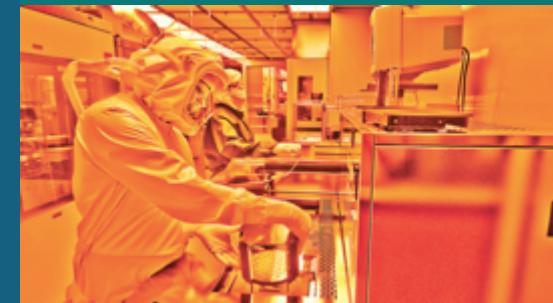


Digital Governance at Sandia



PRESENTED BY

Cara Corey and Bonny Hennigan

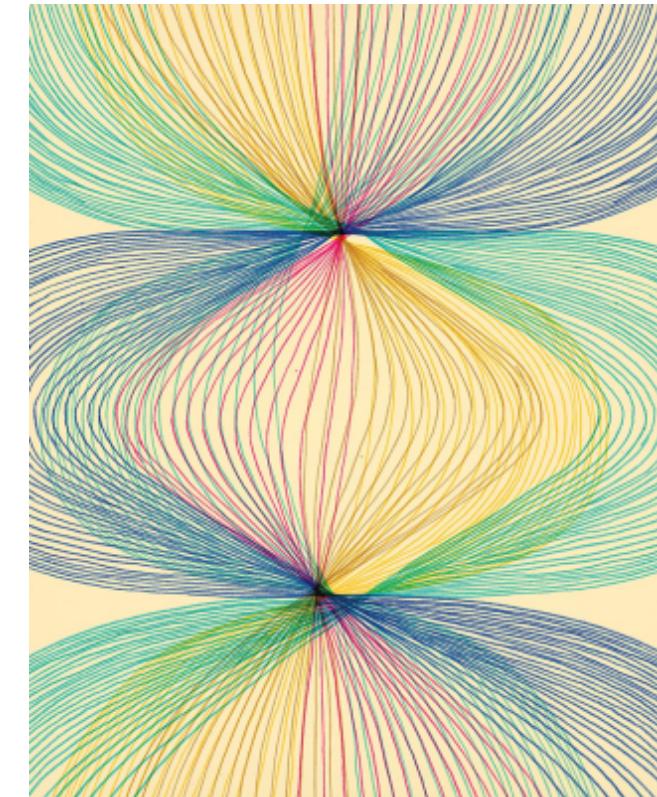
What is Digital Governance?

Digital governance is a framework for establishing accountability, roles, decision-making, and change management authority for an organization's digital presence.

Having a well-designed digital governance framework minimizes effort and cost and ensures digital business maturity.

Lisa Welchman's invaluable book
Managing Chaos: Digital Governance by Design

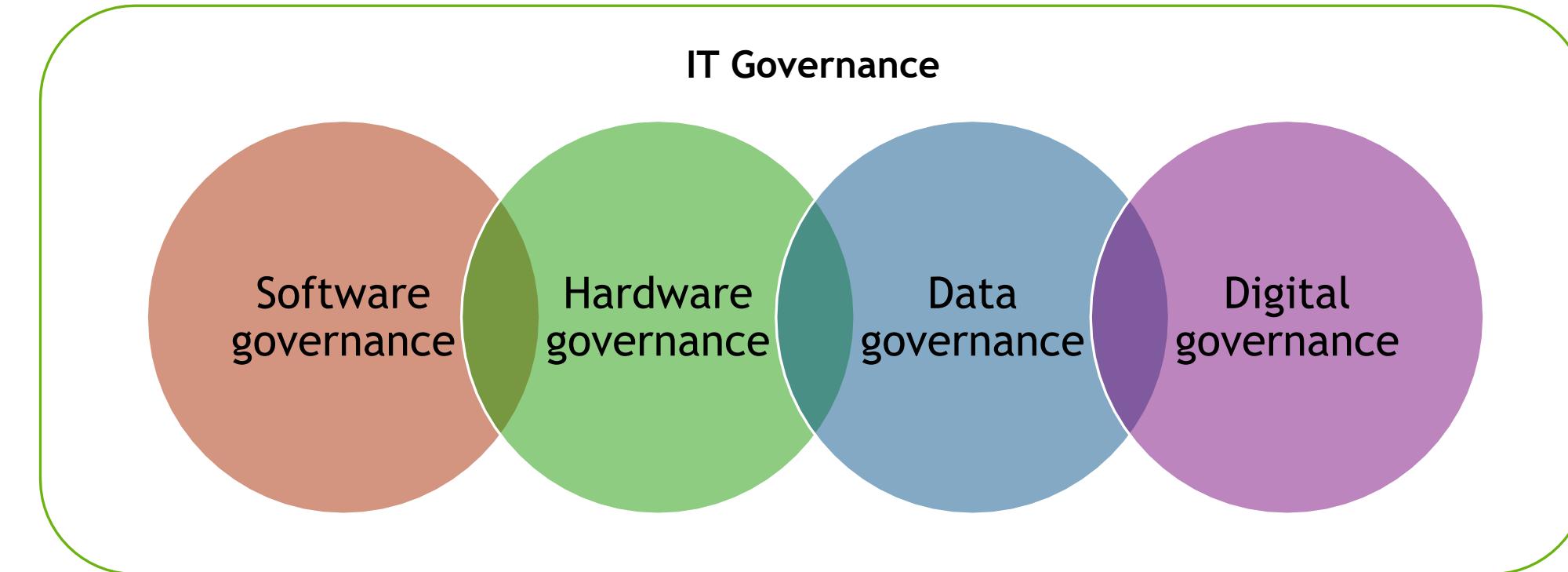
It's the basis of our distributed content and centralized support model.



MANAGING CHAOS
Digital Governance by Design
by LISA WELCHMAN Foreword by Chris Sinton

Rosenfeld

Digital governance is one element of our overall IT governance



What it's *not*...



↓ It is NOT about creating a digital silo or having a core digital team making all the decisions for everyone and running everything!

↓ It doesn't eliminate shadow IT!

- But...it is the secret sauce that helps you start corralling those shadows and actually eliminating some of them.

Our progress



2013

- ↓ Governance initiative established
- ↓ External web policy & standards deployed (minimum necessary)
- ↓ External site management review process established to ensure unclassified computing

Triggered by status

- Internal and external audits
- Sandia's response to DOE directives
- Corporate web team's role in review & approval and corporate web processes
- Sandia.gov redesign
- Internet Governance Board change reviews

2018-2022

- ↓ Governance grows some teeth:
 - DOE requires 508 compliance, monitoring, and reporting
 - CIO authorizes removal of external sites that don't comply with standards
- ↓ Basically, the role of governance changed

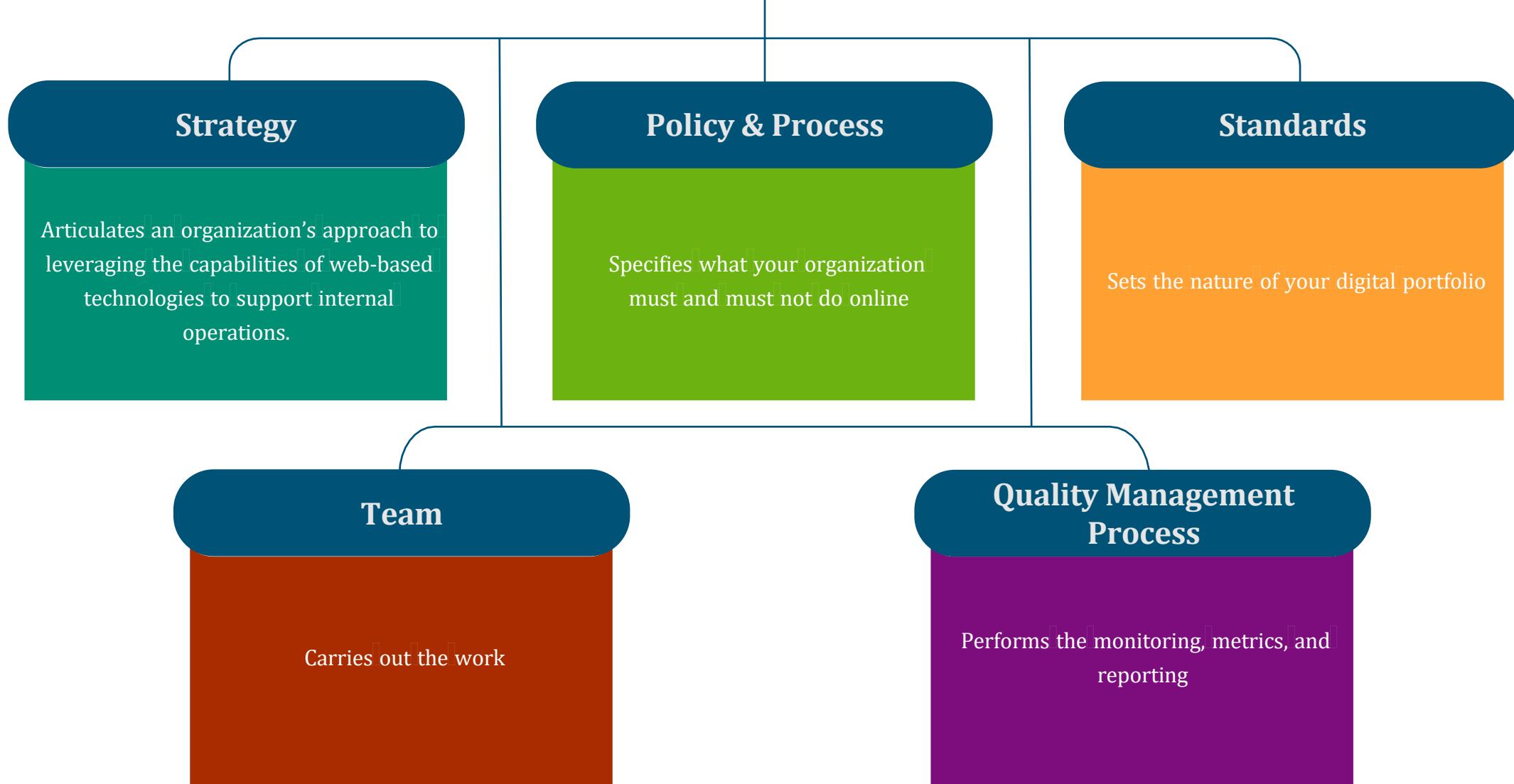
2023 →

- ↓ Better alignment with other governance processes
- ↓ Update our standards
- ↓ Streamlined, integrated processes & tools that make it easier for users to comply with standards

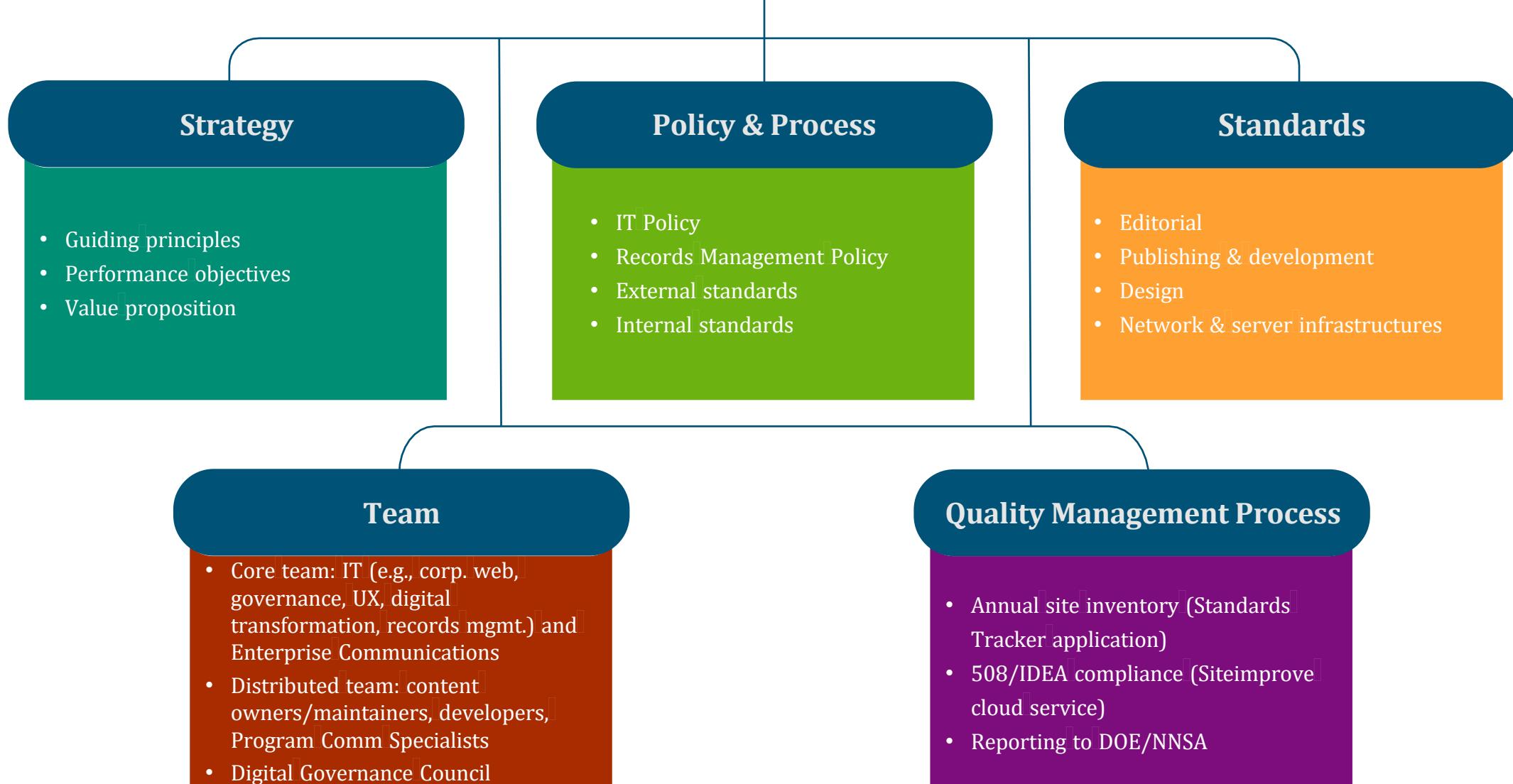
2013-2017

- ↓ Goal: Provide tools and guidance to make compliance with standards as easy as possible, but "we weren't the police"
- ↓ Governance framework developed:
 - Expert governance consultants brought in
 - Policy gap analysis
 - Standards created
 - Roles matrixes and standards authorities developed
 - Clean up of ROT (redundant, outdated, trivial) content

Components of a Digital Governance Framework



Our Digital Governance Framework





Responsible for defining new standards, amending or revising existing standards, monitoring compliance with the standards, and responding to requests for waivers to the existing standards.

Matrixed
Communicatio
ns Services

PR &
Communicatio
ns Group

Corporate
Web Design &
Development
Services

Knowledge
Systems

Digital
Transformatio
n

Recorded
Information
Management

User
Experience
Solutions

Identity &
Access
Management

IT
Configuration
Management
Services

CIO Portfolio
Management

IT Architecture
Strategy

Standards authority



Level 1
Managers and IT Services that are responsible for defining and maintaining digital standards for Sandia.

Editorial Standards	Design Standards	Publishing & Development Standards	Server & Network Infrastructure
Inside Homepage	Supporting elements & tagging	Style guide	
Review, approval, and removal (ROT)			
Standard name	Notes	Adopted at Sandia?	Responsible Org.
Structure and modules		In Progress	9739
Content prioritization		In Progress	9739
Sentences and paragraphs		In Progress	9739
First source publishing	If information is delivered to employees through a different channel, then Intranet publication is unnecessary.	No	-



Online source for standards and guidelines for publishing websites and web applications at Sandia:

The screenshot shows a website with a dark header. The header includes a logo for 'INSIDE', 'Directory', 'Policy', and 'News' on the left, and 'Sandia' with a search icon, 'People/Orgs' with a search icon, and a magnifying glass icon on the right. Below the header is a blue navigation bar with links for 'External Web', 'Internal Web', 'How to Apply Standards', and 'Digital Community of Practice'. The main content area has a title 'Digital Guide' and a sub-section 'External Web Standards & Resources'. The left sidebar is titled 'External Web' and lists various standards: 'Content & Graphics', 'Accessibility/Section 508', 'Business Purpose', 'Citations of Copyrighted Material', 'Content Management System', 'Cookies', 'Copyright Statement', 'Editorial Review', 'Editorial Style', 'Grammar & Writing Principles', and 'Links & Linking'. The main content area contains text about Sandia's publicly accessible sites and the standards for external web products.

Digital Guide

External Web Standards & Resources

Sandia's publicly accessible sites provide a wealth of resources on the important work we are doing for the nation, our research and development activities, how our partners can work with us, and our employee recruiting needs. Whether you're managing a web project, designing graphics, or coding an application, you can find guidance on how to develop digital resources for Sandia here.

The external web standards and best practices documented on this site are flexible enough to support the unique user and business needs of each site while reinforcing Sandia's goals for our web resources.

All web products released to the public (i.e., on the SON) must meet the following standards as required by Corporate Procedures COM001, External Communications Policy [↗](#), IT011, Prepare and Release Information Policy [↗](#), and IT007, Deliver and Support Information Technology Resources Policy [↗](#).

- Content & Graphics
- Common Look & Feel
- Information Organization/Access
- Additional Tools & Resources

Current standards



Our current taxonomy for standards and best practices

- Hasn't been updated since 2013
- Too complicated and overwhelming for users to easily understand what they need to comply with

- **External Web**
 - Content & Graphics
 - Accessibility/Section 508
 - Business Purpose
 - Citations of Copyrighted Material
 - Cookies
 - Copyright Statement
 - Editorial Review
 - Editorial Style
 - Grammar & Writing Principles
 - Links & Linking
 - Markup and Front-End Coding
 - Privacy and Security
 - Quality & Performance
 - Search Engine Optimization
 - Site Architecture
 - Social Networking
 - Writing for the Web Course
 - Writing Skill
 - Common Look & Feel
 - Color Palettes
 - Contextual Navigation
 - Corporate Fonts
 - Global Footer
 - Images & Interactive Feature Graphics
 - Lite Header
 - Metadata Tags
 - Mobile Look and Feel
 - Page Layouts
 - Search
 - Site-Specific Sandia Footer
 - Standard Footer
 - Standard Header
 - Subsite Header
- **Internal Web**
 - Content Design Standards
 - Information Architecture
 - Content Types
 - Information Management Standards
 - Information Quality
 - Redundant, Outdated, and Trivial (ROT) Content
 - User Interface Design Standards
 - Search Guidelines
 - Metadata
 - Keywords
 - Titles & Headings
 - Technical SEO Requirements
 - Content Quality
- **How to Apply Standards**
 - Development Process
 - Sandia Open Network (SON)
 - Sandia Restricted Network (SRN)
 - Web Applications
 - Maintaining Websites
 - Application Development
- Front-End Coding Guidelines
 - Multimedia
 - PDFs
 - Security
- Content Design & Publishing on INSIDE
 - What is content design?
 - Planning content
 - User needs
 - Content types
 - Organizing and grouping content on INSIDE
 - Writing for INSIDE
 - Using logos on INSIDE
 - Feedback – INSIDE
- Content Development
 - Editorial Style Guide
 - Editorial Best Practices
 - Punctuation
 - Word List
 - Links
 - Link Best Practices
 - Metadata
 - Writing for the Web
- Site Design
 - Design Templates
 - Graphics and Typography
 - Mobile Design Guidelines
 - Search Engine Optimization
- User Experience
- Accessibility
 - Accessibility Checklist
- Social Media, Wikis, and Blogs
 - External Social Media
 - Internal Social Media



⬇ Spring cleaning of our standards – no significant updates since 2013:

- Standards vs. guidelines & best practices
- Easier to understand what's required and how to comply
- Deprecate what's no longer needed and add in what's missing

⬇ Streamlined, integrated processes & tools that make it easier for users to comply with standards:

- Sandia Design System
- External server request/publishing process (final name – TBD) → joint collaboration between digital governance, OCIO, cybersecurity, network, enterprise web services, and mission computing services teams

⬇ Tighter alignment with other governance processes:

- Software governance
- Data governance

⬇ SAFe Agile Release Train with our Enterprise Content Management & Delivery Service Team



Questions?