

STATE OF NEW JERSEY • DEPARTMENT OF COMMUNITY AFFAIRS

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**SUBJECT:** Standards, Guidelines and Procedures for the Design, Creation and Maintenance of the DCA Internet (Website)

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**NUMBER:** 1.30.7

**EFFECTIVE:** January 2003

**REVISED:** June 2016

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**INFORMATION TECHNOLOGY**

**APPROVAL:**



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Deputy Commissioner  
Sandy Recovery Division



Joyce Paul  
Chief of Staff

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**PURPOSE:**

The purpose of this Policy is to establish consistent standards, guidelines, and procedures for the design, implementation, and maintenance of the Department's Internet and Intranet sites and any related Websites for Divisions serviced by DCA's Creative Services Team (CST).

**SCOPE:**

These standards, guidelines and procedures apply to all DCA Divisions and Affiliates that request Website services from the CST, either directly or through their designated Websters. Websters are a group consisting of one designee and a backup from within each Division responsible for the content and timeliness of their Division site. The CST oversees them by managing website production and providing technical support, templates, graphics, and other assistance required for Website creation and maintenance. Websters will work within and adhere to rules/regulations/procedures set forth by the CST and the NJ Office of Information Technology (OIT).

**OBJECTIVE:**

The objective of this Policy is to design, implement, maintain, and manage effective, informative, current, easy-to-navigate Internet and Intranet sites within the context of statewide directives.

**STATE POLICIES:**

DCA's Website Procedures adhere to all NJ OIT Web Policies and Procedures:

- Web Accessibility Policy  
[http://www.state.nj.us/it/ps/07-12-NJOIT\\_web\\_accessibility\\_policy.pdf](http://www.state.nj.us/it/ps/07-12-NJOIT_web_accessibility_policy.pdf)
  - State of New Jersey Online Disclaimer Policy  
<http://www.state.nj.us/it/ps/06-06-NJOIT.pdf>
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- State of New Jersey Online Privacy Policy  
<http://www.state.nj.us/it/ps/06-05-NJOIT.pdf>
- Internet Proxy and Cache Policy  
<http://www.state.nj.us/it/ps/06-04-NJOIT.pdf>
- Internet & Statewide Intranet Presence & Web Site Dev for NJ State Government  
<http://www.state.nj.us/infobank/circular/cir0206s.htm>
- Web Site Standards and Guidelines  
[http://www.state.nj.us/it/ps/Web\\_Site\\_Standards\\_Guidelines.pdf](http://www.state.nj.us/it/ps/Web_Site_Standards_Guidelines.pdf)

**INDIVIDUAL ROLES AND RESPONSIBILITIES:**

Roles and responsibilities that enable clear distinctions for task management have been assigned to specific DCA staff.

Refer to [DCA Website Roles and Responsibilities](#), page 5.

**PROCEDURE:**

**Meetings**

The CST Webmaster schedules Webster meetings at regular intervals and notifies all Websters via Outlook Meeting Request. Meeting agendas may include discussions on Website management (Websters taking responsibility for their sites), OIT and Teamsite Issues, information and/or updates to design and implementation methods, group discussions, and troubleshooting. Follow-up to meetings includes distribution of meeting minutes and possible communication with OIT to resolve technical issues.

**Posting to the Internet or Intranet**

When design services must be performed to the DCA Internet site by the DCA Webmaster, the request is submitted via Email to the DCA Help Desk [helpdesk@dca.state.nj.us](mailto:helpdesk@dca.state.nj.us). A standard Email "Subject" for Website services has been established for each Division and Affiliate (see [Division and Affiliate Email Subject Fields](#), page 6). Content can be provided as an attachment in digital format. The Help Desk forwards the Email (which is automatically recorded in TrackIt) to the Webmaster, who determines if the content needs to be approved by DCA Communications & Policy. The Webmaster will begin creating or updating the page(s), (after Communications & Policy approval, if required).

Upon completion of the design work, the Webmaster posts the new information to OIT's test server. The Webmaster informs the requesters and Communications & Policy (if required) to

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review the page(s) as they appear on the test server. When the requesters and Communications & Policy (if required) have approved the page, it is posted and is available to the public.

Staff members of Divisions and Affiliates with their own Websters submit their requests to the Webster, who performs the required design work in Teamsite and posts a test page on the Highpoint/Test server. When the page has been reviewed and approved in Teamsite, a system generated Email is sent to the Webmaster. The Webmaster tests the page and approves or rejects the request. When the Webmaster has approved the page, it is posted and is available to the public.

### **Turnaround Time**

Submittal deadlines are:

- Before 3:00 PM – Monday to Thursday
- Before 12:00 Noon – Friday and the day immediately preceding a holiday

Requests that *do not* need approval from Communications & Policy will be posted within 24 business hours. Delays in Division approval of the test page may prolong the time between the request and posting on the public site. Turnaround time for requests that *do* require approval from Communications & Policy will depend upon the timeliness of that approval process.

### **Priority Requests**

Critical information that must immediately be made available to the public will receive priority service at the discretion of the Webmaster, and will be posted within two hours. Requestors should mark the Email as “High Importance,” include the deadline for posting in the body of the Email, and copy the Webmaster.

Examples of critical information are:

- Requests that involve federal deadlines, i.e., posting a plan, public notice, etc. by a certain date per the federal government. Some must be posted immediately or the next day to meet the deadline
  - Weather or disaster emergencies or building closings
  - Requests directly from the Governor’s Office
  - Requests directly from the DCA Commissioner
  - Policy and/or operational changes made to key DCA program areas, i.e., registration deadline extension for the Low Income Home Energy Assistance Program (LIHEAP), or other critical issues
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### Graphics

All web graphics (including clip art, photos, buttons, etc.) will be supplied by the CST. Special requests may be made via the Print Request system through your Division Print Coordinator to the CST as to size and type of graphic (see procedure 1.90.3, [Publication Design and Reproduction](#)).

### Sandy Recovery Division

To provide timely public notifications, program information, reports, and contact information, DCA maintains a Superstorm Sandy website designated for the Sandy recovery programs funded with CDBG-DR monies, accessible from the DCA website. The link to the Sandy website is prominently placed on the DCA website's homepage for easy identification. Links to the Sandy website are also posted throughout the Sandy Recovery Division section of the DCA website.

The Superstorm Sandy CDBG-DR website will provide an up-to-date listing and link to critical CDBG-DR documents, including the following:

- CDBG-DR Action Plan
- Action Plan Substantial and Non-Substantial amendments
- Public Notices
- Quarterly Performance Reports (QPR)
- Citizen Participation Plan
- Program and project descriptions and information
- Fraud Prevention
- Sandy recovery data metrics
- Procurement documents, such as procurement policies and procedures, executed CDBG-DR contracts, and status of services or goods currently being procured by the grantee, etc.

The Action Plan and Substantial Amendments are posted the day public comment period begins. QPRs are posted within 3 days of submittal to the U.S. Department of Housing and Urban Development (HUD). Other reports, program and project information, and data metrics are updated as the information is available and monitored frequently to ensure it is current.

Changes to the Superstorm Sandy CDBG-DR website must be reviewed, approved and posted by the Sandy Recovery Division's Communications Office. Additionally, the Sandy Recovery website is linked to the *New Jersey Sandy Transparency Website*: <http://nj.gov/comptroller/sandytransparency/>.

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**EXTERNAL AGENCIES**

All content from external agencies must be approved by DCA Communications & Policy, whether for posting on the Department’s Internet site or a related Website. Requests from outside DCA may be submitted via Email to the DCA Help Desk [helpdesk@dca.state.nj.us](mailto:helpdesk@dca.state.nj.us). The Email “Subject” should be “**WEB REQUEST – DEPARTMENT NAME.**” Complete instructions, including the name and phone number of the requestor, must be included in the body of the Email. Content can be provided as an attachment in digital format, including screen shots of current pages with modifications noted. The Help Desk will forward the Email to the Webmaster, who will then forward it to DCA Communications & Policy for review and approval. After approval by DCA Communications & Policy the Webmaster will begin creating or updating the page(s).

**SOFTWARE**

All software to be used with website creation must be approved by the DCA CIO. All web pages are created and updated through the Teamsite system.

**TECHNICAL SUPPORT**

Technical support will be provided as follows:

- Internal Server problems – refer to DCA Help Desk
- Web problems, such as bad links, missing pages, etc. – refer to CST via DCA Help Desk
- Access problems – refer to CST via DCA Help Desk

**DCA WEBSITE ROLES AND RESPONSIBILITIES**

<b>Roles</b>	<b>Responsibilities</b>	<b>Details</b>
Director, Information Technology	Project Oversight	<ul style="list-style-type: none"><li>• Ensures Department Web strategy and processes are in place and understood by Executive staff</li><li>• Reviews and oversees Department Web plans and delivery schedules consistent with strategy</li><li>• Communicates updates and needs to Commissioner/senior staff</li><li>• Reinforces processes and original needs</li></ul>

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Director of Communications & Policy	Web Content Review & Approval	<ul style="list-style-type: none"> <li>• Reviews and approves content, as needed</li> </ul>
Creative Services Team-Webmaster	Design and manage Website  Provide Support  Web Content Review and Approval	<ul style="list-style-type: none"> <li>• Reviews and approves content</li> <li>• Web design/branding decisions</li> <li>• Graphic creation/artwork integration</li> <li>• Material review</li> <li>• Manages Websters</li> <li>• Sets standards and operations</li> <li>• Creates deadlines for completion of specific projects</li> <li>• Ensures conformance to State directives</li> </ul>
Division Webster	Create and modify Division web pages	<ul style="list-style-type: none"> <li>• Manages Division priorities consistent with Department strategy</li> <li>• Responsible for accuracy of Division content</li> <li>• Maintains content updates</li> <li>• Adds new content</li> <li>• Manages links</li> <li>• Conforms to Webmaster directives</li> </ul>

**DIVISION AND AFFILIATE EMAIL SUBJECT FIELDS**

When sending a request for Website services to the Help Desk, use the appropriate “Subject” on the Email.

<b>Division/Affiliate</b>	<b>Email “Subject”</b>
Codes & Standards	WEB REQUEST – CODES
Fire Safety	WEB REQUEST – DFS
Housing & Community Resources	WEB REQUEST – HCR

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Local Government Services	WEB REQUEST – LGS
Government Records Council	WEB REQUEST – GRC
NJ Historic Trust	WEB REQUEST – HISTORIC TRUST
NJ Housing & Mortgage Finance Agency	WEB REQUEST – HMFA
NJ Meadowlands Commission	WEB REQUEST – NJ MEADOWLANDS
LUARCC	WEB REQUEST – LUARCC
Urban Enterprise Zone	WEB REQUEST – UEZ
Superstorm Sandy Recovery	WEB REQUEST – SANDY

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