AGENCY CONTACT MEMORANDUM #2014-1003

To: Agency IT Leadership, Technical Contacts

From: James M. Fowler,
           Chief Information Officer

Date: Oct. 13, 2014

Subject: Implementation of Enterprise Header and Footer for Public-Facing Agency Websites

Many of you are aware that the Web Standards Workgroup was established by the Technology Advisory Council earlier this year, at my request, to assess means by which public-facing agency websites could have greater conformity and be readily identifiable as official state sites – what is commonly referred to as "common look and feel."

That workgroup actively discussed this issue over the last six months, and at the July meeting of the TAC presented a draft Enterprise Header and Footer template. Having reviewed and approved the workgroup's proposed design, I now ask agencies to work to put these branding elements into use on their sites.

The goal of the new Enterprise Header and Footer is that they provide minimal but appropriate branding in narrow horizontal bars at the top and bottom of agency pages, while allowing agencies control of their own individual content, general look, and site organization. Both branding bars can be viewed at https://gotsource.ky.gov/docushare/dsweb/Get/Document-392438.

A schedule for adding the Enterprise Header and Footer to agency sites hosted by Kentucky Interactive is currently being completed. Agencies are asked to fully cooperate with KII in the development of this schedule and the actual rollout of the header and footer.

For non-KII hosted sites, agencies are asked to put the header and footer in place at the earliest opportunity. To assist them in making the required changes, KII is developing templates that will be added to the online web toolkit. Once those templates are available, I will expect that agencies will either add the header and footer themselves or contract that work out.

I expect these changes to be completed no later than July 1, 2015. In recognition of the fact that some agencies and cabinets may have valid business reasons for their current branding and web design, we will consider exception requests on a case by case basis. Please forward those directly to me.

The critical role that agency websites play in the delivery of 21st century government services can hardly be overstated. Common look and feel and the increased trust citizens have in the Commonwealth's websites are vitally important to the cost-effective delivery of online services and information. I am appreciative of the time and effort that the TAC Web Standards Workgroup members invested in the development of the new templates. I now ask all of you to work with Kentucky Interactive, the workgroup, COT, and individually to bring these changes about in an expeditious manner.