

**SERVICES AND ENTERPRISE SUPPORT
ADMINISTRATION**



Re-designed Internet Website Customer Pages

Request	FY16	FY17	15-17
FTE	1.0	1.0	1.0
GF-State	\$97,000	\$97,000	\$194,000
Total	\$118,000	\$118,000	\$236,000

DECISION PACKAGE SUMMARY

The Services and Enterprise Support Administration (SESA) requests funding for 1.0 FTE to develop and lead departmental communication efforts regarding the DSHS public website. The Department’s website is a communication tool that furthers the Department’s goal of disseminating information to the general public and stakeholders at-large. By funding this request, SESA is expected to ensure that the content from all DSHS administrations for the website is client focused, improves accessibility to department information, and is directed to support enterprise strategic goals surrounding communication as well as meets Departmental messaging and visual identity/graphic design standards.

PROBLEM STATEMENT

The existing DSHS public website (www.dshs.wa.gov) was last re-designed in 2007 on a content management system (CMS) platform that will no longer be supported by Consolidated Technology Services (CTS) after December 2014. This requires DSHS to transition to a modern CMS and also provides an opportunity to strengthen the Department’s external communication work through new and existing tools, such as our public website. An entire re-design is currently underway in an effort to provide a clearer and easier access point for the residents of Washington to searching for information on DSHS’ services. The goal is for the DSHS’ website to communicate all facets of our programs and services available to the public, and also provide timely and relevant information to the various stakeholders of our agency and to our over 17,000 employees. We believe our current website structure is difficult for clients, staff and stakeholders to navigate in order to find our offices, or to access our services and programs.

PROPOSED SOLUTION

The funding will pay for 1.0 FTE position to (1) manage, create and execute a unified approach to DSHS’ online communication as a member of the Office of Communications team, (2) to partner with the website redesign vendor to ensure that the DSHS website is customer focused and (3) to be the gatekeeper for all policy related to the execution and maintenance of the new DSHS website, including expanding the use of digital communication tools, and extending the brand of the Department.



DSHS VISION
 People are healthy • People are safe • People are supported • Taxpayer resources are guarded

DSHS MISSION
 To transform lives

DSHS VALUES
 Honesty and Integrity • Pursuit of Excellence • Open Communication • Diversity and Inclusion • Commitment to Service

SERVICES AND ENTERPRISE SUPPORT ADMINISTRATION RE-DESIGNED INTERNET WEBSITE CUSTOMER PAGES



The re-designed website will include improved navigation and a consistent look and feel for all web pages. Internally, the re-designed website will offer simpler content management capabilities, improved user management and administration, and the ability to integrate mobile and modern social media into the website solution. The position will provide technical assistance and serve as the lead to all Department Administrations within the new CMS and web design. The re-designed public website will be built upon a modern CMS and delivered with a suite of tools, templates, and standards to support DSHS staff in maintaining the website after initial development.

EXPECTED RESULTS

The budget request supports DSHS Goal 5: Public Trust – Strong management practices will be used to ensure quality and efficiency. The decision package is essential to implementing SESA’s Strategic Objective 5.11: Establish and provide easy access for the public and staff to information about DSHS.

This request supports the Results Washington goal to provide effective, efficient and accountable government.

By funding this request, the Department is set to increase its online traffic of the DSHS website. In addition, it will enable DSHS to achieve its goal of ease of website navigation, increasing website presence and clear messaging for public users. DSHS serves well over 2.5 million Washington residents each year. Assisting these clients, as well as other members of the public, to understand what services and supports are available from DSHS is important to achieving many of the agency’s strategic goals.

STAKEHOLDER IMPACT

DSHS stakeholders, partners, and clients will support the proposed investment since the newly redesigned DSHS website will provide a consistent, unified public web presence as well as increased accessibility and transparency for DSHS programs.



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