<u>Town of Chilmark</u>

Role proposed by/for Anne Cook: **Web Content and Public Information Design Consultant** (DRAFT)

*NOTES:
- I would like to propose fulfilling this role in a part-time, compensated capacity, although I understand you may be legally required to advertise it if you create it. In that case, I will hope that my resume demonstrates my fitness to fulfill such a role, at least in the short term.
- I am happy to present this concept at a Selectmen's or other Town meeting, as appropriate.
- I expect any one of us who might be considered for such a role to benefit from a relatively "clean slate" in terms of the application process being in any way personalized, and would ask that anyone who may have personal objections to any candidate unrelated to his/her professional merits recuse him or herself from the hiring process.

This is a two-pronged role, as follows:

<u>Primary recommended functions</u>
- **Web Content Design/Management piece**: Provides Web design expertise to enhance the usability and navigability of the Town of Chilmark public website. (*This is not an IT function, but a design and content management/editorial function. Some IT assistance would be required to support this role.)
- **Public Information piece**: Offers an approach to gathering, condensing, and presenting important information on Town meetings, agendas, and issues to the public with the goal of fortifying the Town's mission of greater transparency and accountability.

<u>Suggested role activities (Please go to next page)</u>

<u>Suggested role activities</u>

1. Assists the Town of Chilmark website manager in **updating and improving the usability and navigability of the Town's website** by:
    a. Assessing and reviewing the search and navigation functions, and the availability of information relevant to residents for various purposes.
    b. Collaborating with the current website administrator to develop a "game plan" for:
        *   Organizing current information/documentation more effectively,
        *   Presenting current and new information/documentation in a user-friendly manner, and
        *   Developing processes that allow anyone who is inhabiting a Web content management role for the Town to get up to speed in a timely manner on how to maintain the website and input new information.
    c. Participating in overall design strategy in the following areas:
        *   How to balance static versus active visual media, and whether including video elements in selected areas is feasible
        *   Content focus and priorities
            1. Which types of information do visitors come to the site to find?
            2. How does the site become the "go to" for certain types of info?
        *   Home page elements/highlights
        *   Tab/Menu ordering
        *   Color schemes; font sizes and colors, legibility (in terms of degree of opaqueness); heading versus text styles
        *   Site map coherence - avoiding redundancy of content in multiple areas – allowing it to be clear where people need to go for specific information to avoid confusion
        *   Ensuring hierarchies of information are clear and relevant (most recent to least recent, distinguishing town docs from links to related press articles, etc.)
        *   Ensuing hyperlinks are functioning properly: for example, if you click on a hyperlinked name of a Town official, his/her Town email address should pop up, often in the visitor's own e-mail browser. (Nothing happens when I try to do so for various people at this time.)

[See next page for the two other activity descriptions]

2. In collaboration with the Town Clerk and with input from other stakeholders in leadership and administrative roles, **develops an approach to Increase local government transparency by making needed information for public events and services easy to find, clear, and usable** (e.g., using bullet points for particular Town Meeting agenda items that clarify the implications of a YES or NO vote on warrant items). This "public information" support role would conceivably include:

    a. Strategizing with Town staff on standardizing the practice on how information priorities for particular events will be handled from the standpoint of publicizing clear, usable information in a timely manner. For example:

        - Ensuring information on urgent subjects is available in advance of a Town Meeting, to allow residents with varying degrees of familiarity on that subject to have a way to access clear, succinct information and context on it prior to the meeting being convened.
        - Determining the feasibility of ensuring that Special Town Meetings (which, by their nature as "special" imply a certain urgency and perhaps higher standard in terms of reliance on community input) are scheduled separately from a regular Town Meeting. This would include:
        - Indicating in such cases whether any particular cut-off time for such meetings is expected, so that residents may plan to attend with the expectation of being afforded the right to vote on the matter without such a right being unduly burdened by ineffective schedule management--such as a delayed vote until the wee hours of the morning.

    b. Matters of urgency would presumably be afforded a separate meeting time to allow for an airing of residential feedback without the burden of restrictive time constraints.

3. **Helps finalize site during beta development process** (work on the updated site "on the side" while the current site remains up) by:

    a. Conducting functionality testing – navigation, Search functionality, etc.
    b. Assessing and reviewing design and content priority elements by standing in as an end user seeking specific information.
    c. Providing feedback to the Town leadership to allow for timely deliberation and decision-making on recommended website design adjustments.
    d. Help oversee the implementation of website design adjustments.
    e. Conduct a final testing phase before the updated site would go "live."