



Monthly Meeting

Hosted by the Communications Web Team

March 21, 2013

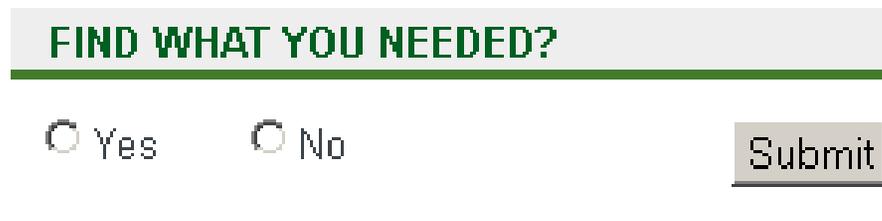
Call in #: 1 (470) 200-0305

Access Code: 762-559-655

- Around the Room – Drew Bittner
- OMB Approval for One-Question Surveys – Drew Bittner
- New EERE Landing Pages – Allison Casey
- Energy Saver Link Updates – Allison Casey
- Transition Team Update – Linh Truong and Michelle Resnick
- Product Governance Team Review Process – Cori Sue Morris
- Communication Standards Tip – Elizabeth Spencer

Background

- OMB approval is required whenever we ask any number of questions of 10 or more members of the general public.
- This applies to our one question feedback widget.



FIND WHAT YOU NEEDED?

Yes No

- **Implication:** We have been asked to remove the widget from our sites.

Using the Widget in the Future

- Get approval from the Web Governance Team and OMB
- You will be asked to:
 - Justify *specific purpose* the feedback would serve and how feedback is relevant to the office mission
 - Have a specific start and end date for widget use
 - Limit the burden to the public (burden = time to respond x # responses; up to 250 burden hours probably ok)
 - Be prepared to provide URLs for specific pages the widget will be used on, and possibly screenshots.
- To seek approval for any survey or usability work, contact Wendy Littman for advice/assistance and the latest OMB form.

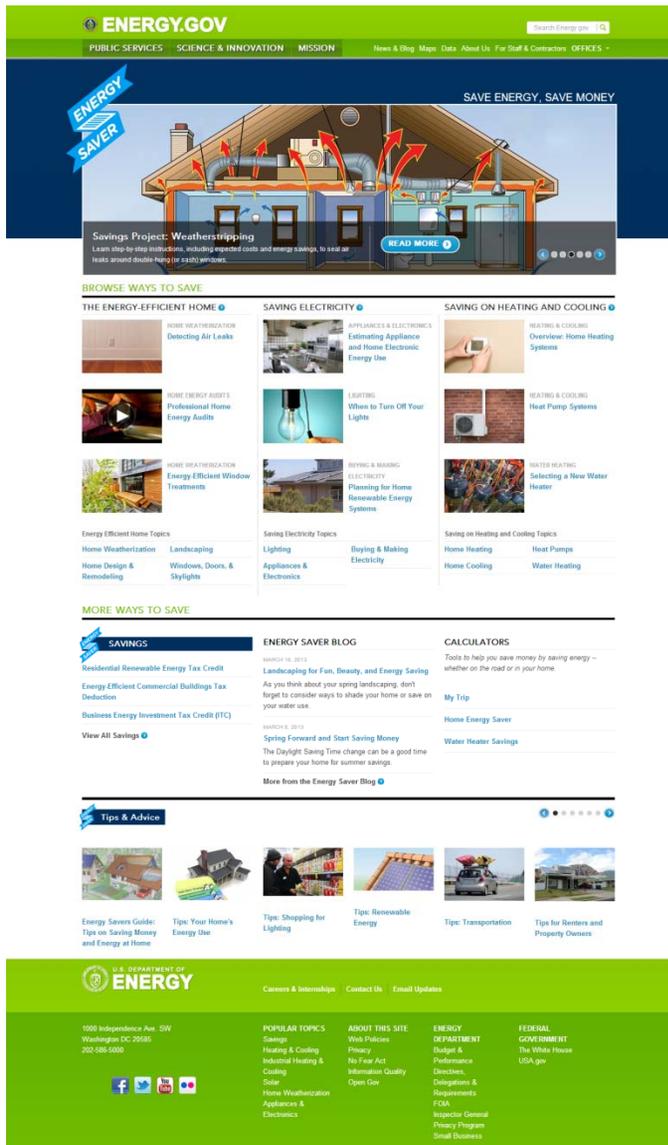
Discussion

- In your experience, how useful is the feedback you've gotten from the widget?
- Does anyone anticipate a need for the widget now or in the near future?



- Working on interim redesign of EERE home and topic landing pages
- Landing pages
 - Deeper than current landing pages
 - Highlighting some of most important office content
 - Including related content from cross-cutting sites
 - User-friendly links and language

- Large meeting with office communication leads and Web Coordinators to explain background and approach, and answer questions
- Wireframes for you to review and comment
- Individual meetings with each office to discuss feedback and specific questions
- Questions?



- Energy Saver now on energy.gov/energysaver
- Links in EERE template have been updated, so they won't come up in searches for links to www.energysavers.gov
- While doing regular maintenance, please update links to Energy Saver
- Site has been redesigned; content reorganized. Contact Allison Casey at allison.casey@nrel.gov if you need help finding replacement links.
- Questions?

Content Inventories

- *Almost* all inventories are complete. Thank you!

Analysis Process: Reviewing content inventories and websites to identify

- Chunks of content
- Topics and subtopics
- Cross cutting/common topics

Advisory Board Chair

- Thank you, Linh, for your three months of leadership!
- Welcome and thank you, Shannon Shea!

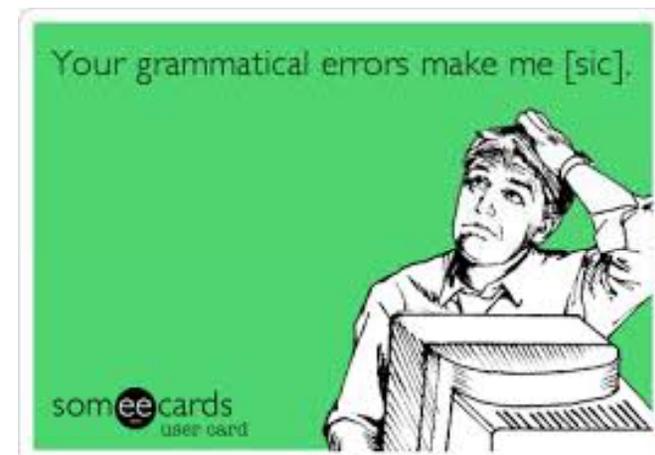
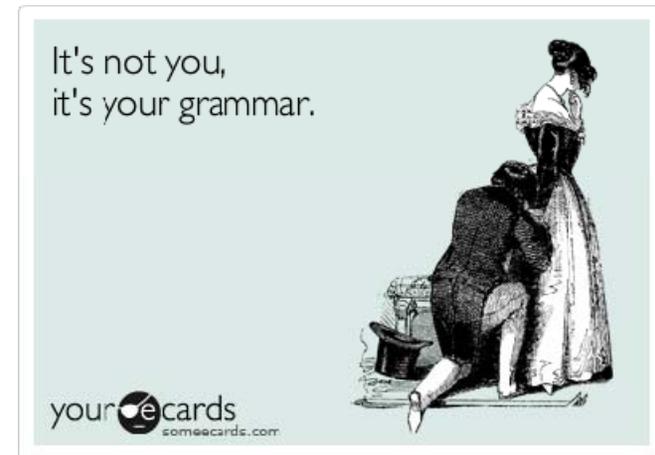
- Hello! I'm Cori Sue Morris, PMF, Fed, Comms Specialist. At DOE since August 2012.
- 1 of 3 Comms people tasked with Product Review.
- 1 of 10 members of the Product Governance Team (PGT)
- Here to tell you a bit about the PGT!
- We took many best practices from the Web Governance Team, thank you!

Why: The Product Governance Team

- The PGT was formed for two reasons: (1) to ensure government funds are being effectively allocated and that all products paid for by EERE funds have a specific need and audience, and (2) to ensure high quality products are printed.

Plain and simple:

- We found some errors.
- Government is low on funds. Conserve resources. Effectively target messaging
- Consistent visual brand identity (logos, colors, etc.) is a good thing!
- Consistency in messaging across products, web, and speaking engagements!



Allow me to tell you a bit about us....

- The Communications Director serves as the sponsor of the PGT.
- The team includes the following members:
- Three EERE Communications Office Team members with varied communications expertise: **Carolyn Hinkley, Scott Minos, and Cori Sue Morris.**
- One EERE Policy and Analysis Team member—**Ookie Ma**
- One Stakeholder Engagement Team member—**Sheila Moynihan**
- Two EERE community communications representatives. Right now we have more: **Amy Manheim from AMO, Leslie Gardner and Kristi Theis from NREL, Amy Konigsburg from BTO, and Billie Newland as the meeting facilitator.**

When: The Product Governance Team

- The Product Governance Team meets every other week on Wednesdays at 10 a.m. EST.
- The next meeting is Wednesday, March 27.
- Agenda items and products for submission are due the Monday before the meeting, in this instance Monday, March 25.

What: is reviewed by the PGT

- Logos
- Templates
- Exhibits
- Outreach publications, including but not limited to fact sheets, brochures, booklets, and e-books
- Technical reports with EERE or national laboratory branding that cover a topic that is highly visible with stakeholders, is politically sensitive, or has high impact
- All new products or products with significant updates
- Products paid for by EERE to support EERE Offices, activities, and partnerships
- Any other products covered by the identity guidelines described on page three of the [Identity and Design Guidelines](#).

- Presentations, such as PowerPoint, Prezi, and other slide show formats.
- Logos and templates that have previously been approved.
- Technical reports using national laboratory branding that do **not** cover a topic that is highly visible with stakeholders, is politically sensitive, or has high impact.
- Products that been previously published and only have minor updates (10 or fewer changes).

- Information is on the websites.
- New products or those with significant updates fill out a Product Information Form and Email it to EE.Communications@ee.doe.gov. (Phase 1)
- Products ready for print (Phase 2) use the same Product Information Form and submit for review and final approval.
- Biweekly meeting is at 10 a.m. on Wednesdays.
- Biweekly meeting uses a Wiki to track products submitted.
- Rush requests are accepted!

- **Phase 1:** Similar to the process used by the Web Governance Team, the PGT will review product proposals, discuss the need for and scope of the product, and provide its feedback and decision to the requestor. Some **key questions the team will address include:**
 - Should EERE develop this communications product or should a partnering organization develop it?
 - Who is the audience? What is the most effective way to reach that audience?
 - If you're designing a new logo or template, will existing [identifiers, logos, and templates](#) meet the need?
- **Phase 2:** If the product is approved for development and completed, the PGT reviews the product to make certain it meets EERE product requirements and gives final approval to publish the product.

Where (to find the information)

Links to the websites for:

- Background on the Product Governance Team:
eere.energy.gov/communicationstandards/product_governance_team.html
- The detailed product approval process:
eere.energy.gov/communicationstandards/product_process_approvals.html
- The product information form to fill out when you plan to create a printed product (Phase 1):
eere.energy.gov/communicationstandards/pdfs/product_information_form.pdf
- The Q&A Checklist to use to assess your final product before submitting to the PGT for final review (Phase 11)
eere.energy.gov/communicationstandards/product_qa_checklists.html

Thank You! Questions?



EERE Style Guide

We've added a ton of new content to the EERE Style guide!

This update includes:

- Capitalization in the index and entries that reflects how you use the term
- Entries unique to publications and exhibits
- Scientific terms and how EERE uses them

You can see a complete list of all of the changes on the Communication Standards blog:

eereblogs.energy.gov/communicationstandards/

- Next meeting: April 18