

7/10/95

MEMORANDUM FOR: Principal Staff
Secretary's Representatives
State and Area Coordinators

FROM: Dwight Robinson

SUBJECT: Satellite Pages on the Internet

The Internet is becoming an increasingly popular way to present information to a wide audience: the public, our intermediaries, and the growing number of Internet users worldwide. In particular, the World Wide Web--with its graphics capabilities--is an appealing avenue for communication. As interest within the Department grows, I know that many of you are going to want to create your own home pages on the World Wide Web. In fact, some of you already have started.

If Field Offices choose to develop their own "home pages" for the World Wide Web, to supplement the main HUD home page and to cover information specific to that Office and geographic area, they may. It is an excellent way to relay information about local initiatives and local requirements. Likewise, if programs want to create home pages on specific programs and initiatives, that, too, is appropriate. We will refer to these pages as "satellite pages," since they will emanate from HUD's main home page.

Attached are a few simple policies and procedures for developing HUD satellite pages on the Internet. We have tried to make these as flexible and empowering as possible; and I ask for your cooperation in implementing them. It is important that we maintain some basic controls to ensure that we are represented on the Internet as "one HUD," and not unconnected sectors. To that end, I have asked the Internet Working Group to serve as the coordinator for this effort.

If you have questions about these policies and procedures, feel free to contact Candi Harrison, Chairperson of the Internet Working Group, at 202-708-1547.

Attachment

DEVELOPING SATELLITE PAGES FOR THE WORLD WIDE WEB

Policies for Creating HUD Satellite Pages

1. All HUD satellite pages will be accessed from www.hud.gov. Links will be established from the main HUD home page to satellite pages created by program and Field Offices. Field Offices should not be creating home pages depicted as "HUD" pages on private servers.
2. Only one satellite page may be developed for each Field Office.
3. Program offices in Headquarters may create satellite pages for individual programs or initiatives.
4. All satellite pages should be created in consultation with the Internet Working Group. The reason for this is two-fold: a) the Internet Working Group will be able to offer suggestions and ideas that may make your effort easier, and b) the Internet Working Group is developing information modules for HUD's home page, as well; and by consulting with the Working Group from the start, we can avoid duplicating efforts.
5. While content may vary from one satellite page to another, the tone of the satellite pages should be conversational and concise. Information should be presented from the customer's/audience's point of view, avoiding Government terminology, acronyms, and references to particular program titles and/or numbers, unless you have explained them adequately and simply. The internet is available to users world-wide, so we shouldn't assume that the user understands our Federal Government vernacular.
6. Graphics (pictures and drawings) often tell the story better than words; however, graphics should be used judiciously since they make the data loading process slower for the user.
7. In general, initiatives and programs should be described briefly, offering files that can be downloaded if further elaboration is necessary.
8. Information contained on Field Office satellite pages should be limited to local information, such as local initiatives and local customer standards. Information that is Departmentwide or nationwide in nature will be provided through HUD's main home page. Please don't duplicate what's on the Department's home page.

9. Links to other sites on the World Wide Web which have useful information for HUD's customers are encouraged. Field Offices, however, should limit links to local groups and agencies. Be sure to avoid pointing to promotions for individual businesses and to monitor the content of the web sites to which you point, to ensure that they remain useful and appropriate. If you have suggestions for links to national groups or agencies, please send them to the Internet Working Group for inclusion on the main HUD home page.
10. Wherever possible, identify a specific person (name, phone number, and e-mail address) who can be contacted for additional information.

Procedures for Establishing HUD Satellite Pages

1. State or Area Coordinators are responsible for coordinating the development of satellite pages for their offices. The State or Area Coordinator should contact Candi Harrison, chairperson of the Internet Working Group, at the point that a satellite page is considered and keep the Working Group informed on the progress of the development of the satellite page.
2. Submit new satellite pages and significant revisions or additions (e.g., new categories of information) to the Internet Working Group for coordination and review. Regular updates of categories of information that already have been approved by the Working Group do not need to be submitted.
3. The Internet Working Group review process will include
 - A review by Public Affairs to ensure that information is consistent with the Secretary's policies and preferences; and
 - A review by Working Group members who will be looking to see that format and tone are consistent with HUD's Departmental home page and that there is no unnecessary duplication of information. Any questions about content will be referred to the appropriate Assistant Secretary(ies) through the Working Group member(s) from that/those program areas.

The Working Group will make every effort to complete the review process within 5 working days of receipt of the draft documents.

4. Once the content of a satellite page is approved by the Internet Working Group, the submitting office may finalize document development in HTML format according to standards created by the Office of Information Policies and Systems (IPS). IPS will establish a Departmental standard for typeface, headings, and other format variables that must be followed.
5. Finally, IPS will ensure that the HTML format is correct and post the documents on the HUD World Wide Web server. IPS also will ensure that the main HUD home page is linked to the satellite page. This part of the process may take as much as 2 weeks, depending on workload.
6. The Internet Working Group will post information about the HUD home page and about satellite pages under development on the Internet Working Group bulletin board on cc:Mail. You should

monitor that bulletin board to ensure that you are not duplicating what already is in progress.

7. For each satellite page approved, one person should be assigned accountability for updating the home page on a regular basis.

Other Guidelines for Developing Satellite Pages

Consider the Operating Principles used by the Internet Working Group as you develop your satellite page:

- r The Internet is HUD's "face to the world;" our primary audience is people outside of HUD
- r Although we should present information for our intermediaries, the Internet gives us an opportunity to speak directly to our consumers; and their point of view should shape our thinking.
- r Information should be developed with the *potential* audience in mind - not just the relatively small audience who is using the Internet today. In time, we hope even the poorest Americans will have access to and use the Internet.
- r The development and posting of information must be viewed as a fluid process, evolving and improving as new information and information sources are developed
- r Developing HUD's presence on the internet is, essentially, developing a new product for HUD: information. As with any product, quality control is important.

Posting Information on the HUD Gopher

HUD will continue to maintain one Gopher site. Offices may submit documents to the Gopher Administrator in IPS for posting. Documents must be provided in ASCII format. The Internet Working Group will establish the Gopher menu, ensure that documents posted on the Gopher are appropriately grouped under the menu items, and coordinate the Gopher and home page to avoid redundancy.