 Treasury Board of Canada
Secrétariat du Conseil du Trésor
du Canada

Better government, with partners, for Canadians

Action Plan for the Renewal of the GC Web Presence

Presentation for Senior Departmental Officials for Web Nov 28th, 2012

Canada

Request for a Web Renewal Action Plan

The President of Treasury Board has been mandated by the Prime Minister to develop a Web Renewal Action Plan.

Web Renewal Action Plan to be presented to Cabinet Committee by December 2012

Prime Minister's letter contains 3 requests:

1. Web Renewal to significantly reduce number of GC websites and improve the effectiveness and efficiency of web publishing
2. Develop and implement standards and management process for social media
3. Develop and Implement Mobile Application standards and governance process

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Opportunity to Make Positive Change

A challenging but exciting opportunity to:

- Rethink how the Government serves, communicates with and engages Canadians and Canadian businesses
- Focus the GC's collective content creation and publishing capacity to where it will be most effective
- Modernize the GC's enabling processes, platforms and tools
- Over the mid term reduce the costs of online publishing

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Web Renewal Principles

- Put users first
 - Website content organized by user needs, not by government organization - "user centric"
 - Help users accomplish what they came to do as quickly as possible - task-oriented
 - Easy to use, easy to navigate across all components - standard look and feel; standard navigation
- Drive to 'e by default'
 - GC web should be primary destination for Canadians on GC information, services and engagement
 - Engage Canadians through social media - direct to web/other platforms for content
- Content to be 'device agnostic'
 - Keep pace with current technologies to engage citizens, as proposed in the Open Government Action Plan
 - Automatic updates to match device upgrades
- In line with strategic directions for IT Modernization
 - Enhanced but consistent use of new technologies; standardize, consolidate and re-engineer
 - Standard and consolidated production and publication platform
 - New publishing process to be applied GC-wide
- Cost-effective
 - GC-wide centers-of-expertise on new technologies (eg. Mobile-PDA, smart phones, tablets,) in order to accelerate deployment, improve effectiveness, reduce cost

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Web Renewal – Scope Considerations for Department/Agency inclusion

- **Arms-Length Entities - perception**
 - Examples - Pension Appeal Board, Policy Horizons, National Seniors Council, Panel on Labour Market Information
- **Partnership Sites**
 - Examples - Canlearn.ca, Nationalchildbenefit.ca, Bizpal.ca, seniors.gc.ca
- **Agencies and Boards (FAA schedules I.1 and II)**
 - Examples - Parks Canada, CRA, LAC, CRTC, CHRC, Auditor-General, Privacy Commissioner, Status of Women, National Parole Board, School of PS, Law Commission of Canada

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Web Renewal – Scope Considerations (cont.)

- Crown corporations and others not in current scope
- Content Authority
- Extent of inclusion (most popular user requests only?)
- External (public facing) sites, Intranets, others
- Web applications

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Governance

- Moving towards a centralized, consolidated function
- Drawing on lessons learned from other jurisdictions, e.g. UK, Australia, USA, BC
- Governance principles drafted - three elements:
 - Structural
 - Process
 - Policy

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Information Architecture

Vision and Principles

- One integrated Government of Canada site
- Information architecture will:
 - Be user-centric organized by key themes/topics, audiences and tasks based on research and testing
 - Include all Government information and services
 - Include engagement capabilities

Process

- Short-term: The IA Working Group will outline a concept for Cabinet consideration and approval
- Long-term: The Action Plan will outline the tasks to be undertaken to arrive at a final information architecture for implementation, including:
 - Content inventory (including list of services/topics)
 - Usability testing
 - Top tasks
 - Visitor pattern analysis/Analysis of search terms
- The Action Plan will also outline associated changes to relevant policies, standards and guidelines, as well as introduce new instruments as required.

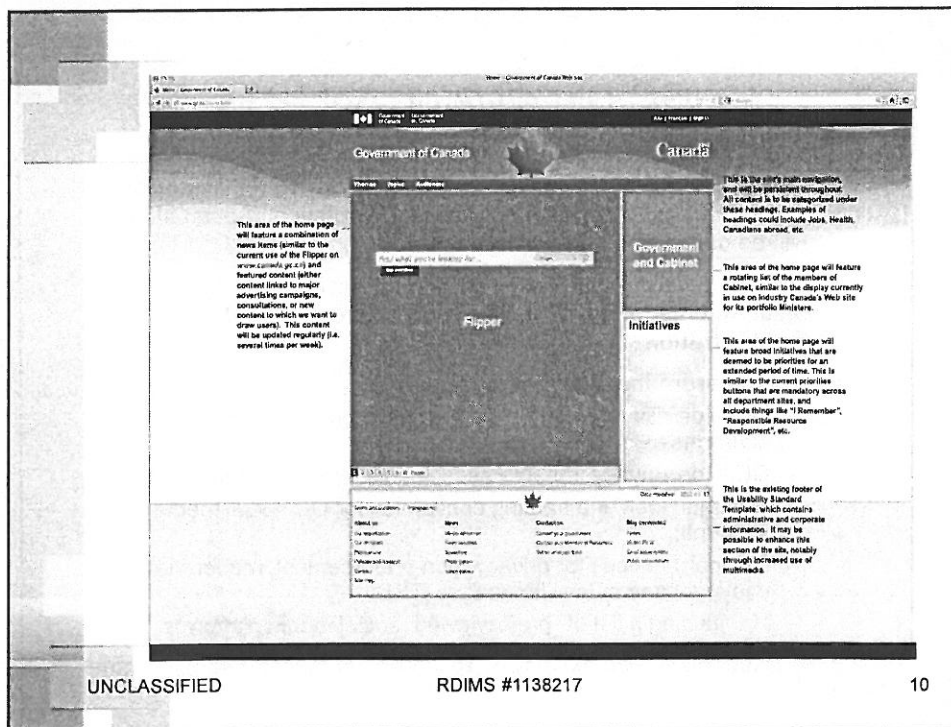
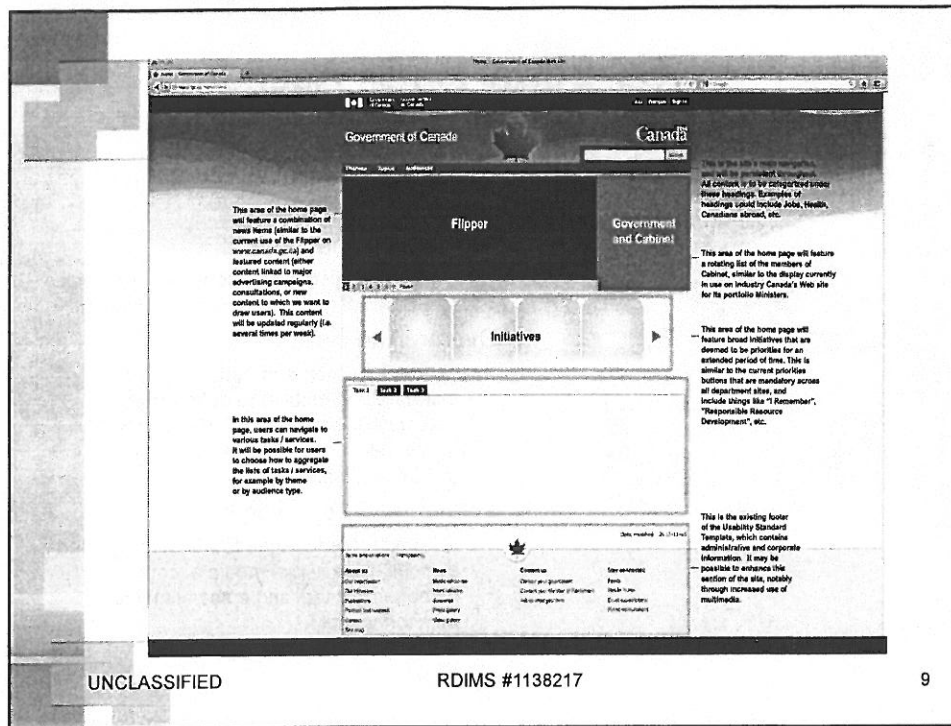
We're [...] working on consolidating our web presence from 1,500 to 6 or fewer, perhaps one website. This consolidation will focus on putting the needs of citizens first rather than organizing our websites around the structure of government.

President of the Treasury Board,
Address to GTEC on November 6th

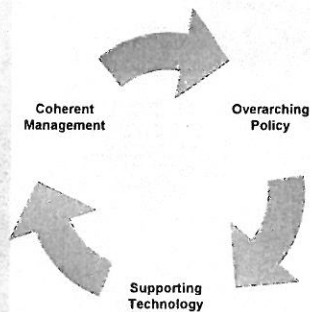
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GC Social Media Agenda



Proposed Elements:

- Coherent Management:
 - Provide consistent and coherent approach to GC social media account management
- Overarching Policy:
 - TBS will develop a mandatory policy instrument (directive) to define roles, responsibilities and requirements for GC social media accounts as well as an accompanying guideline
- Supporting Technology:
 - GC Social Media Agenda will be supported by a GC-wide social media account management tool and a social media monitoring tool

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GC Directive on Social Media

- In support of greater consistency and coherence in GC social media account management, a new Directive on Social Media will be developed and implemented
- The Directive will outline the roles, responsibilities and requirements for social media account creation and administration
- Key requirements would include:
 - GC-wide risk management for engaging on social media platforms
 - GC-wide Privacy Impact Assessments for social media platforms
 - Common look and naming convention for GC social media accounts
 - Standard notices for privacy, non-endorsement, moderation, copyright and official languages [TBC]
 - Maintaining a list of “pre-reviewed” social media platforms
- A Guideline will be developed to support the use of social media

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Standardizing Mobile Applications: Principles (WSO)

- **Standardizing Mobile Applications should ensure:**
 - Ability to adapt to a rapidly changing technology environment
 - Low implementation/maintenance cost to GC
 - Leveraging readily available skill-sets
 - Ability to collaborate internally and externally
 - Reuse of solutions
 - Alignment with Web Standards
 - Flexibility to meet departmental needs

We are keeping the above principles in mind as we standardize mobile applications

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Standardizing Mobile Applications: Deliverables

1. List of supported mobile application platforms
2. Identification of a standard development platform
3. A "Common Look and Feel" approach
4. Set of standard analytical and reporting tools
5. Centralized publishing accounts

"Standardization" can be achieved through combination of Directives, Standards, Guidance, Tech specs and WET

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Preliminary Web Renewal Action Plan Timelines

High Level Action Plan Development	Oct. 2012 – Dec. 2012
Communications Strategy	Nov. 2012 – Mar. 2013
Publication of new Social Media and Mobile Application Standards	March 31, 2013
Pending approval of the Action plan, next steps would be an MC and TBS submission	March 31, 2013
Business Case for Renewal - Transition:	Nov. 2012 – Mar. 2013
Proposed GC Online Publishing Process:	Nov. 2012 – Feb. 2013
New Platform & Online Services Procurement:	Apr. 2013–Dec. 2013
New Publishing Pilot on New Platform:	Jan. 2014 – Mar. 2014
Transition Plan	
Desire for an aggressive rollout timeline	
New Centers of excellence established for mobility, video., and	April 2014 to TBD
On-boarding Departments and Agencies; 1-3 years to incorporate schedule 1 and 2.1 organizations	
Archival of Legacy domains & Content	Oct 2015 – TBD

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Web Renewal Action Plan Considerations

1. Balance of User-centric content and Government messaging
 - Loss of ministerial visibility (analytics from HRSDC & BC on political message hit ratios – before and after design changes)
 - Placement of messaging important – put where intended audiences will find them
 - If the target audience for messages is primarily media (media center – ie. Theme of Government Announcements)
2. Departmental control of content and publishing
 - Governance model to clarify roles and accountabilities
 - What will be performed by central agency
3. Transition Strategy - priority for on-boarding
 - Do we focus on high-request information and services first (UK model)? and split department's content between old and new models

OR

 - Do we start with departments who have the in-year capacity to on-board (sign-up)
 - Do we start with departments who do not have the capacity (ie. to deliver on Accessibility / Interoperability & Usability); central model provides capacity

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Web Renewal Action Plan

Questions ?

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