

BOARD OF SUPERVISORS WORK SESSION GOVERNMENT CENTER BOARD ROOM

APRIL 23, 2012 - 4 P.M.

A. Call to Order

B. Roll Call

C. Board Discussions

1. County Website Policy (Summary) (Memorandum) (Attachment - Draft Web Policy)

D. Adjournment

MEMORANDUM COVER

Subject: Draft Web Policy

Action Requested: No action required.

Summary: At the request of the Board, staff has drafted a policy for the County's website. The attached draft web policy was developed by staff from Information Resources Management (IRM), Communications, and the County Attorney's office.

Fiscal Impact: N/A

FMS Approval, if Applicable: Yes No

Assistant County Administrator

Doug Powell _____

County Administrator

Robert C. Middaugh _____

Attachments:

1. Memorandum
2. Draft Web Policy

WORK SESSION

Date: April 23, 2013

MEMORANDUM

DATE: April 23, 2013
TO: The Board of Supervisors
FROM: Robert C. Middaugh, County Administrator
SUBJECT: Draft Web Policy

At the request of the Board, staff has drafted a policy for the County's website. The attached draft web policy was developed by staff from Information Resources Management (IRM), Communications, and the County Attorney's office.

No action is required at this time. Staff expects to receive guidance from the Board to assist in formulating the final version of the County's web policy.

Robert C. Middaugh

RCM/nb
Webpolicy_mem

Attachment

James City County's Website Guidelines and Linking Policy

James City County (JCC) Website guidelines

~~As a registered DotGov domain holder, JCC's government website is bound by the guidelines set forth by the U.S. Government's General Services Administration. In the interest of open government, the Board of Supervisors has determined that citizens would benefit from a written policy that clarifies JCC web guidelines in accordance with DotGov mandates. As a registered DotGov domain user, the JCC government website is bound by the guidelines and sections under Federal policy set forth by the U.S. Government's General Services Administration and the JCC Board of Supervisors.~~ The JCC government website:

- is used solely for the operation of government;
- is not used for any political promotion, including, but not limited to campaigning, links to political sites, party names or the use of political acronyms;
- is not a public forum for expression of opinion or advocacy of issues;
- does not allow obscene images, inappropriate sexually oriented material, or illegal material to be displayed or sent to system users; and
- does not allow advertising of private goods or services.

Information about DotGov internet domains is found on the [GSA website](#).

Links to External Websites

Display or use of external website links is at the discretion of JCC and does not imply endorsement of external organizations, or their products or services. JCC does not guarantee the timeliness, accuracy, relevance, or completeness of information found on linked, external websites. Additionally, JCC does not guarantee that external websites comply with applicable Federal, State, or local laws.

The JCC government website will not display links or references to websites that advocate for specific issues, or are political in nature (including, but not limited to, those that promote a political candidate, a political party, or are operated by a campaign, political action committee, or any other campaign entity).

JCC may provide links to relevant government information or public/private sector partnerships that meet JCC evaluation criteria. JCC may remove or deny links to external websites that no longer meet JCC evaluation criteria or content needs.

Evaluation Criteria

External links on the JCC government website must meet all of the following criteria:

James City County's Website Guidelines and Linking Policy

- ~~1.~~ The website must be an official government website or,
 - ~~2.1.~~ If the website is not an official government website, it must the site must provide content pertinent to the administration of government.
 - ~~3.2.~~ The website's content must be relevant to the operation of JCC government and the support of JCC citizens.
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- 4.3. The website must provide its content free of charge.

Exceptions may be granted by the County Administrator to private sector entities with which the County has a written partnership agreement or who is part of a County sponsored program, service or activity.

Oversight and Monitoring

JCC staff will monitor implementation and oversight of these guidelines as necessary. At a minimum, JCC staff will:

1. Develop a process for the review of all new requests for external links from the JCC government site to another web page.
2. Ensure compliance with the JCC government site policy prior to granting any request to appear on to the JCC government website or post a link thereon; and,
3. Conduct periodic compliance reviews of current external links in order to maintain an open, transparent government.

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