

Approved By:

**I. PURPOSE:** The purpose of this policy is to provide clear and concise Internet website content guidelines to the Department of Professional and Occupational Regulation employees and contractors to ensure continuous access to accurate information through consistent management of the Department's website, including authorized placement and removal of information.

**II. POLICY STATEMENT:** The Department's Internet website shall present information about the Department's mission, regulations and services provided to regulants and the public. To the extent possible, the Department shall provide data and on-line services to regulants and the general public. The contents of the Department's Internet website are the property of the Department of Professional and Occupational Regulation and are subject to the Virginia Freedom of Information Act.

**III. DEFINITIONS:**

Data services	Regulant information available for public disclosure, including but not limited to license status and disciplinary actions.
Internet	A global web of interconnected networks and computers.
Hyperlink/link	In hypertext systems, such as the World Wide Web, a link is a reference or connection to another document or Internet site.
Online services	Interactive transactions offered to regulants and the general public.
Web coordinator	An individual within the Communications and Board Operations Division responsible for website updates, security and maintenance as well as ensuring website availability to the Department and the general public.
Website	A site (location) on the World Wide Web. Each website contains a home or main page that typically serves as an index or table of contents to other documents stored on the site. The site may also contain additional documents, files and links to other sites. Each site is owned and managed by an individual, company or organization.
Website liaison	An individual designated within each operational unit to review and prepare website information relevant to the work unit.

**IV. RELATED DOCUMENTS:** N/A

**V. GENERAL PROVISIONS:**

**A. WEBSITE FORMAT**

The Department Communications Director shall be responsible for the layout and content of the DPOR website. Web site page templates shall be developed or provided by the Communications Director in consultation with the site vendor.

**B. GENERAL**

1. The Communications Director shall oversee the Department's website to ensure that the information on the site is professional, clear, accurate, current and concise.
2. Each operational unit shall designate a website liaison responsible for the accuracy of the unit's website

information. The website liaison shall consult with the Communications Director prior to submitting any substantive website changes to the Web Coordinator.

3. The Department's Internet website and its document collection may include hyperlinks to sites on the World Wide Web or Internet. Links that have value as educational, reference or research tools or relate to the mission of the Department and the Commonwealth of Virginia may be included on the Department's website. Any proposed links shall be submitted for approval to the Communications Director.
4. Data and online services shall be developed by the Information Systems Division in cooperation with the appropriate operational units and shall not be subject to the content review and approval provisions of this policy.
5. Applications and other forms developed in accordance with [Information Management Procedure #1002 Forms Design](#) shall not be subject to the content review and approval provisions of this policy. Requests to post applications and forms shall be submitted to the Forms Design Analyst or Web Coordinator with a copy to the appropriate operational unit.

C. CHANGES TO THE DEPARTMENT WEBSITE

1. Each operational unit shall perform periodic reviews of the information on the Department's website.
2. The unit's website liaison shall e-mail new or revised information to the DPOR Web Coordinator. Substantive changes to website content shall be reviewed by the Communications Director prior to submittal to the Web Coordinator.
3. The Web Coordinator will transfer files to the Department's website. If necessary, links to access the information will be added or modified by the Web Coordinator. E-mail notification shall be sent to the website liaison when the new information is available to the public.
4. Web content files shall be supplied in an Internet ready form as an HTML document, Adobe Acrobat .pdf format, or graphic format such as .jpd, .gif or .bmp. Forms and license applications shall be available in Adobe .pdf format only.

D. RETENTION OF INFORMATION ON THE DEPARTMENT'S WEBSITE

1. Information may remain on the Department's website for as long as it is current.
2. Any unique information available only on the Department's website (and not in any other format) shall be printed by the unit's website liaison and forwarded to the Information Management Section for retention in a state archives file. Website information that is a duplication of a public record available in another format does not require separate record retention consideration.