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October 22, 2003

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Instruction Memorandum No. OR-2004-010
Expires: 9/30/2005

To: DSDs, Staff and Branch Chiefs
From: Associate State Director
Subject: Web Page and Web Application Development Process

Program Area: Division of Communications

Purpose: The purpose of this Instruction Memorandum (IM) is to define the process for approving and developing web pages and web applications for the Oregon State Office. The Division of Communications is in the process of redeveloping and redesigning the Oregon/Washington Bureau of Land Management (BLM) internet site to more clearly identify the vision of the BLM and the work performed by our organization. The redesigned site will offer the public a more organized and uniform presentation of information. The goal is to provide ease in navigation while at the same time providing a consistent look and feel that clearly and appropriately identifies the agency’s programs and policies. The redesigned site will be database driven and will use BLM standards for web development and data storage.

Policy/Action: In order to reach the objective of a more uniform and smoothly functioning Oregon/Washington web, as well as provide for a more coordinated, cost effective approach to the development of web-related projects (such as the creation of web-based databases), the attachment to this IM creates a process for web page and web application development.

Timeframe: Effective immediately.

Background: The Internet is a valuable internal and external communication tool as well as an important resource for data storage and use. This IM supports this critical and ever expanding management responsibility.

Manual/Handbook Sections Affected: None.

Coordination: Cathy Harris, Deputy State Director, Division of Communications.

Contact: Cathy Harris, Deputy State Director, Division of Communications.

Districts with Unions are reminded to notify their unions of this Instruction Memorandum and satisfy any bargaining
Web Page and Web Application Development Process

Initiation

- **Project Request** initiated by **Project Initiator/Sponsor**. It is developed initially by the Initiator/Sponsor with costing support from the Web Development group. It contains:
  
  - Problem statement
  - Alternatives considered
  - Recommended solution
  - Project description and scope
  - Preliminary cost and benefits analysis
  - Justification statement that addresses Bureau/Department goals

(This part of the business case corresponds to the **Initiation and Concept Phases of the System Life Cycle methodology**.)

- **Review by Branch Chief** - **<Decision point>**
  
  - Is the preliminary cost estimate below $10,000?
    
    - Yes - A decision is made to whether to approve or not.
      
      - If the decision is Yes (for an estimate below $10,000), the project enters the **Web Project Specification and Development process**. (Instruction to Contractor is generated.)
    
    - No - A decision is made whether to develop a more **Detailed Project Request and Analysis document** or not.
      
      - If the decision is Yes (for an estimate above $10,000), the approval process continues with development of a **Detailed Project Request and Analysis document**. (Instruction to Contractor is generated.)

- **Detailed Project Request and Analysis document** is developed by Project Sponsor and the Web Development group, reviewed by the Branch Chief and presented to the State Office Information Technology Investment Board.
Web Project Specification and Development Process (A project has been approved and an Instruction to Contractor is generated.)

- A Project Specification and Development Plan is developed by the Web Development Group. It contains:
  - System requirements
  - Design description
  - Personnel requirements/assignments for program, database and content development
  - Timetable
  - Ongoing maintenance requirements and assignments
  - Change Order process

- The Project Specification and Development Plan is approved by the Branch Chief.

- Development is initiated, completed and tested.

- Delivery Documentation is developed containing:
  - Final page(s) documentation
  - Database diagrams and specifications
  - Maintenance requirements and assignments
  - Updated project cost and benefits information
  - Approval of the Project Initiator/Sponsor.

(These parts of the business case corresponds to the Design and Construction Phases of the System Life Cycle methodology.)