

Report from NASA Webmasters Group to NASA CIO Face to Face Meeting

Jayne Dutra, Robin Land, Emma Antunes
Carnegie Mellon University
November 2, 2000



NASA Webmasters Face to Face

NASA WWW: Vision for 2000 and Beyond

Goals

- To provide a forum for communication between Webmasters from different NASA Centers.
- To share knowledge and best practices.
- To envision the future of the NASA WWW
- To formulate a list of near term and long range goals for the NASA Webmasters
- To identify the resources needed to achieve our goals

NASA Webmasters Face to Face

NASA WWW: Vision for 2000 and Beyond

Key Note Addresses

- Lee Holcomb, sharing his ideas and vision
- Randy Rieland, Dicovery.com. Providing an industry perspective on web site design.

Sessions

- Sharing Knowledge and Experiences: Basics of Web Site Development, Information Architecture, Web Best Practices, Web Communications, Project Management, Intranets
- Envisioning the future: Brainstorming session

NASA Webmasters Face to Face

NASA WWW: Vision for 2000 and Beyond

Sessions continued:

- NASA Policy: Web Site Accessibility and Section 508, Security and PKI, Current policy review
- State of the Art: NASA Portals, Web Showcase Review, Showcase Expo, Industry Key Note by Discovery.com
- What's Coming Up: Dreamtime Agreement, Fixing NASA Search
- New Technology: Vendor Demonstrations

NASA Webmasters Face to Face

NASA WWW: Vision for 2000 and Beyond

Some Statistics

- Number of Attendees: 179
- Coordination Work: 6 person steering committee
- Hosted by Goddard: possible due to to dedicated resources (ie Emma!)

All in all, a rousing success and
we'd like to do it again

NASA Webmasters Face to Face Attendance Figures

<u>Center</u>	<u>Attendance</u>		<u>CS</u>	<u>Contractor</u>
GSFC	89	49.7%	25.8%	74.2%
LaRC	16	8.9	12.5	87.5
JSC	14	7.8	28.6	71.4
HQ	12	6.7	66.7	33.3
JPL	12	6.7	91.7	8.3
ARC	10	5.6	60.0	40.0
MSFC	8	4.5	75.0	25.0
KSC	4	2.2	75.0	25.0
CASI	3	1.7	0.0	100.0
GRC	3	1.7	66.7	33.3
WFF	2	1.1	100.0	0.0
DFRC	1	0.6	0.0	100.0
SSC	1	0.6	100.0	0.0
<u>Other</u>	4	2.2	0.0	100.0
Totals	179	100.0%	(68) 38.0%	62.0% (111)

NASA Webmasters Face to Face

NASA WWW: Vision for 2000 and Beyond

Working Groups on Final Day:

- Charter Revision
- Firm up recurrent themes and observations
- Create a list of recommendations for the CIO's

NASA Webmasters Face to Face Recommendations to CIO's from Brainstorming Sessions

Emerging Technology

- Wireless Devices
 - Includes cell phones and PDAs such as the Palm Pilot.
 - MSFC has a PDA-accessible version of <http://liftoff.msfc.nasa.gov>
- NASA News Ticker
 - Simple way for agency webmasters to feature NASA press releases and news
- Content management and delivery
 - Database driven websites
- Portal Applications - internal and external
 - Centralization of content = improved user experience

NASA Webmasters Face to Face

NASA WWW: Vision for 2000 and Beyond

Charter Revision

Goals and Drivers:

- Move from an informal working group to an entity recognized by the Agency; empowered to make recommendations to the CIO office
- Provide proactive approach for assisting the Agency with resolutions for Web issues and emerging policy
- Promote and facilitate communications among the NASA Web community
- Promote coordination and interoperability of the NASA Web

NASA Webmasters Face to Face

NASA WWW: Vision or 2000 and Beyond

New Charter Points

- Webmaster representation at Agency meetings or telecons with sanctioning authority.
- Chair(s) elected once a year by simple majority vote
- Each Center gets one vote
- Membership is extended to all NASA civil servants and contractors that contribute to NASA's web presence.

NASA Webmasters Face to Face Conference Outcomes

Special Interest Groups:

- Developing a Consistent Set of Metrics for NASA web sites
- Cold Fusion Users
- Creators of NASA Kids Sites
- Recommendations on eNASA Initiative

NASA Webmasters Face to Face Conference Outcomes, Continued

Working Groups:

- Webmaster Training
 - Includes job definitions, skill requirements and curriculum development
- Renewing NASA Search
 - Includes new taxonomy for information architecture, meta data sets and NASA Webspaces Directory
- Developing a Common NASA Look and Feel
 - Includes the creation of NASA style guides for use throughout the Agency

NASA Webmasters Face to Face Recommendations to CIO's from Brainstorming Sessions

Relationships

- Strengthen ties to CIO's
 - Improve communication between Center CIO's and Webmasters
 - Improve communication among webmasters
 - Strengthen local webmaster groups
 - Better utilization of Webmaster groups by Center CIO's
- Resources
 - Common tool sets, purchasing vehicles, testing labs

NASA Webmasters Face to Face Recommendations to CIO's from Brainstorming Sessions

Concerning Content

- Industry Reviews of NASA sites
- Peer Reviews
- Clear standards definition
- User driven content creation and navigation design
- Recognition that writing for the web is NOT the same as writing for print

Archiving

- Processes and guidelines needed for archiving mission and other sites; creation of an online NASA museum?

NASA Webmasters Face to Face Recommendations to CIO's from Brainstorming Sessions

Recognized Resource and Funding Needs:

- Comprehensive training
- Knowledge sharing and lessons learned
- Identification and access to Subject Matter Experts
- Cohesive information architecture/taxonomy resulting in
 - Better search
 - Top level domains
 - External and internal portals
- Consistency
 - Web standards, including metrics used
 - Common look and feel
 - Sites identifiable as NASA

NASA Webmasters Face to Face Recommendations to CIO's Next Steps

NASA Webmasters Request:

- FTE Funding for the Chair positions of the NASA Webmasters Group
- An official position description for NASA webmasters
- Funding for an Annual Webmasters Face to Face Conference
- Training resources
- Licensing of common tools at the Agency level

NASA Webmasters Face to Face Recommendations to CIO's Next Steps

NASA Webmasters Activities, April - October 2000-01

- Best Practices Document - 70 page document
 - Approx hours - 160 hours
- NASA Webwork Site - 10-15 hours/month
- Face to Face Activity
 - Coordinator - 3 months
 - Steering Committee - 200 hours
- Policy Response - 160 hours
- ViTS Preparation - 8 hours/week
- PCIT Attendance - 2 hours/week plus research or response

NASA Webmasters Face to Face Recommendations to CIO's Next Steps

NASA Webmasters Request

Webmasters Group now runs entirely on volunteer effort alone.

Funding for FY 01 tasks:

- NASA News Ticker
- Authoring of NASA WWW Best Practices document
- Development of the new NASA search tool
- Work on eNASA initiative
- Tools for web site metrics and resources to implement them

NASA Webmasters Face to Face

Recommendations to CIO's

Next Steps

Why Fund Web Tasks?

- The web is fast
- The web is an efficient and powerful communications vehicle
- Maximize investments already made
 - Already in place for the majority of users
- Demonstrates NASA's technical leadership

NASA Webmasters Face to Face Recommendations to CIO's Next Steps

Contacts and Follow Up

Robin Land, Co-Chair NASA Webmasters,
Langley Research Center, r.k.land@larc.nasa.gov

Jayne Dutra, Co-Chair NASA Webmasters,
Jet Propulsion Laboratory, Jayne.E.Dutra@jpl.nasa.gov

Emma Antunes, Chair, NASA Webmasters Face to Face 2000,
Goddard Space Flight Center, emma@sled.gsfc.nasa.gov