



# Results from the CIO Communication Task Force

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A CIO Communication Task Force was created by Accenture to investigate potential CIO web site improvements to help serve their community.

The task force used information from the 2002 Spring Conference and project feedback as the reference points.

This presentation summarized the key areas where such improvements can be made.



## Who are the Stakeholders?

- Mod Partner
- FSA Internal
- VDC
- School & Finance Partners

## What the Stakeholders are Saying



Issue There is demand for information and dialogue that will foster a collaborative working relationship with FSA CIO.

Answer The CIO web site can be the bridge between FSA CIO and their stakeholders and partners.

# Content to Consider Including in the CIO Web Site



- Focused Chat Sessions
- Target State Vision
- VDC Road Map
- Support Mail List
- ED Technical Info Links
- System Integration Activities
- CIO Priorities & Visions
- CIO Calendar of events
- Schedule of release activities
- News
- Project & Development Schedules
- Bulletin Board Forum
- Sequence Planning
- Points of Contacts
- Technical Reference Material



## What can be done as a Quick Hit?

Current There are three different versions of the home page depending on how the user enters the URL.

Solution Ensure there is a single version of the home page that all URLs reach.

Current Some of the CIO web site content is in the FSA intranet and inaccessible to users outside FSA.

Solution Move the content from the intranet to the FSA extranet which uses a common userid and password.

Current The CIO web site includes content that is not focused on the needs of the stakeholders.

Solution Focus content on what stakeholders are saying they need.



## What can be done as a Quick Hit? (con't)

Current There is a wealth of important and fresh content owned by CIO that is not in the hands of stakeholders.

Solution Publish the fresh content on the CIO web site and make it convenient to access.



## What can be done in the Long Run?

Current Navigating the CIO web site is difficult.

Solution Reorganize and relabel the home page links to group common content and make it more intuitive to navigate.

Current Documents on the CIO web site are not in HTML and therefore not indexed or searchable.

Solution Deliver all content in HTML, index all documents, and provide search capabilities to users.

Current Stakeholders do not have awareness of what the CIO web site is, where it is, and how it can help them.

Solution Conduct a marketing campaign to promote the CIO web site as a helpful and useful tool.

## In the Perfect World....



- Incorporate CIO web site into a personalized site for the user.
- Make the web site interactive with chats, bulletin board forums, and other ways to promote communication between FSA CIO and stakeholder.