U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION
National Policy

ORDER 1370.93

Effective Date
August 17, 2004

SUBJ: FAA WEB MANAGEMENT

1. Purpose of this order?

This order establishes a centralized Web Management Program for the FAA and gives overall responsibility for managing the program to the Office of Public Affairs (APA), Web Management Staff. It assigns responsibilities and sets policies for the entire FAA web. It authorizes APA to establish mandatory standards, procedures, and requirements for the FAA web that all FAA Lines of Business (LOB) and Staff Offices must follow.

2. Who this order affects?

Anyone who develops or maintains websites within or for the FAA must comply with this order. Managers at all levels must make sure that each website belonging to their organization supports and follows FAA Web Management Program requirements.

3. What is the FAA web?

The FAA web refers to all FAA websites. The FAA has two types of websites: one for the public; and the other for FAA employees. Both provide information and web-enabled business applications or services. The FAA web includes all publicly available (internet), access-controlled, and intranet websites for which FAA organizations have primary content responsibility, whether they are on the faa.gov server, another FAA-owned or leased server, an intranet server or a server belonging to a contractor supporting an FAA website.

a. **Public website**: The audience for the FAA public website includes the general public, members of the aviation industry, current and potential business partners, members of Congress and their staffs and other government agencies at the federal, state and local level. Only content for the public appears on this website. The homepage for the FAA public website is www.faa.gov.

b. **Employee website**: FAA employees are the audience for the FAA employee website. The provisions of this order covers the employee website, unless otherwise noted. The homepage for the employee website is http://employees.faa.gov.

4. What are the goals of FAA's website for the public?

The FAA website for the public is our "face to the world." The goals of the website are to:

a. Support our mission and programs and help us accomplish our strategic goals and objectives;

b. Improve customer service by providing information and services to the public;

c. Represent the agency accurately and effectively; and

d. Improve the efficiency and effectiveness of FAA communication and business processes.

5. What are the goals of FAA's website for employees?

The FAA website for employees is a management tool to foster internal communication on policy and procedural matters; provide information and tools employees need to do their jobs and information about their jobs; and help conduct internal business processes more efficiently and effectively.

6. What is the structure of the FAA's web program?

a. The FAA Web Manager leads the Web Management Staff and chairs the Web Council and the Web Steering Committee.

b. The Web Council is made up of the designated Web Liaison for each FAA organization and a representative from the Office of the Administrator.

c. The Web Council Steering Committee. The Steering Committee is a subset of the Web Council. The Web Liaisons of the following organizations serve on the Steering Committee:

- Administrator's Representative;
- Chief Operating Officer – Air Traffic Organization;
- Associate Administrator for Regulation and Certification;
- Associate Administrator for Regions and Center Operations;
- Associate Administrator for Airports;
- Assistant Administrator for Information Services/Chief Information Officer.
- The FAA Web Manager may appoint up to three additional members.

7. Who is responsible for specific FAA web functions?

a. The Office of Public Affairs provides direction on information that should be made available to the public on the FAA public website homepage and to employees on the employee website homepage; and provides administrative support to the Web Management Staff.

b. The FAA Web Manager is the information architect of the FAA web and has primary responsibility for managing the corporate web function. The FAA Web Manager is responsible for content management, design and development and web infrastructure operations. With the support of the Web Management Staff, the Web Manager:

(1) Develops strategies and goals for the web management program;

(2) Develops, issues and oversees the implementation of policies, procedures, standards and guidelines for web content, design and development that agency websites must meet;

(3) Develops, justifies and manages the web program budget, including technical support for the FAA web. LOBs and Staff Offices may provide their own technical support;

(4) Provides direction, guidance, training and assistance to FAA organizations to improve FAA websites;

(5) Develops and manages the content for FAA's homepage;

(6) Chairs and supports the Web Council and the Web Council Steering Committee;

(7) Manages FAA's web marketing and outreach efforts and seeks feedback from the public and FAA employees to make continuous improvements to the FAA web; and

(8) Represents and coordinates Agency involvement in Departmental, interagency and other outside efforts that impact the FAA web.

c. Assistant Administrator for Information Services/Chief Information Officer (AIO):

(1) Serves as the overall lead for the FAA Information Technology strategy and its implementation.

(2) Serves as the Chair of the Information Technology Executive Board (ITEB). The ITEB oversees the IT investment strategy for the FAA and approves changes to the FAA web infrastructure as part of the FAA Enterprise Architecture.

(3) Sets policies, standards, procedures and other requirements for E-Government, Enterprise Architecture, Section 508 and Information System Security, and the technical infrastructure to support the operation of the FAA web.

d. Heads of the Lines of Business and Staff Offices:

(1) Designate, in writing, a single high-level point of contact to serve as Web Liaison and manager of websites for their respective organizations. The designated Web Liaison must be a federal employee and should have authority to manage web initiatives throughout the organization and make web related decisions for the organization.

(2) Ensure that their Web Liaison has the support and cooperation within the organization needed to carry out their duties and responsibilities successfully.

(3) Follow procedures issued by the FAA Web Manager to register all existing websites within their organization within six months of the date of this order; and to register all new websites before you launch them.

(4) Certify to the FAA Administrator, beginning one year from the date of this order, and by September 30 each year after that, that each webpage on your websites is accurate, current, and meets FAA web standards and requirements. The FAA Web Manager will issue instructions on the certification process.

(5) Implement and manage organization-specific, web-enabled applications consistent with the content, design and development standards established by the FAA Web Manager and web infrastructure standards approved by the ITEB.

e. **FAA Web Liaisons** work with the FAA Web Manager to develop and organize web content and carry out other web management functions in their organization. Web Liaisons:

(1) Lead efforts and establish processes within their organizations to implement FAA web standards, procedures and other guidelines and requirements;

(2) Ensure that web content (documents and information) posted on their sites follow FAA web policies, standards and guidelines and are coordinated properly within the organization before they are posted and is reviewed regularly to make sure it is current and accurate and that obsolete content is removed promptly;

(3) Represent their organization on the Web Council; and

(4) Advocate for more effective use of the FAA web.

f. **The Web Council** supports and assists the FAA Web Manager in developing and improving the FAA web. The Web Council meets at least quarterly. Each year, it selects a Vice Chair to serve for the next year. Web Council members:

(1) Serve as advocates for the FAA web;

(2) Help the FAA Web Manager implement web policy and agency-wide web initiatives,

(3) Promote the FAA website to our audience; and

(4) Get feedback from our audience.

g. **The Web Council Steering Committee** advises the FAA Web Manager on web management policy and procedural matters. It serves as an executive board of the Web Council that reviews web policy, procedures and guidance and provides advice to the FAA Web Manager. It meets at least monthly. Each year, it selects a Vice Chair to serve for the next year. The Steering Committee:

(1) Provides advice and recommendations to the FAA Web Manager on ways to improve the FAA web;

(2) Advises the FAA Web Manager on web policy, web procedures, design and content standards and guidance; and,

(3) Represents the agency, as requested by the FAA Web Manager, on Departmental and interagency efforts related to the web.

8. Administrative Matters.

a. What is the distribution of this order? All Assistant and Associate Administrators, the Air Traffic Organization Chief Operating Officer and Vice Presidents, Regional Administrators, Center Directors and Directors.

b. Who has authority to change, revise, or cancel this order? The Assistant Administrator for Public Affairs may change, revise or cancel this order.

c. Does this Order replace any earlier orders or notices? This Order replaces Notice 1370.40, which expired 10/1/2003.

d. Where can I find web related standards I must implement? You can find web content, design templates, publishing standards and style guides and other instructions and procedures on the FAA Web Management website established by the FAA Web Manager. The Web Management website is at http://employees.faa.gov/policies/web .

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