

BUDGET COMMITTEE - JANUARY 12, 2009

2009 OPERATING BUDGET CORPORATE COMMUNICATIONS DEPARTMENT ADDITIONAL RESOURCE REQUEST – WEB CONTENT EDITOR (ADDITIONAL INFORMATION)

Recommendation

The Director of Corporate Communications and the Chief Information Officer (CIO), in consultation with the City Manager and the Deputy City Manager, recommend:

- 1) That this report be received for information.

Economic Impact

This information was provided in the Additional Resources Request form and is included in the 2009 Draft Operating Budget package.

Communications Plan

n/a

Purpose

The purpose of this report is to provide additional information, as requested by the Budget Committee at its meeting on December 4, 2008.

Background - Analysis and Options

As part of the 2009 Operating Budget development, Corporate Communications department submitted an Additional Resource Request for one (1) Website Content Editor. The Budget Committee requested information to clarify Corporate Communications and Information & Technology Management roles and responsibilities for the City website support.

Website Support Requirements

The extensive use of the City's website by the public who look for information and by City departments who publish information has created an urgent need for additional resources to compose, edit, organize, publish and maintain website content. To address this need and clearly define roles, the Corporate Communications department and the Information & Technology Management (ITM) department have worked together to develop a clear set of roles and responsibilities and establish appropriate level of resources to effectively support the City's website.

The website support roles and responsibilities have been separated into two categories; content management and technical support. Corporate Communications department will be responsible for content management. ITM department will be responsible for technical tasks as part of on-going development and maintenance of the City's computing infrastructure.

Corporate Communications Department – Website Support Roles

Corporate Communications department will be responsible for the City's website content (text, graphics, multimedia, etc). This includes activities such as quality assurance of website content, grammar, spelling, and general use of language, meta-tagging (classification), and posting of website content. This function will be provided as a service to all departments that contribute website content.

As part of the support for the request, the volume of website content and the frequency of its posting on the City's website demonstrate the need for a dedicated resource to perform website content editing.

Information & Technology Management – Website Support Roles

ITM department will be responsible for the City's website technical environment and functionality. This includes daily, weekly, and monthly activities such as performance monitoring and fine tuning, data backup and recovery, data and access security, systems integration, and hardware maintenance.

Additional Resource Request

Based on the volume of website content and the frequency of its posting on the City's website, Corporate Communications department lacks the necessary resources to effectively perform content management activities. This results in lengthy delays for publishing website content and inadequate quality assurance and organization of published content. To address this resource constraint, the Corporate Communications department, in consultation with the ITM department submitted an additional resource request for one (1) Website Content Editor. This request has been supported by the Senior Management Team and recommended for approval to the Committee.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the priorities previously set by Council.

Regional Implications

n/a

Conclusion

The creation of a Website Content Editor position in Corporate Communications department will establish clear roles and responsibilities for website content management and enable the department to provide an effective website content editing service to all City departments.

Attachments

None

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Respectfully submitted,

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