

A G E N D A

City of St. Louis Website Policy Committee

When: Wednesday, July 27, 2011, 2 PM
Where: 1015 Locust, Ste 1200 (SLDC), Large Board Room
Subject: City Website Policies

Members:

- Kara Bowlin, chair (Mayor)
- John Farrell (Comptroller)
- Vacant (President BOA)
- Tom Stoff (County Offices)
- Donna Brooks (Communication)
- Ivie Clay (SLDC)
- David Newburger (Accessibility)
- Sonya Pelli (ITSA Web)

Start time: 2 PM
Target End time: 2:50 PM

In attendance: Kara Bowlin, Donna Brooks, John Farrell, Ivie Clay, David Newburger, Sonya Pelli, William Hanses (for Tom Stoff)

- I. Welcome
- II. Review past meeting action item status
- III. Vacant spots on Policy Committee – define process
- IV. Policies Actions
 - Adopted by email vote - Short urls and homepage/base template policy
 - Adopted by email vote - Base Template and homepage policy
 - Vote on - Website Technology Protocol (Mayor's Office)
 - Draft Accessibility & Usability Policy (Office on the Disabled)
- V. Feedback Form modifications discussion (Comptroller's Office)
- VI. Content and Communication Team Governance (Kara Bowlin, Sonya Pelli)

Discussion

IT governance - Kara Bowlin shared that Robbyn Whabby of the Mayor's Office indicated that there is now a citywide IT governance structure and she suggests that the City website governance should become part of the broader City IT Governance structure. Members want to review IT governance model to see to best facilitate transition.

Content/Communication strategy – Kara would like to table this topic due to limited time and resources. Donna Brooks of Communication offered her Division's services and time when ready to work on a news cycle strategy.

Decisions Made

1. Members agree with the concept of bringing the city website governance under the citywide IT governance structure.

2. Committee member will review and vote via email on the adoption the "Website Technology Standard Policy", Link to policy: <http://stlouis-mo.gov/cin/website-technology-protocol.cfm>
3. To integrate draft "Accessibility & Usability Policy" drafted by David Newburger in standard policy format and submit to committee members for review and email vote.
4. To modify the page level "feedback form" to include a easy way for public to link organization contact form.

Action Items

1. Kara to email policy group documentation describing the governance model of the newly established Citywide IT governance structure.
2. Sonya to email link to Website Technology Protocol Policy for review and vote. <http://stlouis-mo.gov/cin/website-technology-protocol.cfm>
3. Sonya to integrate Accessibility policy in standard policy format and email link for review and vote.
4. Sonya to direct web team to modify the "feedback form" to facilitate public to submit contact information along with their feedback.