GENERAL ADMINISTATION MANUAL

VOLUME 1:      CORPORATE POLICIES - GENERAL

TITLE:           GOVERNANCE OF DIGITAL SERVICES DELIVERY

EFFECTIVE:     August 15, 2017

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## 1      SCOPE

1(1)  Authority

    (a)    This policy is issued under the authority of the Deputy Ministers' Review Committee meeting #17-12 dated August 15, 2017.

1(2)  Application

    (a)    This policy applies to all Government of Yukon departments as listed in GAM 1.1.

    (b)    This policy applies to government-to-public digital services and digital communications but does not apply to the government's intranet.

    (c)    This policy does not apply to communication between government employees and named individuals or groups that is not intended to be viewed by a wider audience.

1(3)  Purpose

    (a)    The purpose of this policy is to promote the coordinated and effective delivery of the government's digital services to the public that are user-centred, align with corporate goals and meet user expectations.

1(4)  Principles

    (a)    User-centred digital services are created with the users' needs at the centre of the process which encourages services that are easy to use, efficient, private, secure, accessible to persons with disabilities, available in both official languages (where appropriate or mandated), and accessible across a wide range of platforms.

1(5)  Definition

    (a)    **Content** is the textual, visual and aural material and information architecture that the user encounters as part of their experience on websites and social media sites.

(b) **Digital services** means services that are offered on-demand, through electronic means and where a user accesses a government service or information.

(c) **Information architecture** means a standardized approach to organizing, structuring, and labelling digital content and includes navigation.

(d) **Navigation** means how users browse or move through information.

(e) **Tools** are the functional units that enable users to complete tasks within a digital service, for example: identification management; notification; publishing; payment; digital store; geomatics maps.

(f) **User** means anyone accessing the government's digital services.

(g) **User Experience Group** (UEG) means an interdepartment working group made up from departments' representatives who have experience or expertise in customer-facing roles such as website management, public engagement or program delivery that can provide the government's client's perspective to the digital services development process. The UEG is co-chaired by the Director of Communications, Executive Council Office and the Director of eServices, Highways and Public Works.

## 2 AUTHORITY AND LEADERSHIP

2(1) The Deputy Minister of the Executive Council Office provides leadership in the delivery and coordination of user-centred digital services across government.

## 3 ROLES AND RESPONSIBILITIES

3(1) Deputy Ministers' Review Committee (DMRC):

(a) Approves the digital services strategy that sets priorities and goals; creates a corporate vision for digital service; establishes information architecture principles; and determines how the Government of Yukon is going to achieve its digital services priorities.

3(2) Information Resouces Management Committee

(a) As per G.A.M. directive 2.3: Information and Communications Technology Program, Information Resources Management Committee reviews the list of proposed IT investements and authorizes its submission to Management Board. All new digital services that require capital funding to develop are subject to the IT investments process.

3(3) User Experience Group (UEG):

(a) Supports the development of content and technical standards that:

(i) Implement the corporate vision for digital services.

(ii) Reflect government requirements for user-centred digital services delivery.

(iii)   Meet the user's needs, such as accessibility for the visually impaired.

(b)   Gathers the feedback of users and uses research and relevent data to develop improvements for future iterations of the standards for digital service.

(c)   Acts as the voice of the user during the development and continuous improvement of digital services standards.

(d)   Is co-chaired by representatives from the Department of Highways and Public Works and the Executive Council Office.

(e)   Does not produce technical requirements or specify solutions to meet client requirements.

(f)   Evaluates new and existing digital services and recommends improvements.

3(4)  Executive Council Office:

(a)   Champions the development of consistent user centred digital services delivery.

(b)   Involves departments in developing a digital services strategy that sets priorities, creates a corporate vision and determines how the government will achieve its priorities.

(c)   Provides a co-chair for the User Experience Group.

(d)   Drafts, maintains and enforces information architectuve and content standards for digital services delivery.

(e)   Ensures, with Highways and Public Works, that digital services are functional and accessible across a wide range of devices and platforms.

(f)   Works with Highways and Public Works to periodically evaluate and recommend updates to this policy.

3(5)  Highways and Public Works:

(a)   Provides a co-chair for the User Experience Group.

(b)   Involves departments in developing tools for the delivery of digital services and promotes compatibility with existing tools.

(c)   Drafts, maintains and enforces technical standards that will support the digital services strategy.

(d)   Procures tools and makes them available to departments.

(e)   Reviews all department proposals for tool purchases and provides advice.

(f)   Provides support to users and service providers to resolve technical issues.

(g)    Works with the Executive Council Office to ensure digital services are functional and accessible across a wide range of devices and platforms.

(h)    Works with Executive Council Office to periodically evaluate and recommend updates to this policy.

(i)    Works with departments to develop digital services project proposals to be submitted to the IRMC IT investment process.

3(6)   Departments:

(a)    Deliver services and incorporate digital services into their program areas where appropriate.

(b)    Retain responsibility for the business processes that are delivered through digital services and government information delivered or received as part of digital services.

(c)    Ensure departmental priorities and the delivery of digital services are aligned with the vision, priorities and goals set by the Deputy Ministers' Review Committee.

(d)    Appoint a departmental representative to User Experience Group.

(e)    Engage with the Executive Council Office to develop the digital services strategy and information architecture.

(f)    Engage with Highways and Public Works to identify gaps in digital services delivery and  tools needed to facilitate the delivery of these services to users.

(g)    Identify opportunities for new digital services and work with eServices branch of Highways and Public Works to develop new digital services project proposals.

(h)    Submit digital services project proposals to ICT for consideration according to the IT investment processes.

(i)    Communicate the needs of users to the User Experience Group.

(j)    Approve and authorize the launch of a new digital services within their department.

(k)    Procure tools directly from vendors only if a suitable government tool is not available and the purchase is approved by the eServices branch. Tools procured must comply with the content and technical standards.

(l)    Develop content for digital services that are in line with legislation, content standards and the digital services strategy.

(m)   Work with with Highways and Public Works to include tools within their own digital services that are in line with technical standards and legislation.

(n) Provide support to users so they can successfully access and receive the services they require.

(o) Retains responsibility for the use and maintenance of legacy digital services that were developed without eServices' involvement before this policy was approved.