



E-Governance Board Communications Plan

2009

Department of Administrative Services
Director's Office
Public Affairs

BACKGROUND

In the spring of 2001, a group of representatives of state agencies gathered to talk about improving AccessOregon, the state's Web site. They discussed the need for a common look and feel, and sought ways to improve the organization of the site. One attendee suggested obtaining a ".gov" domain. After contacting the federal agency that controls that domain, the state of Oregon soon purchased the "Oregon.gov" and "OR.gov" domain names.

In 2003, the Governor issued an [executive order](#) and launched an effort to create a content management system that would create a common look and feel for all state Web content, as well as a common platform for editing and publishing. The group met again to discuss a new publishing model, key user tasks, and changing the way users navigate.

As the discussions progressed, the group members saw a need for a permanent Web policy board to "evaluate effectiveness, legal and statutory compliance, content and standards policies, etc." The E-governance Board as we know it today emerged to meet those needs.

Now chaired by the DAS Public Affairs Manager, the Board addresses issues that arise in the administration of the state's Web site, Oregon.gov. With guidance from the DAS Director, the board makes decisions that solve the Web-related business needs of state agencies. Among the issues the Board addresses are the look and feel of the state's Web presence, taxonomy, changes and additions to the design template, and addition of new services like collaboration tools.

Audiences include:

- Chief Information Officers (CIO)
- E-governance Advisory Board
- DAS Executives
- E-Governance Board
- Single Point of Contacts (SPOC)
- TeamSite Users Group (TSUG)

[E-governance board charter](#)

OBJECTIVES

This communications plan strives not only to epitomize "excellent customer service," but also to "foster excellent customer relations." These considerations have led to the formation of the following objectives:

- **Inform users, customers and clients of changes and the status of ongoing projects in a timely manner.** Technology requires that we're flexible and able to make changes and updates with quick turn-around times. The E-governance board must be prepared to communicate these changes efficiently.
 - E-Governance Board
 - Single Point of Contacts (SPOC)
 - TeamSite Users Group (TSUG)

- **Solicit feedback from clients and stakeholders.** Often, the Board is required to gather information and feedback regarding the changes and updates. This plan will allow the Board to be prepared to request comments, opinions and reactions from these groups in a timely and efficient manner.
 - Chief Information Officers (CIO)
 - E-governance Advisory Board
 - DAS Executives

RESOURCES

The E-governance board uses the following resources to achieve its objectives in message delivery.

- SPOC e-mail list
- TSUG e-mail list
- TeamSite User meetings
- E-governance Board e-mail list
- GovSpace (requires login) <https://oregon.jivesoftware.com/community/agencies/egovboard>
- E-governance Board Web site (<http://oregon.gov/DAS/EISPD/EGOV/BOARD/index.shtml>)

PROCESS

The Board chairman has responsibility for the development and implementation of this plan.

- Leads the Board (comprised of representatives from various state agencies).
- Serves as the single point of contact for messages from the Board.
- Promotes communication standards for written and Web-based communications and champions the Board's efforts to communicate efficiently.

The E-governance board members contribute to the development and implementation of this plan in the following ways:

- Attend Board meetings to provide input and guidance, receive information and provide resources and ideas to TeamSite users in their agencies.
- Help develop, monitor and update this plan.
- Share pertinent information with their agency Web contributors while soliciting feedback

EDS, the state's consultants, play a key role in the plan:

- Attend Board meetings to provide status of ongoing projects.
- Communicate status via written documentation, e-mails, and use of GovSpace.

Ongoing Communications

- Continue monthly board meetings (agendas, recaps, handouts).
- Continue updates of e-Governance board Web site.
- Continue GovSpace communications (discussions, blogs, document review, etc.).

Incidental Communications

- Oregon.gov wrapper changes/updates (ListServ)
- New services

- New programs
- New tools
- Training

Needs to be Communicated	Communication Tool	Managed by
Template changes	<ul style="list-style-type: none"> • TSUG • E-mail to TSUG/SPOCs • Web site • Listserv* 	<ul style="list-style-type: none"> • EISPD • E-gov Helpdesk • EISPD • Subscription
New services	<ul style="list-style-type: none"> • TSUG • E-mail to TSUG/SPOCs • Web site • Press release 	<ul style="list-style-type: none"> • EISPD • E-gov Helpdesk • EISPD • DAS - Public Affairs
New programs	<ul style="list-style-type: none"> • TSUG • E-mail to TSUG/SPOCs • Web site • Press release 	<ul style="list-style-type: none"> • EISPD • E-gov Helpdesk • EISPD • DAS - Public Affairs
New tools	<ul style="list-style-type: none"> • TSUG • E-mail to TSUG/SPOCs • Web site • Press release 	<ul style="list-style-type: none"> • EISPD • E-gov Helpdesk • EISPD • DAS - Public Affairs
Training	<ul style="list-style-type: none"> • TSUG • E-mail to TSUG/SPOCs • Web site 	<ul style="list-style-type: none"> • EISPD • E-gov Helpdesk • EISPD

*ListServ is only for changes/updates to the Oregon.gov wrapper:
<http://listsmart.osl.state.or.us/mailman/listinfo/e-govtemplateupdates>