

Management System: Stakeholder Relations & Communications

Web Governance

1. Purpose

This policy establishes roles and responsibilities for governance of web 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 content in Fermilab-owned domains, regardless of whether the content is hosted on servers within or outside 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 Fermilab-owned domains.

Website: A set of one or more webpages and related content under a subdomain.

Webpage: A document reachable at one URL on the web with a client such as a browser.

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

Content editors: People who have the authority and access, as designated by site owners, to modify some or all of the content of a website.

6. References

Fermilab Policies	<ul style="list-style-type: none"> • Fermilab IT Policies • Records Management Policy • Policy on Communication • Policy on Transparency
-------------------	--

7. Roles and Responsibilities

Office of Communication	<ul style="list-style-type: none"> • Set standards for website/webpage maintenance and ownership. • Maintain overall governance of the Fermilab website. Ensure website/webpage owners follow web maintenance and brand standards. • Set priorities for Fermilab’s web program. • Create look and feel (branding) and high-level messaging across the web (intranet, internet and collaboration sites). • Provide and maintain web templates and style guides. • Own and maintain content of top-level Fermilab public relations pages. • Approve subdomain names in the Fermilab web presence. • Authorize public visibility for web content. • Oversee the labwide web taxonomy.
Office of the CIO	<ul style="list-style-type: none"> • Establish labwide web technology, development and cybersecurity standards and guidelines. • Support web infrastructure and content management system platforms. • Set cybersecurity processes to ensure that the information systems at Fermilab are operated at an appropriate level of risk.
Web Governance Committee	<ul style="list-style-type: none"> • Serve as advisor on new web templates based on laboratory branding.
Site Owners and Content Editors	<ul style="list-style-type: none"> • Ensure the processes and procedures required by this and any applicable information technology (IT) policies are followed. • Ensure web content made accessible via their websites is properly maintained and updated. • Ensure web style guide compliance.

8. Policy

8.1 Governance

Overall governance for Fermilab's web presence resides within the Office of Communication, with input from divisions, sections and users obtained through the Web Governance Committee.

Governance is more tightly controlled in areas where there is external or labwide internal exposure.

Site owners and content editors are responsible for maintaining a clear understanding of how their websites/webpages are affected by web governance and IT policies and procedures. Site owners and content editors are responsible for ensuring their sites/pages follow all applicable security, access, branding, layout, structure, style, content guidelines, and maintenance rules as outlined in web governance and IT policies, procedures and guidelines.

8.2 Graded approach to web governance

The level of web governance rigor 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 (1) whether a site will undergo review by the Office of Communication and (2) the likely need for approvals of site branding and content and expected update frequency. Final decisions on required approvals for site ownership, 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 demonstrating the necessary web skills/competence for supporting web updates, 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.

The levels of web governance are:

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

- Identify site ownership
- adhere to specified maintenance and branding guidelines
- have their branding, architecture and content approved by the Office of Communication before entering into production
- review their site content once or twice a year and update it as deemed appropriate by the site owner in consultation with the Office of Communication

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

- identify site ownership
- 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 at least annually

Low or Minimal: Websites meeting the “low” or “minimal” criteria will not be presented to the Office of Communication for review before they go into production. As with all laboratory-supported websites, sites meeting the “low” or “minimal” criteria must still meet all applicable IT policies and requirements as specified by the laboratory.

Governance level	Intended Audience	Authentication	Website owner	Intended function
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

Minimal	N/A	Authenticated Unauthenticated, on-site or off-site with no content		Web application or service Database
---------	-----	---	--	--

9. Policy Owner

This policy is owned by the head of the Office of Communication.

10. Review cycle

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

11. Revision History

Revision	Date Released	Description of Change
1	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.
2	08.01.18	Minor formatting of table in section 8.2.
3	01.27.21	Updated scope to include all web content in Fermilab-owned domains. Updated responsibilities of the Office of Communication. Added definitions of website and webpage. Added 'minimal' level to graded approach.