

PROPOSED DHS/OPA PLAN FOR: Digital Governance Milestone 8.2, Metrics Requirements

Background

The Federal Digital Strategy sets forth a number of requirements on website performance measurement and requires reporting a plan of action by January 22, 2013 in order to satisfy Digital Governance Milestone 8.2. Below is the plan which we will report to OMB.

Web Performance Measurement Tool Implementation

We have completed policy work to implement a DHS-compliant version of the Google Analytics code. We are progressing on our implementation plan to require all top level domains at the agency to use a DHS-compliant version of the public version of Google Analytics as well as a satisfaction survey. This will be aligned with efforts to migrate the top-level sites to the DHS Cloud. All sub-level sites will be addressed after the top-level site migration has been accomplished in 2014.

83% (19 of 23 sites) have implemented the DHS-compliant Google Analytics code to date. Our current progress tracking reports to implement DHS-compliant Google Analytics code shows:

- 19 implementations of the DHS-compliant Google Analytics code is complete
- 2 implementations are in progress
- 1 implementation is pending cooperation with the system owner (an interagency site)
- 1 is ineligible for Google Analytics per DHS policy (Site contains sensitive information)

The Government-wide Google Analytics code will be a follow-on action to our work on DHS compliant Google Analytics code. There are a number of dependencies which must be bridged prior to completion, and to date no DHS public facing website has implemented this code. A timeline for completing these actions will be reported after the following dependencies are met:

The dependencies include:

1. The Government Wide Google Analytics code, which was delivered on January 7, 2013 is subject to testing and validation by the DHS CIO security office, which includes securing an authority to operate certificate.
2. DHS must validate the government-wide Google Analytics code is compliant with the agency's Privacy Impact Assessment for Google Analytics.
3. Several of the DHS top level domains are hosted on the Drupal Web Content Management System, which presents additional dependencies.
 - a. We will need the DHS OCIO to successfully test and validate that we are able to run two instances of Google Analytics within the Drupal Web CMS prior to implementation.

- b. We also need the DHS OCIO to proceed with plans to automate code insertion for both DHS-compliant Google Analytics and government-wide Google Analytics as new websites are integrated into the Drupal platform.
4. An MOA will be created for interagency sites to assure compliance with performance measurement requirements.

In addition, there are several administrative actions that need to be accomplished:

1. Procedures and instructions for system owners on how to implement the Government Wide Google Analytics code must be set, published, used and enforced by DHS OPA.
2. The DHS Web governance organizations (the DHS Web Council and the ESC) must review and approve a policy for public reporting of metrics data and a web URL path must be established. When DHS policy and procedures for public reporting of metrics is approved it will include a URL path requirement for sharing performance measurement data.
3. An updated Metrics Standards Guidelines document must be adopted by the Web Council and ESC which modifies the sections on analytics and satisfaction surveys to reflect current Federal Digital Strategy requirements and include a commitment form to be signed out by all website owners to DHS OPA conveying their agreement to adhere to the guidelines once all dependencies are met.
4. Currently performance measurement data is not being shared publically. A location on DHS.gov will be established in collaboration with the DHS Web Council by the end of April.

Our target timeline to bridge all these dependencies and successfully complete actions on the 8.2 metrics milestone will be at the end of calendar year 2014, and sooner if possible.

Customer Satisfaction

A poll of all 23 DHS top level public facing websites revealed that the majority – 65% -- have no customer satisfaction tool. Our findings are:

- 7 sites have customer satisfaction tools
- 15 sites have no customer satisfaction tool
- 1 site's status has not been reported

Most of the sites that have a customer satisfaction tool use the Foresee satisfaction survey. These site owners will be asked by the DHS Web Council to take immediate action this month to append their surveys with the four required questions:

1. How would you rate your overall experience today? [Rating Scale of 1-5 or 1-10]
2. Were you able to complete the purpose of your visit? [Check boxes: Yes/No. Respondents who answer "No" will see the question, "Please describe why you could not complete the purpose of your visit" and an open text box to fill in the answer

3. Would you still return to this website if you could get this information or service from another source? [Yes/No]
4. Will you recommend this website to a friend or colleague? [Check boxes: Yes/No]

We have cleared the survey with the PRA officer at DHS and it is in progress toward fast track approval with OMB. In addition, we are asking our PRA officer to make the clearance a blanket clearance for all 23 websites to gain efficiencies.

The DHS Web Council's Web Policy Sub-Committee is reviewing the use of Survey Monkey in the Cloud environment as software that is approved for use on the DHS network. We have also applied for a Privacy Threshold Analysis for this tool. Once approval is gained through this group, OPA will write policy and procedures for use of Survey Monkey and distribute it to the 23 top level website owners/managers with instructions that they may elect to use Survey Monkey to implement the satisfaction survey on their site or they may use another tool approved for use on their agency network. The expense for implementing the tools would be covered by the site owner.

Funding of the tools seems to be the biggest challenge for sites at the present time. OPA will work with OCIO/ESDO to discuss possible solutions to determine the way forward toward the goal of 100% implementation in tandem with the migration of top level sites to the DHS Cloud environment.

DHS OPA will work with the DHS Web Council and DHS PRA to achieve the following goals:

1. The seven site owners who have satisfaction survey tools available to them submit and begin collecting information on the four required questions in their current web satisfaction surveys
2. DHS PRA approval of the survey as a blanket approval for all 23 websites and subsequent fast track approval by OMB. If we do not get that approval to make the PRA a blanket ruling for all top level domains at DHS, our PRA template and instructions on achieving fast track approval will be delivered to all website owners so they can apply for PRA and fast-track approval individually.
3. The DHS Web Council's Web Policy Sub-Committee favorably completes its review of Survey Monkey and the follow on actions
 - o We receive a favorable PTA from the DHS Privacy office
 - o We sign an OGC approved Terms of Service
 - o DHS OPA writes and distributes policy and procedures on approved use of Survey Monkey
4. Currently customer satisfaction data is not being shared publically. A location on DHS.gov will be established in collaboration with the DHS Web Council by the end of April.

Attachment: Metrics Milestone Tracker last updated 1/9/2013