

Delaware Municipal Web Developers Group

MEETING SUMMARY

April 26, 2007

Kent County Levy Court Building, Dover
1:00 to 3:30 p.m.

AGENDA

1. Attendees/Absentees

Attendees:

Win Abbott (Clayton), **Susan Ambridge** (IPA – University of Delaware), **Tricia Booth** (Seaford), **Linda Collins** (Millville), **Marian Delaney** (City of New Castle), **Mark Deshon** (IPA—University of Delaware), **John Giles** (Elsmere), **Rebecca Greene** (Felton), **Greg Hughes** (GIC), **Mark Kennedy** (Kent County), **Tina Law** (Elsmere), **Richard Maly** (Camden), **Tracy Mulligan** (Bethany Beach), **Don Mulrine** (Camden), **Pam Smith** (South Bethany), **Eddie Spargaglione** (Sussex Co.), **Dell Tush** (Dewey Beach), **Nelson Wiles** (Lewes); **plus guests Greg Austin** (Delaware.net), **John McKown** (Delaware.net), **Carol Spencer** (Morris County, N.J.)

Absentees:

Cathy Beaver (Townsend), **Barbara Belli** (Wilmington), **Lisa Boltz** (Camden), **Jennifer Brook** (Smyrna), **Mark Callan** (Dover), **Kathy Clifton** (Delaware City), **Cindy Fisher** (Delmar), **Ev Hall** (Greenwood), **Lisa Kail** (Bethany Beach), **Kristen Krenzer** (Middletown), **Mike Mahaffie** (OSPC), **Paul Morrill** (Delaware City), **Jessica Norton** (Odessa), **Marta Pacheco** (Newark), **David Potter** (Middletown), **Tom Roth** (Henlopen Acres), **Charles Ruggiero** (Sussex Co.), **Donna Schwartz** (Fenwick Island), **Rita Shade** (Newport), **Jamie Smith** (Laurel), **Marie Thomas** (Ocean View), **Angela Townsend** (Georgetown), **Randy Westergren** (Milford), **Kristina Williams** (Townsend)

2. Member Website Status

- **Bethany Beach** – in the process of being redeveloped; information is out of date or incomplete; contracted firm (FuturTech) to redesign and network
- **Camden** – working on updating website; want to change to “.gov” domain; should be finished by the end of the summer
- **Clayton** – website is one page; recognize the need to upgrade; looking to hire part-time company to see where the needs are and should have bids within one month

- **Dewey Beach** – not much change; now using the help of volunteers; want to add forms online (e.g., business licenses)
- **Elsmere** – maintaining the site has become a problem (not enough staff); 25% of citizen business is going through CivicPlus’s request tracker; may look into having CivicPlus host site
- **Lewes** – pleased with new site (designed by Delaware.net); mainly used by visitors not citizens
- **Millville** – just getting started on their site; have hired a retired IT person to help out
- **New Castle** – budgeting for a new site; added Historic Area guidelines; right now the site is non-dynamic
- **Seaford** – working on quotes with a provider; want to work on updating faster; right now changes are sent to the provider for uploading
- **South Bethany** – e-mail subscription program approved; will send town newsletter and general information to those who have submitted their e-mail addresses via the website; so far about 500 citizens have signed up
- **Kent County** – updated web analysis for improvements; now it is easy to find information internally but not for citizens; next step is to implement intranet and web tracking
- **Sussex County** – website has been stagnant for a while; redesign will be live in 60 days; want to reduce the “click rate” to three; added verifiable 911 addressing
- **Delaware.gov** (Government Information Center) – RSS news feeds for public meetings; using the Adobe LiveCycle forms product and plan to upload more forms; planning to enter in the Center for Digital Government’s annual best of web contest (deadline is June 1)

NOTE TO OTHER MUNICIPAL WEBMASTERS: Please help us add to this status list by sending Mark Deshon a brief status note (like the ones above). Thanks.

3. Guest Speaker: Carol Spencer, Special Projects Manager, Information Technology Division, County of Morris, N.J.

Policy Development

Carol Spencer gave a presentation about web policy development. Her main piece of advice was don’t start with a lawyer when drafting the policy. She pointed out that most government lawyers don’t know much about technology issues and have many other things to deal with, so it’s better (far cheaper) to develop some basic policies to run by them, rather than rely on them to do the work.

Here is Carol's six-step process for web policy development. Suggested using "Notify Me" links as a way to get community interaction.

- **Evaluate your site.**
 - A Functionality (i.e., links, e-mail, photos, navigation, etc.)
 - Technologies (i.e., scripts, cookies, etc.)
 - User Universe (who is the audience?—children, seniors, etc.)
 - Standards (i.e., domain name)
- **Identify critical legal issues.**
 - Accessibility (section 508)
 - Copyright materials
 - Employee Rights
 - HIPAA
 - Public Relations
 - Sponsorship/Advertising (suggest not using ads to cover the cost of the site)
- **Determine which policies are applicable.**
 - Terms of use, sponsorship, privacy, etc.
- **Gather sample policies from:***
 - States' websites
 - Municipal/county organizations
 - Major vendors (e.g., IBM, Google, etc.)
 - Policy-subject-oriented sites
 - NAGW (National Association of Government Webmasters)
 - Firstgov.gov
- **Use the best of what you find.**
 - Copyright
 - Succinct policies
- **Approval, use, and currency**
 - Apply consistent use of policy throughout your site.
 - Track legislation changes and judicial decisions.
 - Modify and have re-approved.

*Don't be afraid to ask to use pieces of policies you like.

Ending Points

- Policies vs. standards
- Be proactive.
- Consider the costs of not having policies (potential lawsuits).

Questions and Discussion

The topic of photographs on the website was brought up. John McKown noted that copyrighted downloaded images can be found through imbedded metadata. An example of a photographic use policy was given by Eddie

Sparpaglione who noted that Sussex county only posts photographs they or Sussex County employees take. Carol Spencer also pointed out that using photographs containing (identifiable) children is never a good idea.

Tracy Mulligan brought up the issue of using photos of employees on municipal website. Carol suggests that the contracts are reviewed to see if this allowable. She also noted that many people going onto the websites are not concerned with who is in what position. They are mainly focusing on whatever piece of information they need at the time. Eddie also pointed out the flip side to having employee pictures up by noting that certain citizens may want that personal contact. Mark Deshon pointed out that, when using photographs of people, they should be of good quality.

Another topic brought up was emergency preparedness. John McKown suggested that municipalities post emergency preparedness information online, through RSS feeds, etc. Carol suggested looking at 72hours.org, a site for King County, Wash., that tells a person what do in various emergencies.