

## Transformation Initiative Benefits Documentation

**Event Name** PHD Web User  
**Event ID** PHD-O2\_1  
**Version** 1.0  
**Date** April 5, 2010  
**12-mo. Projection, 10/09-09/10:**  
 Webmaster Incident savings \$9,398.56  
**Total: \$9,398.56**

**EVENT GOAL:** Create a streamlined and standardized process for authoring, approving and publishing content in TeamSite.

### Background and Scope

There is significant variability between units and offices in how they publish content to the Web. Some units have a formal process while others do not and there are multiple process variations.

The scope of the event was to:

- Create an effective standardized workflow that 1) clearly defines roles associated with ensuring that all TeamSite content is accurate, 2) meets quality requirements and 3) limits potential DHS negative exposure.
- Build effective support systems to share Web knowledge and expertise for PHD Web contributors and authors.

### Initial Condition (Problem Statement)

- There is no effective, standardized process for adding or updating Web content that allows clear segmentation of responsibility between requestor, editor and approver.
- Web content is uneven in quality, often requires extensive rework and may result in negative perception of DHS content.
- Excessive time is spent authoring, reviewing and publishing Web pages among many users, who are unfamiliar with Web presentation concepts and/or the appropriate use of the TeamSite Web content tool.

### Improvement Summary (Solution)

Developed a Value Stream Map for PHD Web publishing with the following characteristics:

- PHD has a living strategic plan that provides vision, framework and oversight and that promotes the quality and professionalism of the Division's online presence.
- The Division will have a steering body to guide the development, implementation and evolution of the strategic plan.
- Every site/unit has a written strategy for online communications as part of their general communications plan.
- All staff involved with online communications will use their unit's plan to guide their requests for online content postings and changes.
- Every unit has written clarification of roles, responsibilities and processes related to planning and posting online content.
- All staff involved with online communications understand their unit's roles, responsibilities and processes.
- All contributors and managers have awareness and knowledge of online communication principles and the parameters of current technology.
- Online publishers are well trained, supported and networked with other publishers.

### Solution Update

The PHLT indicated that they see a framework of guidelines and best practices relating to the authoring process as within this RPI's scope and within the context of the charter that was initially approved. These action items moved forward.

The development of a strategic plan and creation of a steering body was presented to the Public Health Leadership Team (PHLT) after the RPI event. While the PHLT agreed these are important actions that PHD needs to take, the PHLT did not think that either the Strategic Plan or the creation of a steering body were within the scope of the RPI and would need to be developed separately. Action items related to this plan and steering body were put on indefinite hold.

### Results To Date

Baseline and Target	Actual: Oct.'09-Feb.'10	Benefits
<b>Cost:</b> Webmaster incidents. Baseline 132/mo; Target 99/mo (25% reduction) by Jan. '10. <b>Quality:</b> Broken links. Baseline 3.04%; Target 1.5% by Jan. '10.	Average: 50/month, reduction of 82 (62%) incidents  Average: 1.53%; Jan. '10: 1.50% Mar. '10: 1.26%.	Monthly savings 19 hours, 0.11 FTE, value \$783, redeployed to Public Health Internet Project.  Increased quality of the Website improves PHD's public face, reducing negative exposure.
<b>People:</b> Staff satisfaction. Baseline 23.9%; Target 50% by Jan. '10, 80% by Jan. '11	Mar. '10: 43.2%	Staff are much more satisfied (59.5%) with ability to connect with other Web users but still dissatisfied with Web publishing training.

### RPI Team Member Quote

"I know that improved collaboration between PHD Web staff, OIS, Communications, management, etc. was an ongoing action item from the RPI and I think our collaboration with the PHIP project is nicely meeting this goal. Personally, I feel like more people are being included as a standard way of doing business and that's a huge benefit."

### Ongoing Metrics

**Cost:** Count of Webmaster incidents. Subtract number from baseline (132) for change. Multiply change by 0.23 for time savings. Multiply time savings by \$41.56 for value.

**Quality:** Broken links. Subtract number from baseline (3.04%) for change. May also compare to other months for trends.

**People:** Staff satisfaction, survey to be repeated Jan. '11. Subtract baseline (23.9%) from current for change. Also compare with 80% target for that date.

### Reporting Schedule: Monthly