

Clinton County World Wide Web Site Statement of Policy

- 1. General Guidelines** - The purpose of the Clinton County web site is to provide useful information to the public and to provide an efficient means of sharing public information between county departments, agencies and the judiciary. All information is to be factual and without bias or opinion, and will not be a forum for political commentary or editorializing.
- 2. Responsibility of the Administration Department** - The web site design and the decision regarding the scope of information shall be the responsibility of the Management Information Systems (MIS) staff. Administration shall train and work with representatives chosen from each county department to develop their individual web pages. In the event design enhancements are proposed, the MIS Director shall determine the resources available and establish a time frame for enhancement development. The MIS Director, in conjunction with Administration staff, shall assist offices in developing these capabilities.
- 3. Responsibility of Elected Officials and Department Heads** - Elected officials and department heads are encouraged to take responsibility for and pride in the quality, timeliness, and accuracy of their department's information on the web site. At least one staff member from each office should be assigned to receive training and to periodically review web site developments. Each department should take active participation in the development of its web site information and encourage staff to incorporate maintenance of the web site information into their daily routines.
- 4. Data Criteria**

 - a. **Basic Information** - Information posted on the web site shall include, but not be limited to, basic information for each county office and agency. Offices are encouraged to keep all information as accurate and current as possible. The MIS Director shall assist offices by designing the initial departmental page and instruct offices on the posting of information on additional pages.
 - b. **Cost Considerations** - The initial costs of the web site will be funded through the MIS budget, although it may become necessary in the future to allocate specific costs to individual departments. It is hoped that the web site will become an integral part of each office's daily functions, and its scope and utility will increase over time. Although it is understood that the initial training and implementation of the web site will require time and effort on everyone's part, it is the intent of this Policy that day to day maintenance of the site will be a result of performing current tasks differently, and, therefore, will not unduly burden departments with additional workload.

Long-range development and additional programming, however, may require additional funding, especially when a particular office desires changes which will require substantial resources due to size, complexity, or functionality. These changes, to the extent funding is not available in the MIS or departmental budget, will be addressed on a case by case basis by the Finance Committee.
 - c. **Content Considerations** - Individual pages will be reviewed by the MIS Director for content clarity, scope, redundancy, and suitability for web site presentation. For example, it may be desirable to modify a presentation to increase the speed of downloading. The MIS

Director may modify pages as necessary only in accordance with these criteria and other parameters proscribed in this policy.

d. Consistent Design - All pages shall bear the County logo, meet a standard design criteria, and be clearly identified as Clinton County property.

e. Hyperlinks - Direct hyperlinks to sites which have a legitimate government purpose or are directly related to Clinton County government services, programs, and information may be included on Clinton County web pages. Hyperlinks to non-profit agencies which provide services for Clinton County residents may also be included. However, the web site shall not include hyperlinks to sites devoted to commercial sales or those which advocate a particular point of view.

5. **Emergencies** - The Board of Commissioners or the County Administrator may suspend the regular operations of the web site to provide special assistance or information to web site viewers about an emergency situation or other exceptional event.
6. **Implementation Authority** - Upon adoption of this Statement of Policy, the Board of Commissioners authorizes the County Administrator to establish standards and procedures which may be necessary for its implementation.