Web Governance Self-Assessment
Use this checklist to see where your agency is doing great…and where you need to improve

Reason

__ Yes __ No   We agreed upon and documented a statement of purpose for our website(s), and we use it to make critical decisions about policies, procedures, and the type and placement of content on our website(s)

Roles

__Yes __ No   We have all the right people in the governance structure (top decision official, top managers, Public Affairs, CIO, Contracting, Field coordination, web managers, web coordinators, new media director, contractors, etc.), and roles are documented

Responsibilities

__Yes __ No   We determined the responsibilities of each person in our governance structure, and we documented them
__Yes __ No   Everyone knows and understands what his/her responsibilities are
__Yes __ No   We have a way to hold everyone accountable for their responsibilities (such as critical elements in their performance standards), and we use it

Relationships

__Yes __ No   We determined all the ways the people in our governance structure need to interact for effective governance, and we documented them.
__Yes __ No   Everyone knows with whom they're supposed to interact and for what
__Yes __ No   We have a way to take action if relationships break down, and we use it

Rules

__Yes __ No   We have policies to run a successful website and supporting operations, and we documented them
__ Yes __ No   We have incorporated all relevant laws and governmentwide regulations and guidelines into our policies, and we make sure we comply with all of them
__Yes __ No   We have publication procedures and style preferences for the content of our website(s), and we documented them
__Yes __ No   We have operating procedures to manage the website and all the functions that support the website (e.g., marketing, communications, evaluation, training, etc.), and we documented them
__Yes __ No   Everyone in the governance structure knows and understands our policies, publication procedures, and operating procedures
__Yes __ No   Everyone in the agency who needs to know/wants to know our policies, publication procedures and operating procedures can find them and will understand them because they are written in plain language

Road Map

__Yes __ No   We have a current and visionary strategic plan, and everyone understands his/her responsibilities for achieving it
__Yes __ No   We monitor achievement of our strategic plan, and we hold people accountable

Review

__Yes __ No   We identified management controls to ensure the website and web operations are protected from fraud, waste, abuse, and mismanagement; and we have documented them
__Yes __ No   We review our use of management controls regularly, and we act if we find problems
__Yes __ No   We have key performance indicators and metrics to measure the effectiveness of our website(s), and we act on what we learn from those measures

General

__Yes __ No   Web managers throughout the agency are viewed as effective leaders because we choose them for their leadership skills and/or we train them to be effective leaders
__Yes __ No   We have an effective communication strategy so that everyone in the governance structure, key executives, and everyone who contributes to the website knows what we've achieved, what we plan, what challenges we face, and what they need to do
__Yes __ No   We train web managers, web coordinators, and others who create and/or manage web content
__Yes __ No   We train executives so they can take advantage of the website(s) to achieve mission and serve the public
__Yes __ No   We train potential web managers so we will have a candidate pool when we have vacancies
__Yes __ No   We celebrate our successes. We spread praise and recognize both achievement and "good try's"
__Yes __ No   We participate in the Web Managers Forum and other cross-government web management activities, and we encourage our web managers to look for opportunities to work across government
__Yes __ No   We monitor and implement best practices for government websites as much as possible