



SECTION: General Administration
TOPIC: Website Changes
DATE: July 1, 2019

ADMINISTRATIVE PRACTICES MANUAL

Subject: Website Changes

Effective July 1, 2019, this policy governs changes to all Dane County websites.

Dane County recently completed a major update to the Dane County portal website (<https://www.countyofdane.com>) and the County is in the process of upgrading many County Department websites. This policy intends to preserve and enhance the work behind the redesigned sites. The redesigned sites feature responsive design, language translation, and a consistent user experience that guides users to actions they want to complete or the information they need.

Section 1: Portal Website (<https://www.countyofdane.com>)

1. The Department of Administration is responsible for approving all changes to the Portal Website.
2. To request for a change, write an email to WebPortalChangeRequests@countyofdane.com. The request should describe the change in detail and specify when the request needs to be completed. It is helpful if the requestor includes screenshots of the requested change.
3. The Director of Administration will be responsible for the review and approval of requests submitted to WebPortalChangeRequests@countyofdane.com.
4. The Department of Administration will continue to approve requests for content that has been traditionally included on the main county portal. Departments requesting to post this traditional content should submit these requests to the email box. Examples include, but are not limited to:
 - a. Information about elections
 - b. Information about County Parks, especially with respect to changing seasons or new park features.
 - c. Information about the Dane County Regional Airport, especially with respect to new service development.
 - d. Policy initiatives by the County Executive and the County's annual budget process.
5. Other requests will be reviewed with respect to the following criteria:
 - a. Is there information available that indicates County website users will frequently use the requested change?
 - b. Is the change a new initiative/policy/project that the County wants to feature?
 - c. Does the change contain information that public wants or needs to know about?
6. Subject to review, the Department of Administration may approve requests that satisfy one or more of these criteria.
7. Information Management will produce reports on website usage twice a year. The Department of Administration will use these reports to review and recommend changes to the website, even if a Department has not made a request.

Section 2: Department Websites

1. Departments and Elected officials are responsible for the content of their Department websites.
2. Once Departments have transitioned to the Content Management System and the updated design, the Departments will be responsible for making changes to their website.
3. The Content Management System and updated design limit the designs that departments can make.