

Health Resources and Services Administration (HRSA) Web Strategy

Aquilent transformed the Health Resources and Services Administration's enterprise web content management to better serve the needs of the agency and citizens.

the objective_

The Health Resources and Services Administration (HRSA) needed to improve their approach and implementation of enterprise web content management. For HRSA, it was essential to:

- > Get authoritative, timely, and easy-to-use content to the website.
- > Reduce the time it takes to produce and deliver authoritative content to all HRSA stakeholders by moving from paper-based, print processes to electronic, content-focused ones, with strong governance, version control, authoritative review and approval, methods to maximize reuse, and the ability to tag content.
- > Establish a citizen-centric information architecture and vocabulary.
- > Allow HRSA content authors, reviewers, and consumers to search for and find content of interest quickly and easily.
- > Redesign the Uniform Data System (UDS) website as a "pilot" user of the Content Management System (CMS) and to improve its overall design.

the solution_

Aquilent assessed the HRSA website, including its 17 sub-domains. This assessment included interviews with key stakeholders (both internal to HRSA and external); content audits of existing pages, links, documents, and meta data; and content assessments to evaluate and rate the content according to common heuristics. With this baseline information, the Aquilent team developed an enterprise information architecture (IA), taxonomy, and new visual design. Concurrent to this effort was the implementation of the Percussion content management system (CMS). As part of the CMS effort, Aquilent developed 508-compliant web templates and content objects, and trained the HRSA staff on how to effectively perform ongoing work as a web content manager using the CMS.

Aquilent also delivered a strategic road map document to HRSA with its recommendations for moving forward, including staffing, initiatives, new features, and a migration plan for remaining bureaus and groups.



the payoff_

Through the development of the Web Content Strategy, HRSA has gained greater control and flexibility in both managing and developing its web content. In addition, the IA and taxonomy can scale to include new areas and features while better serving end-user needs.

HIGHLIGHTS

- > Improved usability of HRSA's web content management and website.
- > Extensive analysis, including interviews with key stakeholders, content audits, and content assessment.
- > Developed an enterprise information architecture (IA), taxonomy, and a new visual design.
- > Trained the HRSA staff on how to use the CMS to effectively perform ongoing work as a web content manager.
- > Enabled greater control and flexibility to manage and develop content.
- > User-centric focus promotes usability by citizens and return visits.

