

DHS OPA INPUT TO PROPOSED RESPONSES TO OMB QUESTIONS FOR:

Digital Governance Milestone 8.2, Metrics, DHS Way Ahead

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 are recommended responses to the specific questions OMB wanted answered in the milestone. OPA's proposed plan to achieve these requirements is attached.

OMB Questions on Web Performance

Has the agency implemented the tool provided by the Digital Analytics Program? (Yes or No)

No

If not, describe the tool(s) implemented to collect and provide required web performance data.

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.

What percent (%) of the agencies' public-facing .gov websites have implemented the tool being used?

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)

If the tool has not been 100% implemented, describe approach and timeline for full implementation and expected completion date.

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. These dependencies include validating the Government-wide code is compliant with DHS's Privacy Impact Assessment, testing to ensure the code works with Drupal which is the Web Content Management System the

department is adopting for most top level sites; and the coordination and acceptance by the interagency for using the code on the one interagency site.

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.

Provide links to any places where this performance measurement data is being shared publicly.

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.

OMB Questions on Customer Satisfaction

Describe the tool(s) utilized, progress toward implementing on all public-facing .gov websites (pursuant to privacy and security laws and regulations), and approach to finishing implementation on all .gov websites (if not yet complete).

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]

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 and possible solutions will be discussing internally within DHS 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.

Provide links to any places where this customer satisfaction data is being shared publicly.

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.