UNITED STATES DEPARTMENT OF AGRICULTURE
Farm Service Agency
Washington, DC 20250

Notice AO-1182

For: FSA Employees

Home Page Development and Maintenance Guidelines

Approved by: Administrator

1 Overview

A Purpose

This notice:

- establishes home page development and maintenance guidelines that will be issued in a future handbook amendment
- identifies authorized points of contact for each Deputy Administrator.

2 Implementing Home Page Development and Maintenance Guidelines

A Guidelines Overview

These guidelines:

- define responsibilities for developing and maintaining home pages on the FSA Web Site
- encourage the use of innovations in software technology to design high quality presentations
- provide sufficient standardization to ensure a consistent "look and feel" for users, without constraining different groups in the way they present their material to the public
- are consistent with USDA policies, standards, and procedures.

Continued on the next page

Disposal Date	Distribution
January 1, 2000	All FSA employees; State Offices relay to County Offices

2 Implementing Home Page Development and Maintenance Guidelines (Continued)

B
FSA Webmaster

The FSA Webmaster is responsible for ensuring that all information:

- disseminated to the public conforms to both Departmental and Agency guidelines
- presented on the FSA Public Web Site is accurate, timely, and of continued good quality.

The FSA Webmaster fully supports the establishment of any home page that:

- supports authorized, mission-related activities of the Agency
- operates prudently, with security considerations
- provides the public with easy electronic access to information about their government.

Danniel Stuart, the FSA Webmaster, can be reached at 202-690-0474.

C
Scope and Applicability

These guidelines apply to all FSA employees and contractors. This includes anyone involved in the design, development, review, and maintenance of FSA Web pages.

D
Authorities

The following Department Regulations and OMB circular apply to these guidelines:

- DR 3140-1
- DR 3300-1
- DR 3430-1
- OMB Circular A-130.

3 Responsibilities

A PAS Responsibilities

PAS shall:

- establish guidelines on levels of allowable home pages, content of a given document, and internal approval procedures
- assist divisions, State Offices, County Offices, and individuals in designing the home page "look" and in defining content
- define the information structure for all home pages and associated links and maintain a registry of all home page collections
- consult with USDA, OC on the development of all home pages
- register each home page collection and the responsible point of contact with OC
- review and analyze usage reports to determine the level and type of outside interest in accessing the Agency information.

B Authorized Point of Contact Responsibilities

The authorized point of contact shall:

- establish responsibility for, and approve the content of, each home page and associated secondary pages implemented by areas under their responsibility
- ensure that adequate resources are available to maintain the quality of these home pages within the framework of these guidelines
- consult with PAS, Communication Services Branch (CSB) on the development and deployment of all home pages
- register each home page collection and the responsible point of contact with PAS, CSB within 5 workdays after deployment
- routinely verify the integrity of the material, including all links, to ensure that the content has not been accidentally or maliciously altered or replaced

3 Responsibilities (Continued)

B
Authorized Point of Contact Responsibilities (Continued)

- review comments received from users to better understand level and type of outside interest in accessing the Agency information and make modifications, if necessary, based on this analysis
- respond to comments received from users
- provide user requirements for new dynamic pages, or customized applications, to KCMO, Telecommunications Division (TD) through PAS, CSB.

C
KCMO, TD Responsibilities

KCMO, TD shall:

- provide cost effective, high quality operations of the FSA web server
- oversee the day-to-day operations of the FSA web server located at KCMO
- provide access to PAS, CSB, division, KCMO, State Office, County Office, and individuals for testing, deployment, and maintenance of home pages
- develop and implement customized applications based on requests from PAS, CSB or other internal guidance
- provide assistance to PAS, CSB with the design of Web page templates, for creating each organizational Web page.

4 Publishing Home Pages

A Developing Home Pages

PAS, CSB, authorized points of contact, and KCMO, TD will be jointly involved in the development of the home pages.

Authorized points of contact must review and approve all home page content before deployment on the FSA Web Site.

These pages and associate documents should be highly descriptive and representative of USDA and FSA, and present an actual picture of the entire Department and its work.

B Contacts

Each Deputy Administrator has appointed an authorized point of contact to provide assistance in developing and deploying home pages.

The following table lists the authorized points of contacts.

Point of Contact	Responsible Area	Contact Information
Chris Niedermayer	Farm Programs (PECD, PSD, CEPD, TPD)	292-720-6635 chris_niedermayer@wdc.fsa.usda.gov
Tom Kalil	Farm Loan Programs (PDEED, LMD, LSPMD)	202-720-0785 tom_kalil@wdc.fsa.usda.gov
Amy Harding	Commodity Operations (PDD, KCCO, WID)	202-720-1805 amy_harding@wdc.fsa.usda.gov
Skip Mielwocki	Management (KCMO, ITSD, MSD, HRD, BUD, APFO, FMD)	202-690-3406 skip_mielwocki@wdc.fsa.usda.gov
Jeff Kerby	Office of Administrator (PAB, LLS, ESS, EPAS, CRS)	202-720-1593 jeff_kerby@wdc.fsa.usda.gov
To Be Announced	State Operations (OAS, State and County Offices)	