



OREGON.GOV

Governance Plan

Updated February 25, 2026

Contents

Introduction.....	4
What is Oregon.gov?.....	4
Philosophy.....	5
Purpose of web governance plan.....	6
Audience	6
Governance.....	7
Principles.....	7
Security model	8
Security roles and responsibilities	8
Subsite roles	8
Sitewide roles	9
Permission levels.....	11
Retention policy.....	17
Roles and responsibilities.....	17
OHA Communications	17
OHA Divisions and Programs	18
OIS EWS	20
OHA Web Governance Council	21
Content management strategy.....	22
Audience-centered website structure	22
Internal structure is organizational.....	22
External structure helps visitors find things fast.....	23
Fewer pages	25
Many pages are not helpful	25
More pages do not mean more traffic.....	25
Quality, accessible, current content	26
ODHS OHA Style Guide	27
Plain language.....	27
OHA Graphic Standards	27
Accessibility	28
Language access	28

Content life cycle	29
Use of third-party services	33
Online forms	33
Web retention standards.....	34
Site Deletion Checklist.....	35
Resources.....	36
OHA resources for Designers and Contributors	36
Oregon.gov support.....	36
For Contributors.....	36
For Designers	36
Site settings and features	37
Site status and incident reports	38
Google Analytics	38
Siteimprove	38

Introduction

What is Oregon.gov?

Oregon.gov is the state's website for people who live, work or visit in Oregon. The Oregon Health Authority website on Oregon.gov aims to provide the information and services people need to achieve optimum physical, mental and social well-being through partnerships, prevention and access to quality, affordable health care.

OHA programs may use the OHA website at **Oregon.gov/OHA** for operational communications such as rulemaking notices, public meeting notices, and keeping their program partners or customers informed about changes to business processes, rules, forms, website content, etc.

OHA Communications manages the governance of the OHA website to support strategic communications, set standards for all OHA programs and build or share appropriate tools for programs to use. This includes:

- Advising on website or web page design
- Maintaining OHA's Oregon.gov web governance plan
- Developing templates and protocol to guide operational use of Oregon.gov
- Developing templates and protocol to guide strategic use of Oregon.gov
- Establishing metrics to measure performance

Philosophy

In addition to people who live, work, or visit in Oregon, our staff, partners, and the Legislature rely on our website to provide accurate information, data, and resources. Our goal is to be the state’s most trusted expert and resource for promoting and protecting the health of all people in Oregon.

The OHA website at **Oregon.gov/OHA** is the central location for all content intended for partners, the public and the people we serve. This means OHA divisions and programs:

- Manage all content through the Oregon.gov website, under the OHA umbrella.
- Do not use contractors or other third parties to build or host external websites.
- Leverage the services provided by Oregon eGovernment Program, the ODHSOHA Office of Information Services, ODHSOHA Office of Publications and Creative Services, and OHA Office of Communications when help is needed to create or build new web content.
- Only use Oregon.gov vanity URLs to foster familiarity with Oregon.gov.

When this happens, OHA website visitors can:

- Rest assured that if the content exists, they will find it on the OHA website.
- If they can’t find it, they can ask for it through the website feedback form.

Web content should be “mobile-first” — designed for mobile devices first (such as smartphones and tablets), and desktop computers second. This strategy allows content to go everywhere with our users, without sacrificing quality.

Purpose of web governance plan

Our digital presence is the public face of our agency. We want our website visitors (17,000 a day¹) to have an efficient, unified, and easy-to-use experience that is consistent with our agency brand and values. OHA's web governance plan:

- Outlines the **roles, responsibilities, standards, policies and processes** necessary to maintain the OHA Oregon.gov website and associated services.
- Identifies lines of ownership for both business and technical teams, defining who is responsible for what areas of the system while enabling business users to communicate efficiently and thus better manage the work and responsibilities of their teams.
- Provides a consistent set of standards for staff to follow.
- Requires staff have appropriate training for their roles.

Audience

This document is for all partners involved in the governance, maintenance, and administration of the OHA Oregon.gov internet website. This includes business partners, managers who approve website editors for OHA programs, website editors, and anyone else involved in defining or enforcing governance policies.

This document does not apply to governance of social media, the OHA intranet (Our Work Link), or Microsoft 365/SharePoint collaboration sites.

¹ Google Analytics Audience Overview for May 10, 2023

Governance

Principles

With properly implemented governance, the following statements are true:

- We can preserve the integrity of the website content and the system we use to maintain the content.
- All staff understand and perform their respective roles and responsibilities.
- The security model is known and enforced to protect data and resources on the OHA website.
- Programs maintain websites according to standards maintained by OHA Communications and the OHA Web Governance Council.
- OHA Communications and the OHA Web Governance Council provide high-level oversight.
- Division-level Web Governance Teams provide support for the management of division subsites as needed.
- The OHA website is accessible to individuals regardless of challenges related to abilities, including people who primarily communicate in a language other than English, people who are Deaf, DeafBlind, Hard of Hearing, people who are blind or have low vision, people with color blindness, people with motor disabilities, people who are experience neurodiversity, people with communication, intellectual, cognitive, developmental or learning disabilities, and people who use assistive technology.

Security model

In accordance with state and agency policy, the OHA website will align with standards defined in ODHS | OHA 090-001. This means all staff with access to maintain Oregon.gov web content must:

- Only use the Oregon.gov website to support agency communications.
- Maintain security of their access to Oregon.gov. Do not log into the system on a shared computer (for example, when working from home). Log out as soon as your work is complete.
- Not share their administrator credentials with people who are not authorized users in Oregon.gov.

Security roles and responsibilities

These roles maintain the integrity of SharePoint, the system for managing Oregon.gov web content.

Subsite roles

These roles are for each website managed by OHA programs.

Executive Sponsors

Each OHA Division Director is ultimately responsible for their Division's web presence(s). This responsibility includes ensuring:

- Security by removing SharePoint permissions from staff immediately when they no longer actively maintain a subsite and within one week (5 business days) from when staff leave their positions.
- Timely, accurate content with regular audits.
- Content meets digital accessibility requirements.
- Staff receive proper training before requesting SharePoint access.
- Subsite roles are documented and up to date.

Website owner

This role is accountable for all content on the website and is responsible for:

- Ensuring that content posted to the website is accurate, up to date, accessible, usable and in compliance with all agency, state, and federal standards.
- Approving all requests for authoring access to the website.

Website owners should be people who can drive strategic initiatives into their respective areas of responsibility. This is an administrative role and has no SharePoint defined permissions.

Content coordinator

Executive sponsors can delegate approving security requests to this role for support and daily operations. This is an administrative role and has no SharePoint defined permissions.

Contributor

A contributor can add, delete, and update items in lists and libraries.

Designer

A designer has all the permissions of a contributor, plus a designer can create, edit, and delete lists, libraries, and web pages. Designers must adhere to OHA's guidelines for design, branding and use of SharePoint features.

Sitewide roles

Global designer

A global designer has all the permissions of a designer and contributor. This role can also manage permissions and content across the OHA website. Global designers sit in OIS and ERD.

OHA Single Point of Contact for Oregon.gov

This role sits within the Office of Information Services and:

- Manages SharePoint access and permissions.
- Manages website structure.
- Manages website settings.
- Helps with technical issues when needed.
- Communicates technical updates, such as:
 - Scheduled maintenance windows
 - SharePoint enhancements
 - SharePoint training opportunities
 - Environment issues
 - Other subjects as necessary as they apply to the website or SharePoint

Site collection administrator

The site collection administrator:

- Implements sitewide technical configuration changes as directed by OHA Communications,
- Manages site collection audit reporting,
- Administers site collection recycle bin, and
- Monitors storage limits.

Permission levels

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
Manage lists – Create and delete lists, add or remove columns in a list, add or remove public views of a list		X	X	
Override check out – Discard or check in a document which is checked out to another user		X	X	
Add items – Add items to lists and add documents in document libraries	X	X	X	
Edit items – Edit items in lists, edit documents in document libraries, and customize Web Part Pages in document libraries	X	X	X	
Delete items – Delete items from a list and	X	X	X	

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
documents from document library				
View items – View items in lists and documents in document libraries	X	X	X	
Approve items – Approve a minor version of a list item or document		X	X	
Open items – View the source of documents with server-side file handlers	X	X	X	
View versions – View past versions of a list item or document	X	X	X	
Delete versions – Delete past versions of a list item or document	X	X	X	
Create alerts – Create alerts	X	X	X	

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
View application pages – View forms, views, and application pages; enumerate lists	X	X	X	
Manage permissions – Create and change permission levels on the website and assign permissions to users and groups				X
View web analytics data – View reports on website usage				X
Create subsites – Create subsites such as team sites, Meeting Workspace sites, and Document Workspace sites				X
Manage website – Grants the ability to perform all administration tasks for the website as			X	X

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
well as manage content				
Add and customize pages – Add, change, or delete HTML pages or web part pages, and edit the website using Microsoft SharePoint		X	X	X
Apply themes and borders – Apply a theme or borders to the entire website				X
Apply style sheets – Apply a style sheet (.css file) to the website				X
Create groups – Create a group of users that can be used anywhere within the site collection				X
Browse directories – Enumerate files and folders in a website using SharePoint	X	X		

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
Designer and WebDAV interfaces				
View pages – View pages in a website	X	X		
Enumerate permissions – Enumerate permissions on the website, list, folder, document, or list item				
Browse user information – View information about users of the website	X	X		
Manage alerts – Manage alerts for all users of the website				
Use remote interfaces – Use SOAP, WebDAV, the Client Object Model, or SharePoint Designer interfaces to access the website	X	X		
Use client integration features – Use	X	X		

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
features which launch client applications. Without this permission, users will have to work on documents locally and upload their changes				
Open – Allows users to open a website, list, or folder in order to access items inside that container	X	X		
Edit personal user information – Allows a user to change his or her own user information, such as adding a picture	X	X		
Manage personal views – Create, change, and delete personal views of lists	X	X		
Add/remove personal web parts – Add or remove personal web	X	X		

List Permissions	Contributor	Designer	Global Designer	Site Collection Administrator
parts on a web part page				
Update personal web parts – Update web parts to display personalized information	X	X		

Retention policy

As a rule, web content is governed by public records policy ([Oregon Revised Statute Chapter 192](#)).

OHA programs are responsible for maintaining any information that is posted to the website in accordance with program retention requirements. A website cannot serve as a “document of record.”

Roles and responsibilities

OHA Communications

OHA Communications advises, guides, or directly provides public information services for OHA in order to:

- Help OHA divisions communicate clearly to employees and the public, and
- Support the vision, mission and goals of the agency.

Responsibilities include but are not limited to:

- Providing communication standards and guidelines to agency programs.
- Managing the OHA Web Governance Council.
- Leading and overseeing web strategies that support the agency mission, vision, and goals.
- Leading and overseeing agency branding, messaging and voice standards.
- Leading agency governance efforts through directives, guidelines and standards for web content development.
- Setting priorities for agency work efforts.
- Consulting with Office of Information Services (OIS) E-gov and Enterprise Web Services (EWS) as needed to resolve technical issues and sharing information with divisions and programs.
- Providing web content management services and support for OHA agency web content; and for divisions, as requested.
- Providing strategic consultation as needed for high visibility content.

OHA Divisions and Programs

The foundation for ensuring that the OHA website contains accurate, up-to-date, accessible, and usable content requires ownership and accountability by OHA divisions and their assigned subject matter experts. Each division has responsibilities that include:

- Providing representation on the agency governance council.

- Representing respective division on the council and bringing web related needs, interests and concerns to the council for discussion and resolution.
 - Participating in discussions and activities to establish, review or modify web governance policies and procedures.
 - Communicating discussions and decisions to respective divisions.
 - Acting as a liaison with division web councils, agency and division management, web editors, and staff.
- Providing content oversight to their program websites.
 - Ensuring the flow of information between program and agency governance teams.
 - Ensuring each division and program website has an executive sponsor or content coordinator who is responsible for ensuring the accuracy and security of content posted on the website.
 - Ensuring each SharePoint contributor and designer completes training and follows OHA standards.
 - Managing division governance plan for compliance with agency, state and federal requirements for digital accessibility, public meeting law and other requirements that affect division web content.

Divisions with their own web governance team must ensure that their team:

- Serves as the oversight body for division-level web presence.
- Serves as a central point of contact for aligning with strategic initiatives for their respective areas.
- Establishes procedures (in alignment with agency policy) for their respective areas.

- Provides oversight for content management of their respective areas.
- Acts as a liaison with OHA Web Governance Council, division management, web editors, and staff.

OIS EWS

EWS provides technical assistance and support for OHA designers and contributors. Responsibilities include:

- Acting as OHA's Oregon.gov Single Point of Contact
 - Communicating OHA Web Governance Council concerns to the State E-Governance Board.
 - Communicating with the OHA Web Governance Council and website editors regarding technical website related subjects. These may include:
 - Scheduled maintenance windows;
 - Platform enhancements;
 - Training opportunities;
 - Environment issues; and
 - Other subjects as necessary.
- Acting as OHA's Site Collection Administrator
 - Implementing site collection-wide technical configuration changes as directed by the OHA Communications Office.
 - Managing site collection audit reporting.
 - Administering site collection recycle bin.
 - Managing website topology and monitor storage limits.

- Providing SharePoint and Siteimprove training for OHA designers and contributors.
- Ensuring that portal representation of OHA content conforms to governance standards.
- Managing Siteimprove and Google Analytics access.
- Addressing framework issues related to Siteimprove score.

OHA Web Governance Council

The council:

- Recommends changes to the global navigation and other sitewide features.
- Establishes the standards and governance plan.
- Conducts periodic website reviews to ensure all content follows standards and the governance plan requirements.
- Provides leadership for agency governance efforts through the creation of policies, directives, guidelines and standards.
- Sets priorities for agency work efforts.
- Regularly reviews sitewide navigation, portal pages, and web analytics to identify potential improvements.
- Reviews and approves requests for changes to sitewide navigation, new subsites, and vanity URLs.
- Engages divisions in the development of division web councils.
- Ensures cross-agency collaboration on web content.

Content management strategy

Ensuring content on the OHA website is accurate, timely, well-written, accessible, useful, and regularly reviewed is vital to improving the subscriber experience.

OHA's strategy focuses on three key areas:

- Audience-centered website structure.
- Fewer pages for a simpler, more agile web presence.
- Quality, accessible, current content that aligns with OHA style, graphic standards, values and goals.

Audience-centered website structure

The OHA website should center on the people who visit the website, not the organization that maintains it. An audience-centered website means OHA organizes and prioritizes content based on the public's needs (how they identify themselves and their interactions with OHA).

- [Personas](#) give a clear picture of users' expectations and how they're likely to use the site.
- [Journey mapping](#) helps us see the website from the user's point of view.
- Website feedback also tells us what users are looking for, what they need from the website, and what gets in the way of their goals.

Internal structure is organizational

To align with the Oregon.gov security model and ensure division-level accountability for content throughout OHA, the website is structured in these organizational levels:

- Top Layer: Agency (e.g., OHA)

- Second Layer: OHA divisions (e.g., ERD) or OHA-wide communication efforts (e.g., COVID-19)
- Third Layer: Division programs (e.g., Communications)
- Fourth Layer: Business unit programs (e.g., News)

External structure helps visitors find things fast

Visitors should not need to know that they need to visit a certain division’s website to find information managed by the division. Instead, visitors should be able to find content based on their needs and what they expect to find.

Top navigation tasks and topics

Also called “global navigation,” these reflect the top tasks, pages and searches seen in website analytics.

Each top navigation list includes a link to topic-based pages. These pages host content for visitors to find related content not immediately displayed in the top navigation menu.

Upon approval of the OHA Web Governance Council, OHA Communications updates the top navigation and topic-based pages based on top searches and visits for the OHA website.

Metadata

Pages and documents contain metadata informed by top searches on the website. The metadata should be **specific to the topic or task the content is for.**

For example, if a top search on the OHA website is for the phrase “mask mandate,” the page or document where we explain masking requirements should have the phrase “mask mandate” in the metadata.

Conversely, you should not use blanket terms such as “OHA,” “Oregon,” “Health,” or “Oregon Health Authority” in the metadata on every OHA web page.

- Search analytics **do not** indicate that visitors search the OHA website using such terms (see figure 1), so it doesn’t make sense to add them to any page’s metadata.
- In the rare event that someone used one of these terms in a search, the search results would be meaningless because every page would have those terms in their metadata.

Search Term ?	Total Unique Searches ? ↓
	12 % of Total: 0.23% (5,186)
1. careassist oregon health authority	1 (8.33%)
2. How has Covid affected the mission of Oregon health authority	1 (8.33%)
3. nutrition oregon health authority	1 (8.33%)
4. Oregon Health Authority Immunization program table of contents	1 (8.33%)
5. oregon health authority pharmacy protocols	1 (8.33%)
6. oregon health authority program elements	1 (8.33%)
7. Oregon Health Authority Questionnaire Mandatory	1 (8.33%)
8. oregon health authority statement of confidentiality	1 (8.33%)
9. Oregon health authority technical assistance	1 (8.33%)
0. pain management commission of the oregon health authority	1 (8.33%)
1. pharmacy protocols oregon health authority	1 (8.33%)
2. statewide strategist/coordinator position at the Oregon Health Authority	1 (8.33%)

Figure 1: One week of data shows that "Oregon Health Authority" is not a common search term on its own.

Fewer pages

Simplicity is key. Fewer pages means divisions and programs:

- Post audience-centered information which is vital to improving visitors' ability to find what they need to understand and access OHA programs and services. All posted information should align with OHA's mission, goals and values.
- Link to other websites' main pages to share resources on another website, especially if the other website is the more authoritative source (such as federal websites like the CDC, FDA and CMS). Do not duplicate or repost their content.
- Have less content they need to review and maintain.
- Give visitors fewer opportunities to lose their way during their web journey.

Many pages are not helpful

As of March 2023, OHA has 3,757 pages². Of these pages, for the month of February 2023:

- 2,635 pages (70%) got fewer than 100 views³.
- 195 pages (5%) were voted "Helpful."⁴

More pages do not mean more traffic

To learn how many of a website's pages drive most of the site's traffic, Granicus⁵ reviewed Google Analytics data for 50 city websites. The sites' web traffic ranged from 100,000 to 10 million page views per year.

² Source; Siteimprove Inventory

³ Source: Google Analytics All Pages report

⁴ Source: Google Analytics Top Events>Helpful Page Poll

⁵ Source: [Crafting Mobile-Friendly Experiences](#), September 2022

Using this data, they calculated the median and average number of pages that drove 80 percent, 85 percent and 90 percent of a site’s traffic.

- On median, another 38 pages only added 5 percent more web traffic. After that, it took another 66 pages to get another 5-percent increase in web traffic.
- On average, it took 51 pages to get the first additional 5 percent in traffic, then another 98 pages to get the second 5 percent.

	80%	85%	90%
Median	100	138	204
Average	117	168	266

Figure 2: Granicus median and average number of pages driving 80, 85 and 90 percent of municipal website traffic

Quality, accessible, current content

Anyone writing or posting for the OHA website must follow the standards listed below. All content published on Oregon.gov is subject to standards review.

Web editors should also regularly review their site’s performance using Siteimprove to identify and address issues such as:

- Quality assurance: Broken links, misspelled words, readability above 8th grade reading level.
- Accessibility: Missing alternate text, color contrast issues.

ODHS|OHA Style Guide

Follow the writing conventions in [the ODHS and OHA Writing Style Guide](#). As noted in the introduction, use the following resources for writing issues not addressed in the style guide:

- [American Heritage Dictionary](#) (For example, to find the correct spelling or capitalization of a word or whether it is an accepted word.)
- [Associated Press Stylebook](#) (For issues not addressed by the style guide or AH dictionary.)

Plain language

OHA's web voice and style should be clear, clean and friendly; avoid jargon; and be accessible to all.

As noted in [the ODHS and OHA Writing Style Guide](#), all content must be at eighth grade reading level or lower for the general public.

State law requires that content intended for recipients or applicants of public assistance (ODHS benefits) or medical assistance (OHP/Medicaid) be at sixth grade reading level or lower.

OHA Graphic Standards

Follow [the graphic standards](#), which include the fonts and colors to use to align with the OHA brand. Use these resources to make sure your content aligns with the OHA brand.

Templates

Use OHA templates to prepare communications for posting, such as:

- Memos
- PowerPoint presentations

- Fact sheets

Forms, publications and creative services

Consult with Publications and Creative Services if you need:

- New OHA forms or publications
- Creative services such as visual branding for a new campaign or project

Accessibility

We are required to make our web and digital content accessible to everyone, including people who use assistive technology. More specifically:

1. The ODHS/OHA policy, [Digital Accessibility in Content Creation and Sharing](#), requires that we meet WCAG 2.2 A and AA.
2. The Federal Department of Justice rule, [Nondiscrimination on the Basis of Disability; Accessibility of Web Information and Services of State and Local Government Entities](#), requires that we meet WCAG 2.1 A and AA.
3. The HHS rule, [Nondiscrimination on the Basis of Disability in Programs or Activities Receiving Federal Financial Assistance](#), requires that we meet WCAG 2.1 A and AA.

Language access

Follow the [Auxiliary Aids, Alternate Formats and Language Access Services Policy](#) to ensure all website visitors' communication needs are met. This may mean creating web pages in different languages. The naming convention for duplicate web pages in multiple languages is **PageTitle-LanguageCode.aspx**. [Language codes are located here under ISO 639-1 Code](#).

Content life cycle

All content developed by OHA must go through these steps to ensure information is accurate, accessible, timely and meets OHA standards.

Per [OHA's Digital Accessibility in Content Creation and Sharing Policy](#) when at all possible, public facing content should be formatted on accessible web pages.

It should be a **document** if:

- If it is intended to be printed, therefore needs to have a fixed layout.
- It needs to be accessed offline.
- It is long-form content that will not change (for example, reports, meeting notes).
- Versions must be tracked by effective/revision date for auditing purposes

It should be **content added to an existing page** or an additional page in limited circumstances if:

- It is web content for your audience you want to be found by search engines.
- It will be updated.
- It is interactive and dynamic (for example, videos).

Disclaimer: do not convert documents to html file. If you have questions or concerns please contact [your division web council representative](#).

Creation

- Planning (ownership, taxonomy, metadata)

- Development (organization, features, flow, voice, tone)
- Editing or proofing
- Internal review and revisions

Approval

Division approval

OHA Communications review if content may attract media attention or that programs would like elevated by OHA Communications through press release, Oregon Health News, etc.

Preparation

For documents (PDF, Word, PowerPoint Excel):

Use an accessible PDF whenever possible. Only use non-PDF documents when specific functionality is required. All documents must meet WCAG 2.2 AA.

Review the document for accessibility using the [Accessible Document Toolkits](#) provided by Equity & Inclusion Division.

For videos:

For meeting recordings, prepare mp4 file with transcript for captioning.

For other videos, use the resources on [OHA's Video Resources page](#) to write a script and submit a request for video creation.

For web pages:

Add content to page, proof, edit, proof, test.

Review the page for accessibility using the inspection tool in the lower-left corner of the authoring page (see below). Correct any issues found.

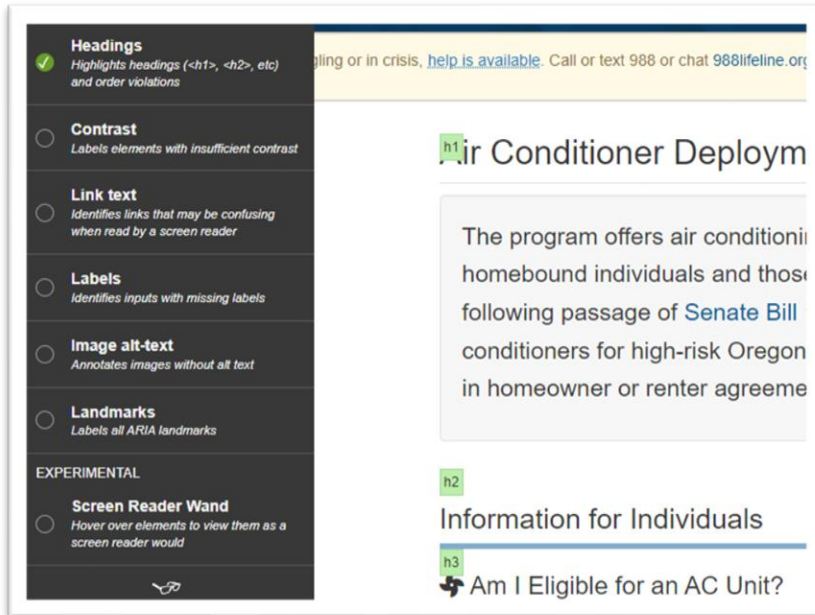


Figure 3: Click the glasses icon, then click each radio button to inspect your page for accessibility issues.

Publishing

For documents:

Upload to website and confirm the URL works. Pages with document library web parts will automatically display a link to the document. Other pages will need the link added manually.

For videos:

Do not upload videos to Oregon.gov. Upload to the appropriate OHA YouTube channel. Add link to the video on Oregon.gov.

For web pages:

The approval workflow means someone must approve page changes before publishing them.

- For sites with approval workflows, the designer publishes the page. Approvers get a notification to review the page. Reviewers then return the page for editing or approve it or publication.

- For other sites, the designer publishes the page. It goes live on the website.

Review

All divisions must complete an annual content review supervised by OHA Communications. During this review, divisions must decide the following for each page or document on their websites:

- Keep as is.
- Update or edit and republish.
- Archive elsewhere and delete from website according to OHA web retention standards.

Divisions must ensure the annual review includes:

- Requesting content owner review of pages for accuracy and completeness.
- Google Analytics review of division websites for
 - Low page views.
 - Visitor demographics (internal vs. external users).
- Consultation with content owners to:
 - Move pages with predominantly internal users⁶ to the OWL.
 - Revise, move or obsolete pages that:
 - Have a low number of views, or
 - Describe outdated programs, initiatives or projects.

All website content is subject to audit and evaluation at any time.

⁶ Predominance is demonstrated when Google Analytics shows more than 75 percent of the content is viewed or downloaded only by ODHS/OHA staff.

OHA Communications will conduct periodic reviews of division sites to ensure they follow OHA web retention standards.

Use of third-party services

This is limited to:

- OHA's YouTube channels for 1) Meetings and Webinars and 2) Other Media. Do not create your own YouTube channels.
- Smartsheet, Tableau, PowerBI, Oregon Data and other state-approved resources to create meeting calendars, dashboards, and other interactive data experiences.
- Applications required by state or federal law, such as the [Oregon Public Meeting Manager](#).

Online forms

To collect data, divisions must ensure that:

- They only collect the minimum information necessary and,
- If collecting personally identifiable information (Level 3 in the [state information asset classification policy](#)), the app used protects the user's information. This is required by several laws including [HIPAA](#) and the [Oregon Identity Theft Protection Act](#).

Divisions can use the following tools to develop online forms for Level 3 information:

- The Forms app in Microsoft 365 (available to all ODHS | OHA staff).
- Adobe Forms (through Publications and Creative Services).

Smartsheet can only collect information that is Level 2 or lower.

Web retention standards

The OHA website may only contain current content. It is not an archive. Divisions may create their own exception process for hosting archive sections on the website

Each division is responsible for retaining records elsewhere. "Current content" means:

- **Web pages and reference documents that you review during your annual content review and update as needed.** This includes but is not limited to forms and applications.
- **For dated content, anything less than three years old.** This can be anything prepared, posted or distributed for a specific date, such as:
 - Contract- and grant-related: Active life of contract or grant ends
 - Other financials: Biennially
 - Reports: 2 years
 - Survey results: 2 years
 - Survey tools: Until completion of survey
 - Medicaid memos, public notices and meeting material: 3 years
 - Administrative rule filing documents: Until superseded or 2 years (if superseded within the past two years)
 - Other memorandum; issue papers; meeting materials: minutes, agendas: 1 year
 - Notices, brochures, lists: Until superseded or event occurs
 - Training materials: Until superseded or training no longer provided
 - Project or initiative pages and websites: Until completion, abandonment or when funding ends

- Links: Until no longer active or page containing link deactivated

If your materials do not fall under one of the above categories, the web retention limit is 3 years. Only materials legally required to be online longer than this timeline may remain posted beyond the above retention timelines and may only remain online for as long as is required. Legal requirements may include but are not limited to OAR and contracts.

Site Deletion Checklist

- Review inbound site traffic to learn how many visitors your site has and how they are arriving there.
- Review referring pages to site and update or remove links.
- Ask OIS to look at Site Settings>Content and Structure to verify your site is not linked from any web parts.
- Map and migrate content as needed (e.g. lists, libraries, page copy).
- Create redirects as necessary.
- Verify if there are any redirects or short URLs that need to be retired or updated.
- Submit request to delete site to the OIS Service Desk and CC your web council representative.
- Communicate to relevant program staff the date of deletion.
- After the site has been deleted you can use the [Internet Wayback Machine](#) to look at archived content as needed.

Resources

OHA resources for Designers and Contributors

[OWL site](#)

Oregon.gov support

[This site](#) contains several resources to help staff understand how to use SharePoint, Google Analytics and other eGovernment resources. Some top tasks and features are below.

eGov also holds open forums, training opportunities and orientations about the eGov service desk. [View the Service Desk Calendar](#).

For Contributors

Contributors should ask their sites Designer(s) for help with questions not answered in these articles.

- [Working in Libraries](#)
- [Upload Documents](#)
- [Working with Files in Libraries](#)

For Designers

Designers can also email the OHA Web Team for help with questions not answered in these articles.

- [Create a New Page](#)
- [Common Authoring Tasks](#)
- [Hyperlinks](#)

- [Anchors \(mid-page links\)](#)
- [Preparing Images for Use on Pages](#)
- [Images on Pages](#)
- [Collect and Prepare Embed Codes](#)
- [Change a Page Layout](#)
- [Page Versions - viewing and reverting](#)
- [Workflows \(Simple page approval\)](#)
- [Web Parts Overview](#)
- [Task Box Web Parts](#)
- [Accordion Web Part](#)
- [Data Tables Web Part](#)
- [Site Map Web Part](#)
- [Newsroom Web Part](#)
- [Map Web Part](#)
- [Calendar](#)
- [Build a List and Add Columns](#)
- [Create List Views](#)
- [Build a Library](#)
- [Add Columns to Libraries](#)
- [Putting Alerts to Work](#)
- [Workflows \(Simple page approval\)](#)

Site settings and features

- [Top Navigation](#)

- [Website Feedback Poll](#)
- [Sitewide and Statewide Alerts](#)
- [Header](#)
- [Form Builder Overview](#)
- [Build a Sub-Site](#)
- [Breadcrumbs](#)
- [Footer Feature](#)
- [Public Collaboration Feature \(Disqus Commenting System\)](#)
- [Section 508 & WCAG 2.0 Compliance](#)

Site status and incident reports

[View downtime reports for Oregon.gov, Data.Oregon.gov and eGov commerce apps.](#)

[View current status of Oregon.gov, Data.Oregon.gov and eGov commerce apps](#)

Google Analytics

Ask OIS EWS for Google Analytics access.

[Courses in Skillshop](#)

Siteimprove

Ask OIS EWS for Siteimprove access.

Dashboard URL: <https://my2.us.siteimprove.com/Dashboard>

[Learning Path: Using Siteimprove Analytics](#)

Getting Started:

- [Quality Assurance - fix basic content issues impacting your user experience.](#)
- [Accessibility - tackle issues that create barriers for people with disabilities.](#)
- [SEO - optimize your website for search engines and improve your rankings.](#)
- [Policy - create custom rules that help enforce your own standards.](#)
- [Performance - Start improving website speed](#)
- [Configuring Siteimprove Dashboards and Dashboard reports](#)