TO:  ALL COUNTY PERSONNEL

FROM: VERDENIA C. BAKER
      COUNTY ADMINISTRATOR

PREPARED BY: PUBLIC AFFAIRS AND INFORMATION SYSTEMS SERVICES

SUBJECT: STANDARDS FOR INTERNET WEB PAGE DESIGN, DEPLOYMENT AND MAINTENANCE

PPM #: CW-O-073

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ISSUE DATE         EFFECTIVE DATE
February 9, 2018           February 9, 2018
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PURPOSE:
To establish standards and policies for the design, deployment and maintenance of Internet Web pages for County departments and agencies.

UPDATES:
Future updates to this PPM are the responsibility of the Director of Public Affairs and Information Systems Services.

POLICY:
It is the policy of the County that:

The Palm Beach County Web site will be the official site for all County departments and offices. This site is a representation of the County, and as such, any information presented on the County’s site shall be professional, purposeful, appropriate and of interest and use to its citizens and the visitors to the Web site.

Department sites shall be created using the Palm Beach County Web Design Standards document so that uniformity and user-friendly access is maintained (See Attachment A).

Web sites for Board departments and agencies will be hosted by the Department of Information Systems Services (ISS). ISS will have overall responsibility for managing the County sites.

Public Affairs will review (prior to publication on the Web) any new site to be placed on the official site to ensure that these representations conform to applicable County policies and procedures.
The Information Systems Services Department is responsible for monitoring Web site traffic, providing stable and high speed connectivity to the PBC Enterprise Network, and managing the firewalls to protect County systems and data from outside intruders.

(a) There is one official name for the County Web site: www.co.palm-beach.fl.us and three vanity names www.discover.pbcgov.org, www.pbcgov.org and www.pbcgov.com. All county publications, including business cards referencing the website should use www.pbcgov.com.

Any deviation from these domain names require written approval from the County Administrator and should be requested through the Public Affairs Department. All approved domain names will be registered by Information Systems Services. Preexisting domain names registered by county agencies are exempt.

Public Affairs, in conjunction with the sponsoring department or agency, will establish written schedules to identify the specific information fields to be updated on each Web site, the frequency of the update, and the assigned responsibility for the update. Additionally, procedures will be established to ensure that stale information is updated or removed.

The technical infrastructure that supports the Web and Web-enabled applications is complex. Therefore, to ensure a reliable, high performance and secure environment, all custom applications accessing a database will be developed by ISS and all purchased applications will be approved and centrally managed through ISS.

VERDENIA C. BAKER
COUNTY ADMINISTRATOR

Supersession History:
1. PPM# CW-O-073, issued 12/22/2000
2. PPM# CW-O-073, issued 10/14/2010
3. PPM# CW-O-073, dated 10/16/2015
OVERVIEW

This document provides the policies and procedures for SharePoint usage of PBCGOV.com Internet website. The SharePoint Usage Policy is a guidebook outlining the administration, maintenance, and support of ISS Department SharePoint infrastructure environments. It identifies lines of ownership and role for both business and technical teams, defining who is responsible for what areas of the system. Furthermore, it establishes rules for appropriate usage of the SharePoint environments.

Definitions

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISS SharePoint Services Team (AP3 Group)</td>
<td>ISS SharePoint Services team (AP3) group with administrative rights over all department sites content and security</td>
</tr>
<tr>
<td>Public Affairs Team</td>
<td>Public Affairs team with administrative rights over all department sites content</td>
</tr>
<tr>
<td>Department</td>
<td>Any recognized Palm Beach County department</td>
</tr>
<tr>
<td>Web Coordinator</td>
<td>An employee assigned by the Department Head as the content contributor and owner.</td>
</tr>
<tr>
<td>Approver</td>
<td>An employee assigned by the Department Head as the approver of the content for public view.</td>
</tr>
<tr>
<td>Viewer</td>
<td>An employee assigned to view content.</td>
</tr>
</tbody>
</table>

Assigned Department’s Web Coordinator(s)

- All sites Web Coordinators must complete the training provide by ISS trainers prior to becoming the site(s) content contributors and owners.
- All department sites and assigned Web Coordinators must be approved by the Department’s Head.

Department Site Provisioning

Upon approval of a department site request, ISS SharePoint Services Team will provide that department’s Web Coordinator(s) with site content permissions (view, create, update, and delete).
**Templates**

A master template created by the ISS SharePoint Services Team will be used for all department sites.

**Site Requests**

Department must submit a PTSWO with the Department’s Head approval. Sites requests will list the following as required information.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>What is the intention of the site to be created?</td>
</tr>
<tr>
<td><strong>Web Coordinator</strong></td>
<td>Who is the person ultimately responsible for maintaining the site content?</td>
</tr>
<tr>
<td><strong>Approver</strong></td>
<td>Who will approve the content?</td>
</tr>
</tbody>
</table>

**Development Policies**

**Custom Development**

Any custom site development will be developed and deployed by ISS SharePoint Services Team. If working with ISS SharePoint Services Team; then, these conditions:

- Scope by ISS SharePoint Services Team,
- Review by ISS SharePoint Services Team, and
- Approve by ISS SharePoint Services management.

*** This process includes any development under Windows Workflow Foundation and embedded JavaScript/JQuery to a page, library, site, or environment.

**Tools**

No web development tools (i.e. SharePoint Designer, Visual Studio, Cold Fusion, etc.) for development of the SharePoint user interface may be used by departments.
Standards

Palm Beach County SharePoint sites will be in compliance with applicable design standards and laws concerning copyrights, proprietary names and trademarks.

Web Parts

Web Coordinators wanting to add custom web parts to a site must request approval from the SharePoint Services Team. Upon approval, the web part would be made available as a shared service for all sites.

Third-Party Feature/Solution/Webpart/App Request

Any third-party feature/solution/webpart/app requests will need to accommodate these conditions:

- Scope by ISS SharePoint Services Team,
- Review by ISS SharePoint Services Team, and
- Approve by ISS SharePoint Services management.
- Deploy by ISS SharePoint Services Team

Third-Party Feature/Solution/Webpart/App Disclaimer:

We make no warranties as to performance, merchantability, inability to use this software, and future support of the product for a particular purpose, or any other warranties whether expressed or implied.
Document Management Policies

File Types

Permitted file types include:

- Word
- Excel
- PowerPoint
- PDF (recommended)
- TIFF
- JPG
- BMP
- GIF
- PNG

Prohibited video file types include:

- .mp3
- .avi
- .mdb
- .mov
- .wmv

**Note:** Videos can be accessible and viewable on SharePoint sites by uploading them to ISS Video Streaming Server. Please contact **ISS-Web Services Team** or **Public Affairs** for more information.

Software

All software posted to the Palm Beach County Intranet Portal must comply with the laws of software distribution.
Content Management Policies

Maintenance
Content will be maintained by the appropriate business content owner, typically the author of the content.

Content Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td>Internal content is not to be transmitted outside the group. Content that is not identified is considered to be Internal.</td>
</tr>
<tr>
<td>Confidential</td>
<td>Confidential content is not to be transmitted or shared with anyone who does not have authorization to see it.</td>
</tr>
<tr>
<td>Public Use</td>
<td>Public Use content has been deemed to not contain proprietary or confidential information and may be shared with anyone</td>
</tr>
<tr>
<td>Privileged</td>
<td>Privileged content is regarded as attorney-client communication and shall be dated and not transmitted or shared with anyone who does not have authorization to see it.</td>
</tr>
<tr>
<td>Copyrighted</td>
<td>Copyrighted content shall be assumed to be protected by copyright and shall be dated and marked. It shall show the copyright owner’s name and shall not be reproduced in electronic or hard-copy form without authorization.</td>
</tr>
</tbody>
</table>

Conduct Policy
Palm Beach County employees or agents using the Palm Beach County SharePoint environments represent the county and are expected to conduct all business in a professional manner.
## Standard Operating Procedures

### Overview

The following are procedures for
- Requesting a new department site,
- Obtaining SharePoint support, and
- Becoming a SharePoint Web Coordinator.

### How to Request a New Department Site

<table>
<thead>
<tr>
<th>Step</th>
<th>Actor</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Approved Department Head Representative</td>
<td>Contact the assigned department’s Liaison from ISS.</td>
</tr>
<tr>
<td>2</td>
<td>Approved Department Head Representative</td>
<td>Submit a PTWO to SharePoint Services Team (AP3 group).</td>
</tr>
</tbody>
</table>
| 3    | SharePoint Services Team or Public Affairs Team | 1. Meet with department,  
2. Gather requirements,  
3. Setup site layout (within guidelines) according to the department requirements. |
| 4    | Approved Department Head Representative | Approve and sign off the final content design layout. |
| 5    | SharePoint Services Team | Grant security and publish site(s). |
| 6    | SharePoint Services Team & ISS Training Staff | • SharePoint Services Team provides “Web Coordinator” training.  
• ISS Training Staff provides “Contributor” role training. |
How to Obtain Support
If the issue cannot be resolved by the Web Coordinators or Public Affairs Team, contact the ISS Help Desk. A problem ticket will be assigned to ISS SharePoint Services Team (AP3) group.

How to Become a Web Coordinator
All Web Coordinators must complete training provided by ISS SharePoint Services Team. All department sites Web Coordinators must be approved by the Department’s Head.

Complete the following steps to become a Department’s Web Coordinator

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Obtain approval from your Department Head</td>
</tr>
<tr>
<td>2</td>
<td>Submit a PTSWO</td>
</tr>
<tr>
<td>3</td>
<td>Contact ISS SharePoint Services Team to request training</td>
</tr>
<tr>
<td>4</td>
<td>Attend training as scheduled</td>
</tr>
<tr>
<td>5</td>
<td>Practice Palm Beach County Usage Policy</td>
</tr>
</tbody>
</table>