

# Business.GOV

THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT

## Advisory Group Meeting

January 16, 2007

Small Business Administration (SBA)  
Presented by: Nancy Sternberg, Business Gateway PM

Eisenhower Conference Room (2<sup>nd</sup> Floor)  
Side A

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# Meeting Agenda

## Program Review:

- MOU Status Update
- Continuing Resolution – Mitigation Analysis

## Project Status:

- Product Development Activities
  - Final Usability Results
  - Methodology for Market Analysis
- Marketing and Outreach Update
  - Business Gateway Survey Results
- Forms Catalog Update

## Next Steps:

- Continue Sending Signed MOUs
- Advisory Group Meeting: February 13, 2007
- Refresh of Business.gov: February 22, 2007

## Expected Outcome:

- Clear understanding of our MOU status, recent program activities and upcoming major program events
- A clear recommendation regarding the direction we feel Business Gateway should take regarding ad highlights on the Business.gov

## Program Review:

# Sponsor & MOU Status

### Business Gateway SBA Executive Sponsor

- Stephen Galvan, Deputy Administrator is leaving SBA. We are very appreciative of his support!
- Who are we lining up to assume the role of SBA Business Gateway Executive Sponsor?

### MOU Status

- The Small Business Administrations' (SBA) CIO sent out the final signed copies of the MOU's on **December 21, 2006**
- Business Gateway has three categories for MOU's: (Please see chart on next slide)

# Program Review: MOU Status

Agency	\$ Amount	Received Draft MOU	Returned Comments	Final Signed MOU from SBA	Executed MOU
HHS	\$720,767	X			
DOD	\$328,817	X	X	X	
TREASURY	\$720,767	X	X	X	
HUD	\$328,817	X	X	X	
JUSTICE	\$248,586	X	X	X	
GSA	\$68,394	X	X	X	
VA	\$328,817	X			
EPA	\$328,817	X	X	X	
SSA	\$248,586	X	X	X	
USDA	\$720,767	X			
LABOR	\$720,767	X	X	X	
STATE	\$248,586	X	X		
EDUCATION	\$328,817	X	X	X	
ENERGY	\$131,527	X	X	X	
DHS	\$720,767	X	X		
DOI	\$248,586	X	X		
DOT	\$720,767	X	X		
OPM	\$131,527	X			
SBA	\$68,394	X	X		
NASA	\$131,527	X	X	X	
COMMERCE	\$328,817	X			
NSF	\$68,294	X	X	X	

## Program Review:

# Continuing Resolution - Mitigation

## Financial Impact

- Waaaaah! The check book is looking a little light this month!

## Significant Risks

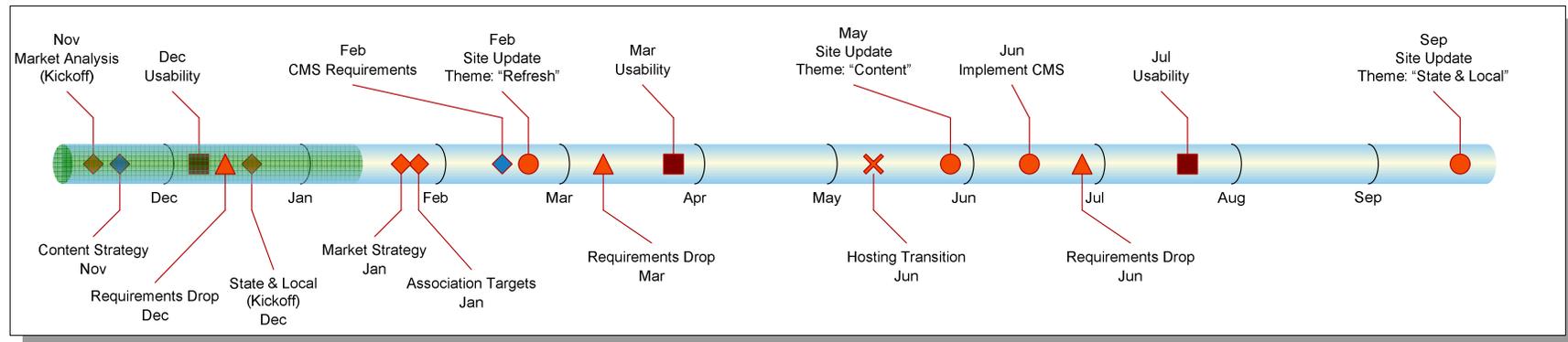
- Bill collectors are knocking!

## Mitigation Recommendations

- Halting activity on Content Management System
- Investigate Hosting alternatives
- Possible reduction in number of releases
- Use of open source applications
- Reduce activity on Data Harmonization until funding clarified

## Business.gov Status:

# FY 2007 Business.gov Timeline



### Accomplished:

- Refresh Requirements completed – usability results incorporated
- Refresh: Development Complete - 2/14, Live – 2.22
- Market Analysis, Content, State & Local Strategies Underway

### Updates:

- Investigating move to new Hosting provider in May
- CMS – halting activity on CMS until clarified
- Pushing "Content" Release to May/June - impact of Hosting, CMS decision

# Usability – Findings

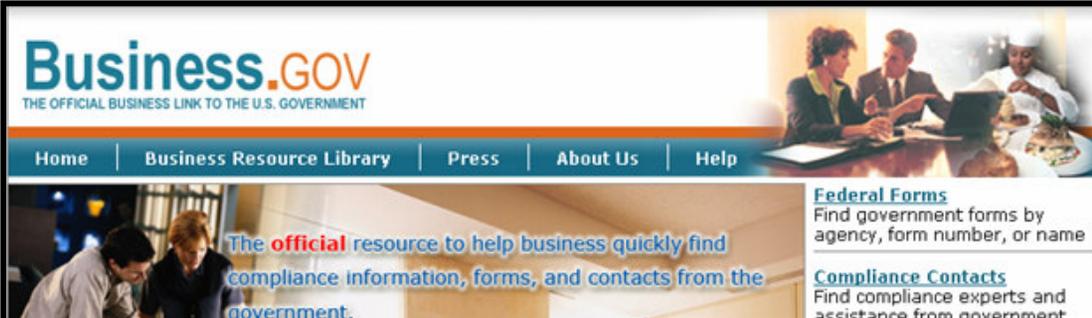
## Feedback

- Users liked the layout and structure of the site. Words used included:
  - Clean, clear
  - Easy to read
  - Good starting point
  - Less like a government site
- Most users did not like the rotating graphic on the home page
- Most users were unsure of purpose of the site

## Opportunities for Improvements

- Users thought we could improve on organization and completeness of information
  - Wanted more information
  - Missed links to forms and compliance contacts on home page
  - Liked organization of Business Resource Library pages over other pages
- Continue search engine optimization and make changes to search page layout
  - Users missed highlighted items and features to left and right of search results
- Need to work on category labeling
  - Ex. “Search Compliance Information” confused users re what would be searched

# Business.gov Status: Portal Refresh



**Business.GOV**  
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Home | Business Resource Library | Press | About Us | Help

The **official** resource to help business quickly find compliance information, forms, and contacts from the government.

**Federal Forms**  
Find government forms by agency, form number, or name

**Compliance Contacts**  
Find compliance experts and assistance from government

Click to view our partners' sites:

**Search Compliance Information**

**Compliance Guides**

**Business Areas**

- Advertising & Marketing
- Business Law
- Emergency & Disaster Planning
- Environmental Compliance
- Finance
- Government Contracting
- Hiring & Managing Employees
- Information Security
- International Trade
- Licenses & Permits
- Non-Profits
- Taxes
- Workplace Health & Safety

**Industries**

- Aerospace & Defense
- Food & Beverage



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**Business Resource Library**

Highlights: Taxes | **Employees** | Patents, Trademarks, Copyright

**Your Most Valuable Asset**  
Key Employee-Related Compliance Topics

- Employee Benefits
- I-9, Employment Eligibility Verification
- Wages and Hours Worked
- OSHA Requirements
- Terminating Employees

More info on [Hiring & Managing Employees](#)

**Search Compliance Information**

**State and Local Resources**



**Audiences**

- Minority-Owned
- Non-Profits
- Self-Employed
- Small Business Guides
- Veterans
- Women-Owned

**Business Data & Statistics**  
Find economic and industry data published by Federal agencies

**Workplace Posters**  
Get required posters for your business from federal agencies

**Federal Forms**  
Find government forms by agency, form number, or name

**Compliance FAQs**  
Find answers to frequently asked regulatory questions

**Compliance Contacts**  
Get expert, in-person guidance from federal agencies

**SBA National Ombudsman**  
Get help with unfair & excessive regulatory enforcement

# Market Analysis

## Goals of a Market Analysis

- Understand who our users are and how we can support them
- Develop feature concepts that best fit our users needs
- Determine how to focus our marketing efforts

## Methodology

- Research on Business Users & Compliance Burden (there is no lack of data here)
- Conversations with Trade Associations (as a proxy to talking to end users)
- Trends in the Web and Search Markets
- Capture and analysis of feedback from Users (webTrends, Search, Customer Support Questions)

## Deliverables

- Snapshot of our user community ... their needs and requirements
- Feature Recommendations
- Marketing Recommendations

# Buzz Continues

## Business.gov continues to receive positive press:

- Washington Post (Stephen Barr's Column):

<http://www.washingtonpost.com/wp-dyn/content/article/2007/01/10/AR2007011002372.html>

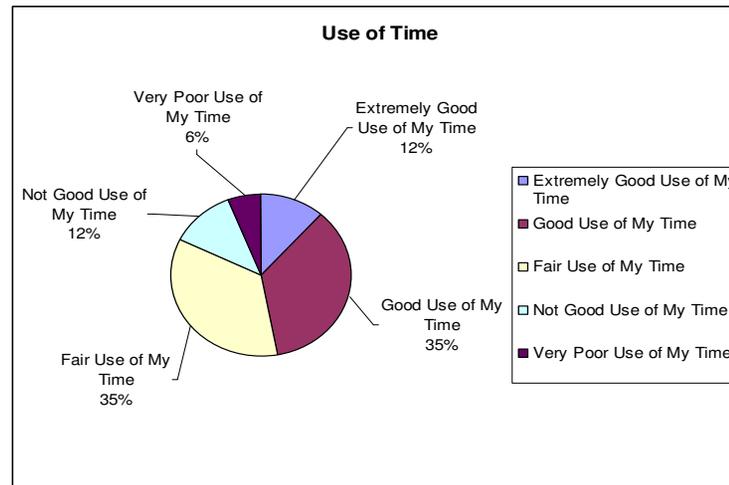
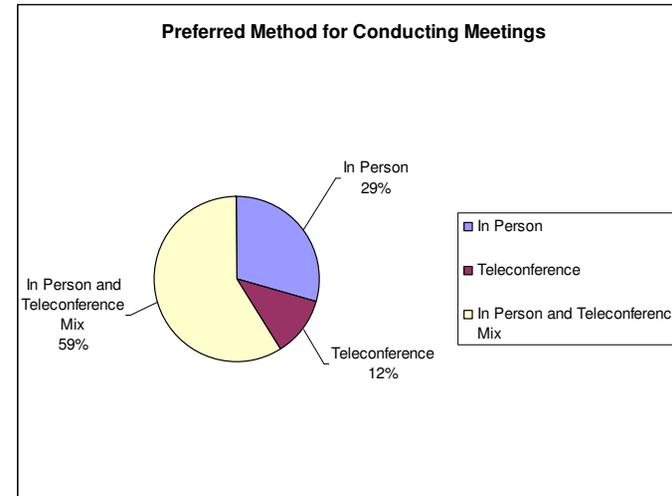
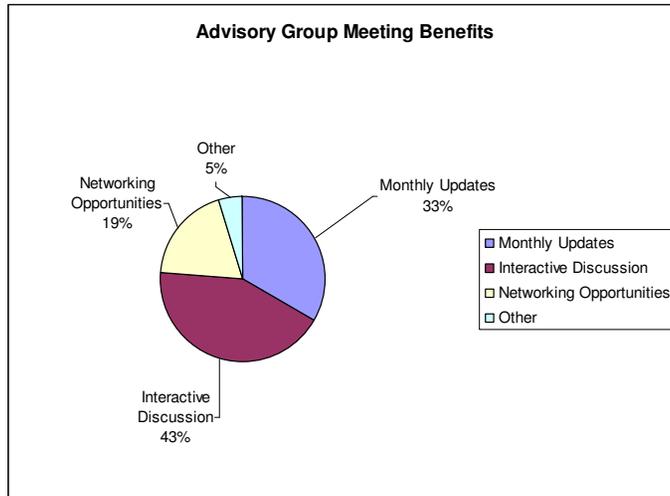
- FCW article:

<http://www.fcw.com/article97315-01-10-07-Web>

- Also Business.gov was picked up in Forbes, Investor's Business Daily, Gov Computer News along with others.

## Marketing & Outreach:

# BG Advisory Group Survey Results



# Survey – Resulting Actions

## Strategic Meeting Design Recommendations:

- Fine tune the standing agenda for the AG meetings to explicitly identify opportunities for agency input into Business Gateway strategy and plans
- Identify opportunities for AG discussion more clearly in the agenda and through facilitation and
- Facilitate the meetings to support more active participation by agency representatives
  - Detailed report will be provided after today's meeting

# Forms.gov Status: eForms Catalog

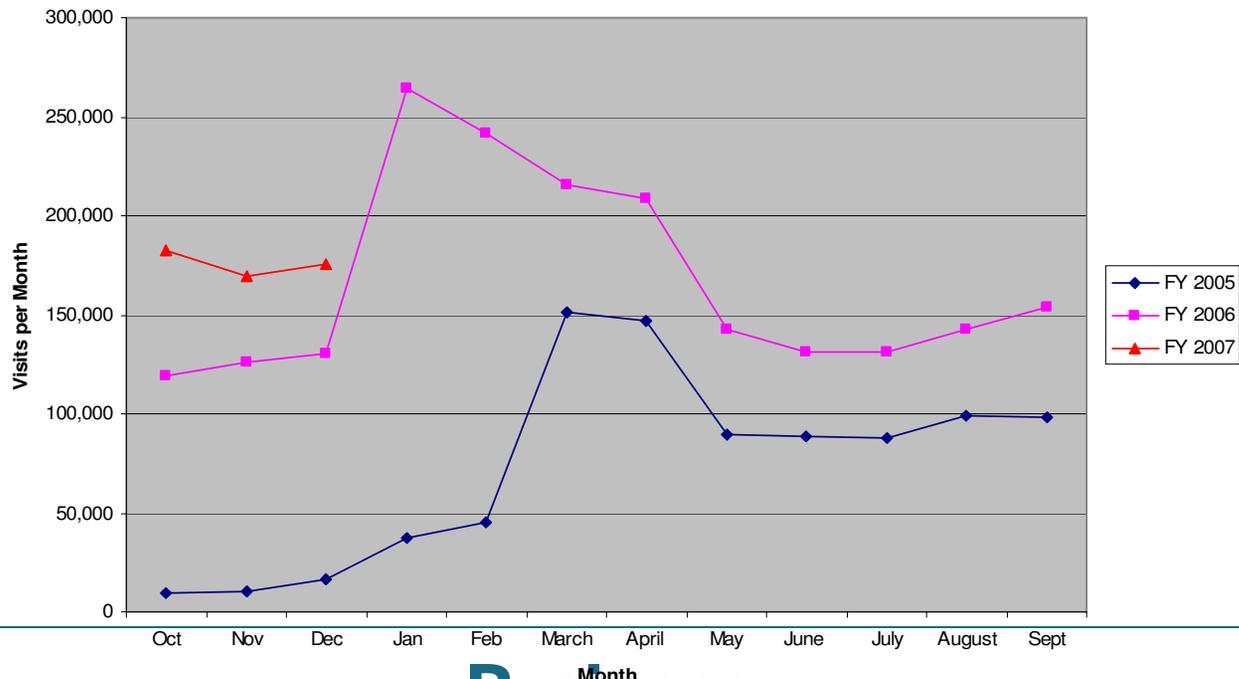
## Catalog Population:

- Number of Forms in Catalog: 5,955
- Total Documents in Catalog: 6,840
- Agencies Participating: 52

## Version 3.2

- Requirements for ROCIS Interface administration completed
- Version 3.2: ROCIS enhancements design review scheduled for January 31
- Launch scheduled March 30

Forms.gov Visits



# Forms.gov Status: eForms Catalog

Agency	Documents	Forms	Agency	Documents	Forms
Commodities Futures Trading Commission (CFTC)	21	21	Federal Reserve System (FRS)	161	99
Consumer Product Safety Commission (CPSC)	1	1	General Services Administration (GSA)	133	133
Corporation for National Community Service (CNCS)	2	2	IAP - Overseas Private Investment Corporation (OPIC)	8	8
Department of Agriculture (USDA)	560	540	IAP - US Agency for International Development (USAID)	7	7
Department of Commerce (DOC)	994	794	International Trade Commission (ITC)	0	0
Department of Defense (DOD)	111	110	Merit Systems Protection Board (MSPB)	4	4
Department of Education (ED)	57	52	National Aeronautics and Space Administration (NASA)	9	9
Department of Energy (DOE)	208	126	National Archives and Records Administration (NARA)	20	15
Department of Health and Human Services (HHS)	477	433	National Endowment for Humanities (NEH)	1	1
Department of Homeland Security (DHS)	334	327	National Endowment for the Arts (NEA)	0	0
Department of Housing and Urban Development (HUD)	389	385	National Labor Relations Board (NLRB)	11	11
Department of Justice (DOJ)	113	106	National Mediation Board (NMB)	9	9
Department of Labor (DOL)	229	213	National Science Foundation (NSF)	19	19
Department of State (STATE)	38	38	Nuclear Regulatory Commission (NRC)	51	51
Department of the Interior (DOI)	334	270	OCB - Federal Energy Regulatory Commission (FERC)	14	15
Department of the Treasury (TREASURY)	1007	747	OCB - National Transportation Safety Board (NTSB)	1	1
Department of Transportation (DOT)	155	142	OCB - Office of Government Ethics (OGE)	7	7
Department of Veterans Affairs (VA)	197	194	OCB - Securities and Exchange Commission (SEC)	170	151
Environmental Protection Agency (EPA)	174	132	Office of Management and Budget (OMB)	14	14
Equal Employment Opportunity Commission (EEOC)	1	1	Office of Personnel Management (OPM)	74	68
Export- Import Bank (EXIM)	29	27	Office of Special Counsel (OSC)	6	6
Federal Communications Commission (FCC)	126	121	Pension Benefit Guarantee Corporation (PBGC)	37	27
Federal Deposit Insurance Corporation (FDIC)	62	59	Railroad Retirement Board (RRB)	45	45
Federal Housing Finance Board (FHFB)	0	0	Small Business Administration (SBA)	71	71
Federal Maritime Commission (FMC)	17	15	Social Security Administration (SSA)	191	187
Federal Mediation and Conciliation Service (FMCS)	7	7	U.S. Postal Service (USPS)	134	134

Total 01/16/07

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# Next Steps

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- Continue Finalizing MOUs
- Complete Market Analysis January 31, 2007
- Advisory Group Meeting February 13, 2007
- Business.gov Refresh February 22, 2007