MEMORANDUM FOR SCOTT BUNTON
                JAMES J. JOCHUM
                MICHAEL GARCIA
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                MIRIAM COHEN
                CATHERINE WILLIS
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FROM: Kenneth I. Juster

SUBJECT: Web-Related Appointments and BXA World Wide Web Presence

In February 1996, my predecessor established guidelines for the Bureau of Export Administration
(BXA) presence on the Internet and established the positions of BXA Web Coordinator, BXA Web
Master, and the BXA Web Site Editorial Board. This memorandum updates those guidelines and the
responsibilities of BXA employees holding these positions, and announces some Web-related staff
changes.

With this memorandum, I am appointing Catherine Willis, the Director of BXA's Office of
Congressional and Public Affairs, to serve as the BXA Web Coordinator, and reappointing Bill
Sargent of BXA's office of the Chief Information Officer (CIO) as the BXA Web Master, and Kim
Robertson-Sins and Marna Hayes of the CIO's office as Assistant BXA Web Masters. Eugene
Cottilli and Scott Kamins will serve as assistants to the Web Coordinator.

Principles for the BXA Web Presence

BXA will be guided by the following principles in the design and presentation of material on the
Internet:

- The BXA Web site presence should be current and accurate, with well-written material and a
  professional appearance.

- Information on BXA Web pages must be consistent with BXA policy.

- The BXA Web site presence should have a consistent appearance which reflects that all posted
  items come from the same organization. It should be an integrated BXA approach, not a
  hodgepodge of items.

- BXA offices should propose Web projects and content. They should work with members of the
  CIO's Office in creating their own pages within the parameters of the established standards for
  BXA Web pages.

- In order that information can be posted quickly, the review process should be simple, inclusive, and efficient.

BXA Web Site Editorial Board

This Editorial Board serves as the "clearance" mechanism for all BXA content on the Internet, including content on the main BXA Web site and any other Web sites for which BXA has control or input (including the Chemical Weapons Convention and Critical Infrastructure Assurance Office Web sites, which are interagency sites whose content may require clearance from other agencies). This Board will not be responsible for non-content related Web actions, such as strategic planning for BXA's Web resources; the development and implementation of new applications for enhanced delivery of BXA Web-based information to its users; and Web design, delivery, and infrastructure issues.

The Chair of this Board will be the BXA Web Coordinator. The membership includes one representative designated by each of the following: Assistant Secretary for Export Administration, Assistant Secretary for Export Enforcement, Deputy Under Secretary, Director of the Critical Infrastructure Assurance Office, Chief Counsel for Export Administration, Director of Administration, Chief Information Officer, and me (to represent my immediate office). Each representative will have the authority to clear content for his/her respective organization. The BXA Web Master will serve on this Board as a non-voting advisor. Each member of the Board may appoint an alternate to act in his/her place when unavailable.

The criteria for selecting representatives to serve on the Editorial Board should include the following. Each member should:

- Have the full confidence of the official who appoints him or her and the authority to speak for and vote on behalf of that official. Representatives will be expected to speak quickly and authoritatively on most matters without consultation. They will be expected to consult their principals only on major policy issues.

- Be familiar with, and represent the interest of, all parts of the organization he/she represents.

- Be generally familiar with computers and the Internet.

- Be able to write and edit clearly.

- Have the ability to present ideas in an appealing and interesting way that will be clear and understandable to BXA's Web visitors.

- Be pleased and willing to participate in this process.

The Board will have a weekly meeting at a time and place to be determined by the Web Coordinator. These meetings will serve as a forum for presenting all proposed changes to content for all BXA

Web sites to the Web Coordinator for final clearance. The standard operating procedure will be for all members of the Board to present their proposed changes at these meetings, rather than sending them by e-mail or otherwise transmitting them to the Web Coordinator throughout the week.

In order for a proposal to be considered at a Board meeting, the Board member from the BXA unit making the proposal must circulate it to all other Board members and the Web Master by e-mail or hard copy at least 48 hours prior to the meeting. Of course, highly time-sensitive matters will occasionally arise that require the Web Coordinator's immediate attention. The aim is for those instances to be the exception rather than the rule.

All material should be closely reviewed by the proposing BXA unit to ensure that it is concisely, professionally, and accurately written. The Web Coordinator should not be relied upon to edit submissions for style and format. The weekly meetings should principally be a place for the Web Coordinator to resolve any differences of opinion and to give final approval to proposals that have been independently vetted by the other Board members through e-mail or other means prior to the weekly meeting. The Web Coordinator may change the weekly meeting schedule or cancel a given weekly meeting as appropriate.

The Board will be responsible for its clearance actions, but not for any other aspects of BXA's Web presence. The Web Coordinator and the Web Master and his assistants will ensure that only cleared material is posted.

The Web Coordinator

The Web Coordinator will be responsible directly to me for ensuring that all pages have been developed and cleared in conformance with established procedures. The Web Coordinator will be responsible for assuring that items have been cleared by the Board members. Accuracy of content will be the responsibility of the principal program office. No Web items will be posted on any BXA Web site unless approved for content as stated above and authorized for posting by either the Web Coordinator or, in her absence, the Deputy Under Secretary.

Although the primary role of the Web Coordinator is related to clearance of Web content, in cases where she determines that Web design or formatting limit or impair the effectiveness of information delivery, the Coordinator may direct efforts to devise remedial Web design and formatting changes and will work closely with the BXA CIO to determine the technical alterations that will be made to accomplish the information delivery objectives.

The BXA Web Master

The BXA Web Master will be responsible to the Web Coordinator, and ultimately the Deputy Under Secretary and me, to ensure all content on all pages uploaded to the main BXA Web Site has been "cleared." If content is provided to the Web Master that has not been cleared, it is his responsibility to bring it to the Web Coordinator or, in her absence, to the Deputy Under Secretary, for the purpose of obtaining approval as provided under these procedures or, in an

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emergency situation where that cannot be done, to secure my immediate approval.

The BXA Web Master will direct the work of those who have authority to upload to the main BXA Web Site and will ensure that all employees doing such work receive appropriate training and coordinate closely with the content "owners" to assist in the development of Web pages and applications.

The BXA Web Master will oversee the services of BXA's Internet service providers (ISPs) for the main BXA Web site and the BXA Technical Advisory Committee site to ensure adequate security and continuity of operations. As appropriate, the BXA Chief Information Officer will appoint a person(s) to serve in this capacity for other BXA Web sites.

Pages for BXA-controlled Web sites (e.g., the CWC, SNAP, SIES/BMP, CIAO, and NEC Web sites) must be cleared by the BXA Web Site Editorial Board before they are posted.

Conclusion

It is my intent that:

- BXA's Internet presence continues to develop in a coordinated fashion which encourages creativity while maintaining a common appearance and navigational scheme that will identify our content as coming from a single organization;

- The BXA Web presence responds to the needs of our users whether or not they are familiar with our regulations or our existing structure;

- The BXA content on the Web be appropriately cleared, current, concise, accurate, and well written; and

- The various participants in developing and maintaining the BXA Internet presence (e.g., content developers and Web designers) work together as partners to continually improve the presentation of BXA's materials.

cc: Eugene Cottilli
    Marna Hayes
    Cecil Hunt
    Susan Johnson
    Scott Kamins
    Kim Robertson-Sins
    Frank Ruggiero
    Bill Sargent