

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 25, 2007

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO #72: COUNCILMAN KRUPICKA'S REQUEST FOR INFORMATION REGARDING THE CITY'S WEB CONTENT MANAGEMENT SYSTEM

This is in response to Councilman Krupicka's request for information regarding the City's recently-implemented Content Management System for the City's web site. This was also discussed at the April 23 budget work session.

The City's websites are primarily managed by the Communications staff in the City Manager's Office and the E-Government staff in the Department of Information Technology Services. However, many departments have their own communications and information technology staff and budgets. Staff in the E-Government Office have begun the process of moving content from the City's existing website to a new website contained in a content management system (CMS). This transition should be completed by August 31. The CMS will allow departmental staff to create, edit, and maintain their own content, rather than relying on E-Government staff for routine changes. This will give departments more ownership of their materials, which should result in more timely and thorough information being made available online.

Communications and E-Government staff coordinate web projects to promote the efficient use of resources and uniform content standards. The CMS will assist in furthering these goals. It will also free up E-Government staff to focus on more interactive application development, such as expanding online account information and payment options and improving the City's employee intranet. The CMS will require some E-Government and Communications staff time to periodically review website content (grammar, syntax, appropriateness, etc.) that is posted through the CMS by departments.

STAFF:

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