IT policies and requirements as specified by the laboratory.

<b>Governance level</b>	<b>Intended Audience</b>	<b>Accessibility</b>	<b>Website owner</b>	<b>Intended function</b>
High (If one or more apply)	Public, including industrial partners, vendors, funding agencies, job candidates  All employees and/or all users			Public Relations  Public Outreach  Recruitment
Moderate (If one or more apply)	Large subset of employees or users (division/section/ large scientific collaboration)	Off-site, unauthenticated	Major laboratory unit(s), including laboratory-managed DOE Order 413 projects  Scientific collaboration or external laboratory-affiliated group	
Low (If none of the High or Moderate criteria apply)	Small subset of employees (department, group)	Authenticated  On-site only, unauthenticated	Laboratory sub-unit/club  Individual employee or user	Information  Collaborative work  Archival

## 9 Policy Owner

This policy is owned by the Assistant Director for Communications.

## 10 Review cycle

This policy is to be reviewed every two years after issuance.

## 11 Revision History

<b>Revision</b>	<b>Date Released</b>	<b>Description of Change</b>
<b>1</b>	10.30.15	Added language on governance of public visibility for web content. Removed specifications for Web Governance Committee composition; removed role for Web Governance Committee in review of website requests.
<b>2</b>	08.01.18	Minor formatting of table in section 8.2.