



<b>UTAH DEPARTMENT OF HEALTH AND HUMAN SERVICES DIVISION OF SERVICES FOR PEOPLE WITH DISABILITIES POLICY AND PROCEDURES</b>		
<b>Policy: 1.59</b>		<b>Page 1 of 6</b>
<b>WEBSITE ADMINISTRATION</b>		
<b>RATIONALE:</b> The intent of this policy is to provide standards for the administration of the division website.  Authorizing Code: 26B-6-403 Department Policies: DHHS Policies 06-03, 06-04, and 06-05 Rule: NA Forms: NA		
<b>Original Effective:</b> NA	<b>Revision:</b> 3/9/2026	<b>Next Review Due:</b> 3/1/2029

**I. DESCRIPTION**

This policy establishes standards for administration of the division website to ensure standards of accessibility, navigability, and user experience (UX); and to further ensure compliance with DHHS policies, divisional goals, and state and federal accessibility requirements.

**II. DEFINITIONS**

The following terms are defined for this policy as:

- A. **Accessibility:** means that an individual with a disability is able to access and use the content on the division website. They are able to acquire the same information, engage in the same interactions, and enjoy the same services as an individual without a disability in an equally effective and equally integrated manner, with substantially equivalent ease of use.
- B. **Accessibility remediation:** means the process and techniques used to ensure that a document meets WCAG 2.2 standards before publishing on the website.
- C. **Compliance:** as used in this policy means to meet the minimum WCAG 2.2 AA accessibility standard.
- D. **Content creator:** means a department staff member, contractor, or vendor who develops content on behalf of the department.
- E. **Department:** means the Department of Health and Human Services (DHHS)
- F. **Division:** means the Division of Services for People with Disabilities, as defined in Section 26B-6-401.

- G. **Division website:** means the website and content administered by the division that is part of the department's larger system of websites and that is subject to department policies.
- H. **Navigability:** means the ease with which a user engages with the division website, and the content on that site. It includes the manner in which the site may be accessed and the navigation interfaces required to find and retrieve information from the site.
- I. **Public information officer (PIO):** a member of the Public Affairs and Education (PAE) team at the department that is assigned to the division for ensuring department communications standards.
- J. **User experience (UX):** means the overall experience of an individual using the division website and its content. It includes the experience of a diverse group of users and how easy or hard it is for them individually to navigate, obtain, and understand website content .
- K. **Web Content Accessibility Guidelines (WCAG) 2.2 Standards:** means the internationally recognized set of guidelines for making websites accessible, established by World Wide Web Consortium (W3C) as published October, 2023.
- L. **Website administration team:** means a committee responsible for jointly and cooperatively administering the division website, its content, and ensuring policies related to the website. It includes the website coordinator, the division's assigned PIO, and then other division staff as assigned by division leadership.
- M. **Website coordinator:** means a division staff assigned the responsibility of managing the website and its administration in coordination with division leadership and the website administration team.
- N. **Well-structured:** means that the website facilitates easy navigation, enhances user experience, and enables effective indexing of the site for search engines. There is a clear hierarchy of information. When applied to a document or presentation it means that a tagged reading order and headings provide a logical and navigable hierarchy that allows users to jump between sections.
- O. **World Wide Web Consortium (W3C):** is an international public-interest non-profit organization that develops web standards. It is the main international standards organization for the internet. The Web Accessibility Initiative (WAI) of W3C is responsible for establishing and updating WCAG standards on [www.w3.org](http://www.w3.org)

### III. POLICY

- A. The division website is the division's most readily available and public-facing source of information regarding services and their administration, and for communicating important information about division policies and actions. It is targeted to diverse audiences that include:
  - 1. a Person or their family who is receiving division services or who is interested in receiving services;
  - 2. providers contracted with the division, including external support coordinators;
  - 3. division staff;
  - 4. community and agency partners;
  - 5. legislators; and
  - 6. other members of the public at large.
- B. Division website administration shall comply with department policies including but not limited to DHHS Policies 06-03, 06-04, and 06-05, and to divisional goals and state and federal requirements.

- C. Accessibility.** To maintain and ensure the accessibility of the division website, the site and its contents shall conform to the standards and guidelines that were established by the World Wide Web Consortium (W3C) in the Web Content Accessibility Guidelines (WCAG) version 2.2. Using WCAG 2.2 guidelines, the division has committed to a minimum standard of AA conformance, and to meeting AAA conformance wherever possible.
- D. Navigability and user experience (UX).** The division is committed to making the contents of the website consistent and user-friendly by adhering to plain language standards wherever possible, and to creating a clean and consistent navigation interface and structure for the users who visit the site.
- E. In order to be navigable, and to ensure good UX, the site shall be well-structured and meet the following goals.
1. Content and information shall be organized in a clear hierarchy.
    - a) Website hierarchy means arranging content on a page so that the most important information is first (on top), and that it is rendered cleanly and clearly without getting lost in an overly complex presentation, or in an overabundance of other content.
    - b) For the site's overall design, hierarchy means that there is a coherent top-down navigation system to enable users to quickly find the content they are looking for without getting lost in other content or navigation tools.
    - c) Website hierarchy means that documents, links, and pages shall not be redundant. A single version of any page, document, or linked resource is sufficient.
  2. The overall organization of the site shall be navigable from the landing page to each subsequent child page, and all navigation menus shall be simple, concise, consistent, intuitive, and descriptive.
  3. The division website shall use consistent design conventions on the parallel parts of the site so that users know how to navigate the site easily based upon their prior experience using the site.
  4. Division staff shall ensure readability through consistency in the presentation, tone, and organization of content. Text content shall always meet the appropriate target audience's expectations for reading level. Technical materials for specific audiences may exceed a standard reading level, but only after careful review.
  5. Graphics and visual communication may be used to engage users, but shall always comply with accessibility standards, including tagging images with alternative text (alt-text) for screen readers to describe the image, and using a tagged reading order in all documents.
  6. The division website and its content shall adhere to department standards, including DHHS Policy 06-05 "Content Creation and Review," and department branding and style guidelines. Policy 06-05 compliance shall be coordinated through the division's assigned Public Information Officer (PIO).
  7. Content and navigation shall, to the greatest degree possible, be responsive across devices meaning the content is designed to be able to re-flow responsively on common devices including desktops, laptops, tablets, and mobile phones.

#### **IV. PROCEDURE**

##### Administration:

- A. The division director, in consultation with the division leadership team, shall appoint a website coordinator and other members of the website administration team. Members shall be added or replaced as necessary, without terms, and membership may be linked to job responsibilities.
- B. The website administration team shall include the website coordinator, the division assigned PIO, and other division staff as appointed.
- C. Administrative access to the division website, which includes adding, editing, and maintaining content on the site, shall be limited to the website administration team.
- D. Members of the website administration team shall complete minimum competency training in WCAG standards and on how to apply them.
- E. The website coordinator shall schedule regular monthly meetings with the website administration team. The monthly meetings shall be an opportunity for the website administration team to discuss website planning and updates.
- F. All members of the website administration team shall ensure compliance with DHHS policies and standards, and accessibility standards. Procedures for content creation, review, and approval shall follow those set forth in DHHS Policy 06-05.
- G. The division assigned PIO and the website coordinator implement department policy as described in DHHS Policy 06-05 for the roles of content approver and content reviewer.
  1. The division assigned PIO shall oversee compliance with department policy and standards, where there are questions.
  2. The website coordinator shall oversee compliance with accessibility, navigability, and UX standards and principles, where there are questions.

##### Proposing new content, or changes to content on the division website.

- H. Any division staff member may propose new content for the website, or update to the existing content by contacting the website coordinator or another member of the website administration team.
- I. Decisions from department leadership or state governmental leadership may also dictate the need for new content. The website coordinator shall work with the website administration team to develop that content in consultation with the division management and leadership teams, and other relevant staff.
- J. Any new or amended policies shall follow the procedures outlined in Policy 1.24, "Division document development, revision, and approval."
- K. Any new or amended division training shall follow the procedures outlined in Policy 1.18 "Division Staff Training."
- L. Sensitive content, as defined in DHHS Policy 06-05, shall be reviewed and approved by the DHHS Executive Director's Office. This includes content that may be culturally or politically sensitive and content:
  1. related to controversial issues;
  2. about recent or pending high-profile or controversial legislation;
  3. related to topics that are consistently in the news;
  4. with the potential to impact other agencies; and
  5. developed for a national audience (DHHS Policy 06-05, II, T).

### Accessibility.

- M. All documents and other content on the division website shall conform to WCAG 2.2 AA standards. If possible, the content shall meet AAA standards.
- N. Any member of the website administration team who is preparing content for publication shall be responsible for assuring AA compliance.
- O. The website administration team member shall assure that department brand colors are used exclusively, and that these are applied in such a way that at least AA contrasts are achieved per that standard.
- P. Documents shall be posted as accessible pdfs, not as Word documents, which are more readily modified and edited by users, and are therefore less secure.
- Q. All graphical images that appear in a document shall either be marked with a meaningful alternative text (alt-text) tag, or else may be marked as “decorative” so that screen readers skip over them, if appropriate.
- R. All third-party content that is incorporated into the site shall be reviewed and remediated for accessibility standards as described in this policy.
- S. Audio/Video (AV) content shall meet the same department branding and WCAG accessibility requirements as other documents.
  - 1. Content with an audio component shall be captioned.
  - 2. AV content shall also allow sufficient opportunity for the user to pause and control the pacing of the content, and to back up to previous content as necessary.
- T. The website administration team shall review content as needed during monthly meetings and then arrive at strategies for meeting accessibility requirements where issues persist. These may include remediation or removal of inaccessible content.

### Content and content creation.

- U. As defined in DHHS Policy 06-05, a content creator is a “DHHS staff member, contractor, or vendor who creates content.”
- V. Content shall be reviewed by the website coordinator, division assigned PIO, and website administration team to ensure compliance with this policy, and with departmental policy.
- W. Content that is published in Spanish that consists of public facing information shall be reviewed and approved by either a Spanish-speaking department staff or contracted translation company consistent with DHHS policy 06-05.
- X. The website coordinator shall archive all content that is retired and removed from the division website for archival purposes, and to fulfill future GRAMA requests. This is kept in a shared Google folder.
- Y. External links shall be used sparingly and judiciously on the division website, and shall always require review and approval by the website coordinator and division assigned PIO.
  - 1. Per DHHS Policy 06-05, links to external websites shall include the following disclaimer “The Utah Department of Health and Human Services may occasionally link to outside sources of information. The department and the state of Utah do not necessarily endorse the provider of the content and are not responsible for any content published on the external site.”
  - 2. External links may be consolidated and maintained within only a few areas of the website. Each of those areas shall present the department disclaimer followed by a list or menu system of links.
  - 3. External links shall not be duplicated across the site, they shall appear only once, in one of the consolidated areas marked as additional resources, and shall appear with the disclaimer.

Other third-party content incorporated into the website.

- Z. Per DHHS Policy 06-05, content on the division website shall only be created by a department staff member, contractor, or vendor. Therefore, third party content shall not be added to the website without being incorporated into some new department document or content that has been reviewed and approved, or through an external link with the department disclaimer.
- AA. New content shall meet the requirements of this policy, including proper department branding and standards. Proper attribution of the original (third-party) source material shall be included, with the department disclaimer, wherever necessary.
- AB. New content shall always be reviewed by the website administration team and approved by the website coordinator and division assigned PIO.
- AC. Any other third-party content that has not been re-branded as department content shall only be considered on an exceptional basis and shall be reviewed on a case-by-case basis.