

Policy Manual for www.dcbar.org

Effective November 2013

Introduction

The mission of the D.C. Bar Web site, www.dcbar.org, is to provide information to users about the programs and services available from the D.C. Bar as well as within the greater Washington legal community that enhance access to justice, improve the legal system, and empower lawyers to achieve excellence, all of which are part of the D.C. Bar's core purpose.

While acknowledging that the Web site is a primary communications channel for the organization in carrying its mission, we also recognize the paramount importance of delivering a positive user experience on a consistent basis. Our diverse users include lawyers and consumers, current and prospective members of the Bar, consumers of legal services, and individuals with complaints about the provision of legal services. With that in mind, it is our goal to deliver a site that provides easy access to rich content with seamless functionality.

The Web site is managed by the D.C. Bar's Communications Office and produced in cooperation with colleagues at the Bar's headquarters office as well as within the Bar's attorney disciplinary system. In producing the site, it is our collective commitment to deliver excellent content in a timely, efficient, and effective manner.

Roles and Responsibilities

1. Overall Responsibility: The D.C. Bar Communications Office has overall responsibility for the day-to-day operation of www.dcbar.org.
2. Technical Support: The D.C. Bar Information Technology Office provides ongoing technical support to the Communications Office as needed in developing new content and managing the Web site's programming and interactive features.
3. Web Site Liaisons: All Headquarters departments as well as the Office of Bar Counsel and Board on Professional Responsibility who maintain content on the Web site must designate a Web site liaison to serve as the primary point of contact with the Communications Office on site maintenance issues.
4. Content Contributors and Approvers: Authorized individuals outside of the Communications Office who are trained in the use of the site's Commonsport content management system may contribute and approve content updates as needed. All content revisions are subject to review by the Communications Office and may be updated or removed if necessary.
 - a. Access to Commonsport contributor and approver license login information is provided by the Information Technology Office.
 - b. Authorized users may not share login information without the express written approval of their department director who will inform the Information Technology Office and the Communications Office of this change.

- c. Under no circumstances may a single individual have access to contributor and approver licenses.
- d. Commonsense licenses provide contributor or approver access by subsite. Licenses may be utilized by more than one individual in a department based on business need. For security reasons, authorized individuals are required to inform the Communications Office of any decision to add or remove individuals from their license group.
- e. To protect the site's security, passwords are subject to change.

Content Maintenance and Development

Contributing Content: There are two types of content contributions:

- Edits and additions to existing content
 - Creation of entirely new content.
1. Edits to Existing Content can be accomplished in one of two manners:
 - a. Submit a request to the Bar's Communications Office via the Intranet (found at Work Requests > Web Request).
 - b. All requests are submitted to the Web Manager. Submissions are edited for grammar, style, consistency, fact-checking, and accuracy of links. The copy-editing process relies on the D.C. Bar Style Manual, available under the "Procedures" tab of the Bar's Intranet.
 - c. The Web Manager will notify the requester of any errors in content and identify any changes that have been made in the editorial process.
 - d. Once the contribution is finalized and approved, the Web Manager will publish it to the site and notify the requester.
 - e. All requests will be processed expeditiously, generally within the hour of receipt. However, due to the possibility of additional pending requests, non-emergency postings may take up to two business days to complete. All emergency postings will be handled immediately.
 2. Submit a request to an authorized Commonsense Contributor.
 - a. The contributor will undertake necessary edits in a manner that is in keeping with the Bar's style manual. All submissions should be reviewed for grammar, style, consistency, fact-checking, and accuracy of links. The Bar's Style Manual must be followed by all contributors.
 - b. When the updates are completed, the contributor will submit the changes to their approver who will undertake final review and publish the content to the site.

- c. The Communications Office will be notified of all site updates and undertake review of the posts within one hour to verify that the content is correct and consistent with all style requirements. If minor errors are found, the Web Manager will notify the submitting department of the corrections that have been undertaken.
 - d. If substantive errors are found, the Web Manager will immediately remove the post and contact the director of the submitting department in order that all necessary corrections can be made prior to reposting.
- 3. Creation of entirely new content requires the involvement of the Web Manager in order to ensure the resulting information is published in the most effective and appropriate manner.
 - a. Submit a request to the Bar's Communications Office via the Intranet.
 - b. The Web Manager will work collaboratively with the requester to develop the new content in a timely manner. Depending upon the scope of the request, the Web Manager may engage others in the Communications Office and Information Technology Office for special assistance with things like graphic design, marketing strategy, content development, video production, and any other resources that may be needed. Given the flexible nature of what the undertaking may entail, the process for publishing to the site will be crafted on a project-by-project basis.
- 4. In all circumstances, content posted to the Web site must utilize Commonspot's taxonomy features in order to enable cross-referencing within the site.

Dynamic Content

Content displaying in the site's Calendar, Marketplace, and Find a Member features is automatically generated through the Bar's ClearVantage system. Information on managing events and products in ClearVantage is available from the Information Technology Department. Membership information is maintained by the Member Service Center.

Content related to disciplinary actions against D.C. Bar members is generated cooperatively by the Communications Office, the Office of Bar Counsel, and the Board on Professional Responsibility in the manner described under the Attorney Discipline Administration feature on the Bar's Intranet.

Graphics

All site graphics will be managed by the Bar's Web Manager, who will work collaboratively with content contributors and approvers to select appropriate professional images.

Use of PDFs

In general, the site's default format is HTML. PDFs are acceptable in the following circumstances: i) retention of a document's formatting is critical; ii) a document is intended

primarily for print; iii) a document is large in size (such as committee reports or books) or is temporary in nature (such as court orders for public comment); iv) the material is intended to be read on an electronic reader, iPad, or other tablet or notebook; v) the material is copyrighted by a third party and reprinted with permission. Additional requests for PDF posting will be evaluated on a case-by-case basis.

E-Commerce Transactions

All online content intended for sale via e-commerce transactions must be handled through the Marketplace and the Bar's ClearVantage systems. Event registrations, product purchases, and Pro Bono donations require a user to log-in. Products that are sold as PDF downloads are stored on the Bar's servers while audio/video files are stored on approved third-party sites.

Audio and Video

Alternative platforms are used for delivery of large audio and video files. Approved third-party sites include: EON, You Tube, Adobe Connect, and Lawhelp/DC.