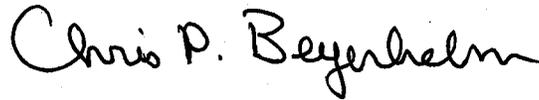


For: All FSA Offices

Announcing the Web Advisory Group

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

While FSA has become increasingly reliant on the web as an external and internal communication tool, there has not been a unified approach to how the agency should communicate with its stakeholders. At the same time, advances in technology supporting agency web platforms have made it increasingly easier for non-technical employees to post and maintain content. While these advances have caused the amount of online content to grow exponentially, it has also made the creation of clear guidance and policies on content management necessary. To support this policy and standardization effort the Web Advisory Group (WAG) has been created.

WAG brings together the technical experts who support the agency web assets with the subject matter experts that create and maintain web content. This group is best equipped to create governance policies and procedures for the agency that will ensure web assets are leveraged to maximize their value and content is created and maintained with the highest standards possible.

Notice INFO-56 announced the:

- establishment of the Web Services Office to support FSA web operations
- initiative to nominate web directors from each business area and State Office
- creation of a content review group that is now officially named the Web Advisory Group.

B Purpose

This notice announces the formation of:

- the FSA WAG (Exhibit 1)
- establishment of the directives series WEB for directives issued to support the agency web assets and web operations.

Disposal Date	Distribution
January 1, 2017	All FSA Offices; State Offices relay to County Offices

Notice WEB-1

1 Overview (Continued)

C Contact Information

If there are questions about this notice, contact Jeff Kerby by one of the following:

- e-mail to jeff.kerby@wdc.usda.gov
- telephone at 202-720-1593
- WSO Support by e-mail to askfsa@usda.gov.

2 Roles and Responsibilities

A Web Directors

According to the Web Advisory Charter, web directors are responsible for:

- oversight of their respective website content areas
- ensuring AskFSA customer questions are responded to in a timely manner and knowledge base answers are periodically reviewed and updated or removed accordingly
- conducting period audits and/or reviews of their content areas.

B Content Contributors

According to the Web Advisory Charter, content contributors are responsible for:

- maintenance and creation of content for their respective sites
- an estimated up to 20 percent of their core business activities will be dedicated to this task depending on specific content needs.

C Customer Service Managers

According to the Web Advisory Charter, customer service managers are responsible for:

- answering requests for information or action submitted through the AskFSA tool set
- an estimated up to 20 percent of their core business activities will be dedicated to this task depending on specific support needs.

Web Advisory Group Web Directors and Group Members

The following table provides the National Office web directors.

Area	Web Directors
DACO	Vacant
DAFP	Kimberly Graham, Donna Dickriedge
DAFLP	Anne Steppe
DAFO	Jean Knight, J. Latrice Hill
DAM	Sandra Park
EPAS	Francina Hentz, Mark Simone
OBF	Dana Sullivan
OBPI	Nancy Bond
OCIO	Alan Weiner
OCR	Cleatus Robinson
OEA	Latawnya Dia

The following table provides the State Office web directors.

State	Web Directors
AL	Shawn Gable
AK	Donna Kramer
AZ	Ryan Hunt
AR	Lori Lavender
CA	Joanne Fong
CO	Patti Finke
CT	Diane Holowaty
DE	Vicky Feeny
FL	Janet Wright
GA	Marcia T. Vaughn
HI	Josephine Lealasola
ID	Candy Moore
IL	Carl Burt
IN	Donna Ferguson
IA	Karen Rawson
KS	Kim Schmidt
KY	Winnie Breeding
LA	Rachelle Broussard
ME	MaryAnne Coffin
MD	Joseph Scott
MA	Michelle Hoyt
MI	Mitch Towne
MN	Nicole Kopperud
MS	Evetta Pittman
MO	Steven Niemeyer
MT	Jennifer Cole

Web Advisory Group Web Directors and Group Members (Continued)

State	Web Directors
NE	Gina Germer
NV	Annie Smith
NH	Susan Stevens
NJ	Gabi Grunstein
NM	Veronica Tribbet
NY	Lynnette Wright
NC	Alicia Bridges
ND	Dan Janes
OH	Christina Reed
OK	Kevin Owen
OR	Taylor Murray
PA	Trystan Corliss
PR	Vilma Labrador
RI	Leila Naylor
SC	Pat Mitchum
SD	Debra K. Olerud
TN	Turell Tidwell
TX	Shawn McCowan
UT	Rodney Johnson
VT	Lana Walden
VA	Dan Mertz
WA	Chris Bieker
WV	Travis Wilfong
WI	Susan Hunter
WY	Carry Martin