

Office of Operations Coordination
and Planning
U.S. Department of Homeland Security
Washington, DC 20528

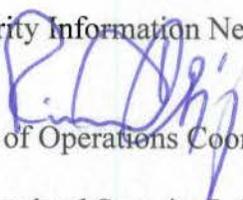


**Homeland
Security**

Information

MEMORANDUM FOR: Secretary Napolitano

COORDINATED WITH: Homeland Security Information Network Program Management Office

FROM: Richard Chávez 
Director, Office of Operations Coordination and Planning

SUBJECT: Response to Homeland Security Information Network Advisory
Committee Letter (ESEC WF 984628)

Purpose

To address your questions from the Homeland Security Information Network Advisory Committee (HSINAC) recommendations letter, dated March 11, 2013.

Background

Chair of the HSINAC, Roland Rivero, wrote you with HSINAC recommendations, in a strictly advisory capacity, from its February 2013 meeting. The HSINAC is one of the discretionary committees established under Title 5 U.S. Code Appendix.

Discussion

In coordination with the Homeland Security Information Network (HSIN) Program Management Office (PMO), the Office of Operations Coordination and Planning provides the following answers to your questions.

What efforts are underway to better communicate the value of HSIN Release 3 (R3) compared to HSIN Legacy? How do we improve on these efforts?

In direct response to HSINAC's recommendations, HSIN PMO has designed and implemented a new communications strategy. HSIN has developed key messages on its value proposition and prioritized its delivery to major stakeholders. To deliver its value proposition messaging, HSIN PMO is now producing a series of regular communications products, including:

1. Three weekly communications to HSIN users, site administrators, and governance body members, providing HSIN success stories, technical guidance, and training opportunities;
2. A monthly newsletter featuring best practices, real-world case studies, and personalized messages from the Program Director and other program stakeholders;
3. Development of brief presentations, using the online storytelling tool Prezi, to showcase HSIN's value proposition;

4. New and improved external- and internal-facing websites providing detailed quick reference guides and opportunities for user feedback;
5. A series of focus groups with external stakeholders in which major program issues are discussed and clarified;
6. Social media posts by major, external program partners acknowledging the network's value;
7. Routine collection of customer feedback and the testing of new communications products through brief, online questionnaires;
8. A team of Mission Advocates who provide nationwide coverage and daily interaction with HSIN users, providing business management and site development guidance; and,
9. A revitalization of the HSIN Outreach program using web conferencing, targeted site visits, and participation in select homeland security gatherings to enhance awareness of HSIN R3 capabilities.

Is there a HSIN transition plan under way that targets the initial users so as to maximize positive response?

Yes, the transition from HSIN Legacy to HSIN R3 has been conducted under a comprehensive Migration Strategy. Under the Migration Strategy, the HSIN PMO will ensure that all relevant content from HSIN Legacy is moved to HSIN R3 and that all HSIN Legacy users are provided detailed, timely instructions on how to register for the new system.

HSIN R3 now has just over 10,000 fully-registered users from across the homeland security enterprise, and approximately 26,000 additional users uploaded onto R3 that are now finalizing their HSIN R3 accounts. This has been achieved through direct engagement with the owners of every HSIN Legacy site by the HSIN Migration team, which provides technical and service support to HSIN Legacy site owners. HSIN Migration team efforts include a multi-avenue communications package, a development team to support any technical issues in transferring HSIN Legacy content to HSIN R3, and, in short, as much customer service as possible to ensure a smooth transition.

At this time, the HSIN PMO is on schedule to complete the Migration to HSIN R3 by August, 2013, as planned: 100 percent of all HSIN Legacy state sites have been cutover to HSIN R3 as have 21 percent of all DHS sites. Overall, 58 percent of all HSIN Legacy sites are now on HSIN R3.