

09/04/2014



DC.gov

## DRUPAL 7: CMS REFERENCE GUIDE

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## INTRODUCTION

DC.Gov comprises over 100 websites and is a reliable, timely source for city services and information for anyone who lives in, works in or visits the District of Columbia. [The site is a citizen-centric public service portal](#) and is oriented around the needs of city residents, business owners and visitors—not individual DC agencies or departments.

311 Online Agency Directory Online Services Accessibility





DC.gov  green.dc.gov

**District Department of the Environment**

DDOE Home Environmental Services EnergySmart DC Resources Regulation & Plans About DDOE



Get Help With Your Utility Bills

Get Help With Your Utility Bills!

DDOE helps residents, businesses and visitors save money on their energy bills and reduces their impact on the environment as a result.

Learn More

1 2 3 4 5 6 7

**Riversmart Programs**



*RiverSmart*  
clean water starts here



From rain barrels to permeable pavement, RiverSmart helps reduce stormwater runoff.

**Sustainable DC**



\*\*\*  
SUSTAIN  
ABILITY  
DC

**Upcoming Events**

**Sep 6** Office on Aging - Generations Community Festival

**Sep 11** Green Living Expo

**Sep 20** Girl Scout Council Energy Fair

[more](#) 

**Featured News**

Press Releases Newsletters Testimonies Advisories Job Announcements

- 08/07/2014 Coal Tar Ban Effectively Removes Toxic Chemicals from Environment
- 08/07/2014 DDOE Debuts Simple Application for Stormwater Fee Discount
- 07/29/2014 Mayor Gray Signs Bill Banning Styrofoam Use in District
- 06/27/2014 Mayor Gray & Community to Kick off Sustainable DC Neighborhood Challenge in Ward 5
- 06/27/2014 Mayor Gray and Community to Kick off Sustainable DC Neighborhood Challenge in Ward 5

[More >](#)

**DDOE Twitter Feed**

**Tweets**  Follow



@timkrepp @oortville let me check into this situation in the morning. I'll report back with a concrete (get it?) answer ASAP.

Expand



Tweet to @DDOE\_DC

**Grade Your Government**



Provide feedback on DC agencies.

**District Department of the Environment**



**Office Hours**  
Monday to Friday, 9 am to 5 pm

**Connect With Us**  
1200 First Street NE, Washington, DC 20002  
Phone: (202) 535-2600  
Fax: (202) 535-2861  
TTY: (800) 955-1000  
Email: [ddoe@dc.gov](mailto:ddoe@dc.gov)






Ask the Director  
Agency Performance  
**Language Support**  
Amharic (አማርኛ)  
Chinese (中文)  
French (Français)  
Korean (한국어)  
Spanish (Español)  
Vietnamese (Tiếng Việt)

Version 5.0 | 08-01-2014

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The DC.Gov portal is an enterprise web content management system (CMS) used to manage all public-facing internet websites for District agencies as well as the DC.Gov web portal. The system has been designed to:

1. Provide a **simple, intuitive user experience** for all site visitors;
2. Create **one common brand** for the District government's web properties;
3. Create **cost efficiencies across government agencies** to centralize hosting, development and web support services;
4. **Meet the various needs and requirements** provided by District agencies;
5. **Ensure web accessibility** for all users no matter their disability;
6. **Meet mandatory features** mandated by legislation; and
7. **Aggregate, categorize and tag** content to support the citizen-centric service delivery model.

The content entry system has been designed to allow a user who is not highly technical to manage content on a website. The Drupal system employs built-in best practices and web standards; however, Editors/Authors are still responsible for ensuring high quality content that complies with **all** District standards.

***A Word from OCTO:***

DC.gov's Drupal content entry and management system is in a constant state of flux as we make improvements and add features. Make sure you have the most recent version of this Reference and stay tuned for updates from OCTO.

## USER ROLES & PERMISSIONS

The following is a summary of major roles and permissions for authenticated (logged in) users:

Permissions	Administrator	OCTO Editor	Content Author	Agency Editor	Agency Content Author
Access Domain Content	All	All	All	Agency	Agency
Alerts: Create and publish	Y	Y			
Blocks: Administer	Y	Y			
Dashboard	Y	Y	Y	Y	Y
Menu: Administer menus and menu items	Y	Y			
Path: Create and edit URL aliases	Y	Y		Y	
Publish: Publish content	Y	Y		Y	
Publish: View any unpublished content	Y	Y	Y	Y	Y
Redirect: Administer URL redirections	Y	Y			
Search: Use Search	Y	Y	Y	Y	Y
Statistics: View content access statistics					
Toolbar: Use the administration toolbar	Y	Y	Y	Y	Y
Create and Edit Web Forms	Y	Y			

## CREATING A DC.GOV USER EXPERIENCE

DC.Gov standards have been developed to produce a [common user experience](#) for website users and visitors. Standards are essential from the look and feel across the DC.Gov portal and all agency websites (including page layout, color palette, font types, etc.) to the types of information that should be available on every page. All pertinent information must be presented to the public and your constituents, and it should be easy to read and understand. The webpage layout specifics and additionally the attributes listed above are built into the content management system as defaults. For more specifics, refer to the [Web Maintenance Team's style guide](#).

Agencies are 100% responsible for the content that they own. Your content fits into the larger DC.gov mix along with content from all other agencies. Content across all agencies is presented in a way that is easy to read on the web.

### TIPS FOR MAKING CONTENT EASY TO READ ON THE WEB

- Use bullets and tables instead of wordy text
- Limit content presentation to one page to avoid scrolling
- Use position titles—not names of position holders; for example, use Human Resources Specialist instead of an individual's name
- Post only current information
- Remove, archive or delete obsolete content

[311 Online](#) [Agency Directory](#) [Online Services](#) [Accessibility](#)



**Site Header**



○ DC.gov ● green.dc.gov

## District Department of the Environment

DDOE Home
Environmental Services
EnergySmart DC
Resources
Regulation & Plans
About DDOE



**Slider Caption (right label option)**

**Get Help With Your Utility Bills!**

DDOE helps residents, businesses and visitors save money on their energy bills and reduces their impact on the environment as a result.

Learn More

1 2 3 4 5 6 7

### Riversmart Programs



**Callout A**

From rain barrels to permeable pavement, RiverSmart helps reduce stormwater runoff.

### Sustainable DC



**Callout B**

### Upcoming Events

**Sep 6** Office on Aging - Generations Community Festival

**Sep 11** Green Living E... Fair

**Callout C (Events Option)**

more >>

### Featured News

Press Releases
Newsletters
Testimonies
Advisories
Job Announcements

- 08/07/2014 Coal Tar Ban Effectively Removes Toxic Chemicals from Environment
- 08/07/2014 DDOE Debuts Simple Application for Stormwater Fee Discount
- 07/29/2014 Mayor Gray Signs Bill Banning Styrofoam Use in District
- 06/27/2014 Mayor Gray & Community to Kick off Sustainable DC Neighborhood Challenge in Ward 5
- 06/27/2014 Mayor Gray and Community to Kick off Sustainable DC Neighborhood Challenge in Ward 5

[More >](#)

### District Department of the Environment



**Office Hours**  
Monday to Friday, 9 am to 5 pm

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Fax: (202) 535-2800  
TTY: (800) 855-1000  
Email: ddoe@dc.gov

**Ask the Director**  
Agency Performance  
**Language Support**  
Amharic (አማርኛ)  
Chinese (中文)  
French (Français)  
Korean (한국어)  
Spanish (Español)  
Vietnamese (Tiếng Việt)

**Universal Callout**  
DC.gov/Mayor's Office Use only

### DDOE Twitter Feed

**Tweets** [Follow](#)

**DC Dept. of Environ.** @DDOE\_DC 28 Aug

@timkrepp @oortville let me check into this situation in the... I'll report back with a

**Callout D (optional)**

Tweet to @DDOE\_DC

### Grade Your Government



Provide feedback on DC agencies.

**Agency Information**

Version 5.0 | 08-01-2014

## OWNERSHIP AND SUPPORT

### OWNERSHIP

The District government owns the servers that make the DC portal possible. OCTO is the custodian of these servers and is responsible for their management and performance. OCTO will not allow content or functions to be posted that pose a threat to the security, reliability, accuracy, or standardization of the DC.Gov portal infrastructure.

### SUPPORT

OCTO's Web Maintenance Team is the point of contact for any questions regarding DC.Gov Web Standards. The team:

- Establishes, maintains and implements the standards and guidelines for the DC.Gov portal
- Provides centralized, enterprise-wide web development and content management services for the DC.Gov web portal
- Audits 125+ websites and subportals
- Develops/reviews/publishes web content requests within 24-48 hours for agencies with agreements
- Develops and launches new DC.Gov websites based on District standards
- Creates online forms and surveys
- Reviews web applications when applicable
- Acts as POCs for agency PIOs, web contacts, and webmasters
- Provides web content management system technical support and troubleshooting
- Develops and facilitates web training courses
- Provides access to various web tools
- Maintains key matches and search collections for Google Search Appliance
- Maintains accounts for Google Analytics
- Responds to DC.Gov webmaster IQ mail

The Web Maintenance Team also audits websites for content and accessibility standards as well as grammar standards. Agencies that fail to follow acceptable use policy directives will receive a warning to correct the violation. Failure to comply may result in the disabling of the agency's web publication rights or even the entire account.

### SERVICE LEVEL AGREEMENTS

OCTO provides support to agencies based on the level of service needed. Agency PIOs or content authors should familiarize themselves with OCTO policies, procedures and schedules for providing web editorial review and web content publications. Website development work may not fall under the scope of services included, but may be included in a Memorandum of Understanding (MOU) agreed upon by the agency and OCTO.



## AGENCY RESPONSIBILITIES

- Assumes responsibility for all decisions concerning the maintenance, placement and currency of all content provided on the agency website;
- Appoints a content editor to act as the agency's point of contact, who is empowered with the duties and responsibilities consistent in performing all services;
- Content editor/author attends Content Management System training and is responsible for web development
- With a signed MOU, content editor provides OCTO materials for development
- Provides all content updates, changes and directions as edited copy, "ready-to-publish," to the agency content editor. Requests that are not sent in the proper protocol, with directions, and prioritization status will not be processed until the request is sent in the proper format;
- Monitors the website on a routine basis to ensure consistency, currency and relevancy of all information provided; and
- Maintains records and change requests.

## WEB TEAM RESPONSIBILITIES

- Attends scheduled meetings between the Agency and OCTO to provide consulting services;
- Posts and publishes all content updates to the website received from the agency content editor; as established in the Web Update Schedule and provides layout design support for website upgrades as required;
- Incorporates District-wide accepted standards for the publishing of all content and materials; and
- Develops online forms as agreed upon by the Agency and OCTO.

## WEB UPDATE WORKFLOW

- Agency Subject Matter Experts (SMEs) provide updates, changes, and directions as edited copy, "ready-to-publish," to the agency content editor.
- Agency Point of Contact (POC) contacts OCTO directly with instructions on how to update agency web content. Agency POC assigns a backup in his/her absence. Any content that is sent to OCTO by another agency staff member will be rejected and sent to POC for approval.
- All content should be sent to [mainteditor@dc.gov](mailto:mainteditor@dc.gov) for processing.
- The Agency Acronym should be part of the subject line.
- All typical web updates (press releases, content updates, etc) should include "Agency (Acronym) Daily Update" in the email subject line.
- All web updates for the overall content update project should include "Agency (Acronym) Project Update."
- Following these email procedures will ensure that items can be sorted, prioritized, assigned and processed in the most effective and timely manner.
- OCTO updates/develops the web content pages and publishes them to the live site within 24 hours of receipt during the weekly business day (Monday through Friday, 8:30 am to 5:30 pm).
- OCTO notifies the Agency POC when the items are live.
- Getting your content on DC.Gov homepage (refer to writing for the web course) and use of correct taxonomy and content types

## WHO TO CONTACT

OCTO Service	Online	Telephone	Email
Help Desk	<a href="https://servus.in.dc.gov/">https://servus.in.dc.gov/</a>		
Email accounts			<a href="mailto:Citywide.Messaging@dc.gov">Citywide.Messaging@dc.gov</a>
Access to Google suite			<a href="mailto:Citywide.Messaging@dc.gov">Citywide.Messaging@dc.gov</a>
VPN	<a href="https://vpndc.dc.gov/">https://vpndc.dc.gov/</a>		
Peoplesoft	<a href="https://pshcm.dc.gov/psp/hcmprd/?cmd=login">https://pshcm.dc.gov/psp/hcmprd/?cmd=login</a>	(202) 727-8700	
DCGIS	<a href="http://dcgis.dc.gov">http://dcgis.dc.gov</a>	(202) 727-1140	
Phone Service		(202) 727-6764, (202) 727-2277	<a href="mailto:octotsc@dc.gov">octotsc@dc.gov</a>
Email on Mobile Device			<a href="mailto:wirelessmessaging@dc.gov">wirelessmessaging@dc.gov</a>
Drupal Technical Support, Training and Redirects.	<i>Drupal Training Skills Assessment Survey</i> <a href="http://dcforms.dc.gov/webform/computer-skills-assessment-survey">http://dcforms.dc.gov/webform/computer-skills-assessment-survey</a>	(202) 724-7637	
Website Services	<a href="http://octo.in.dc.gov/page/web-site-services">http://octo.in.dc.gov/page/web-site-services</a>		
Web Team			<a href="mailto:mainteditor@dc.gov">mainteditor@dc.gov</a>

## USING DRUPAL

### WHAT IS DRUPAL?

Drupal is one of the leading enterprise web [Content Management Systems \(CMS\)](#) available today. Drupal is a framework for building web sites that allows non-technical people to manage their own content. The look and feel of a Drupal site is based on themes which provide a consistent brand across all web pages of the portal.

Content in Drupal is described in terms of [nodes](#), [fields](#) and [blocks](#):

- **Nodes:** A node is a basic piece of content. There can be several types of nodes, commonly referred to as [content types](#), such as: page, service, events and publications.
- **Fields:** Each content type consists of specific fields, including: title, description (or body), and date.
- **Blocks:** A block is an area of a page that contains content, such as: login, a list of upcoming events, or a twitter feed

## GETTING STARTED

### LOG IN!

Enter any URL on the site followed by “/user” to get the login screen (i.e. [osse.dc.gov/user](#)).

### User account

---


**Username \***

Enter your osse username.

**Password \***

Enter the password that accompanies your username.

*This question is for testing whether you are a human visitor and to prevent automated spam submissions.*

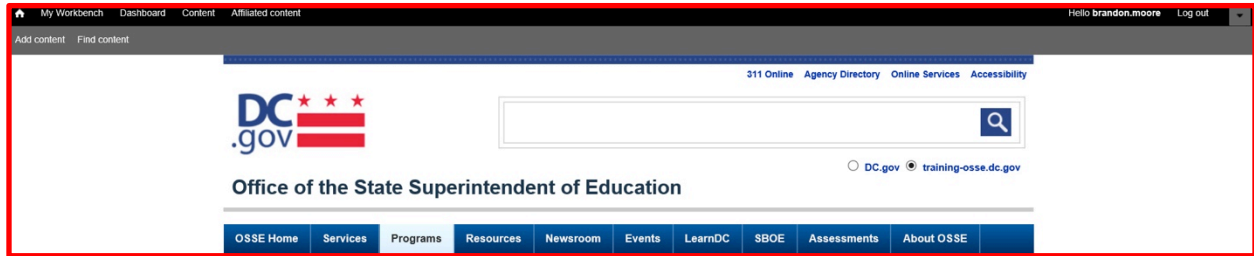


for/with witness

RECAPTCHA™

[Privacy & Terms](#)

## THE ADMIN PANEL



The Drupal menu options you are presented with depend on your Role/Permissions.

---

## DC.GOV'S CONTENT STRATEGY

### CONTENT TAGGING/TAXONOMY

The following list of terms is used to tag/categorize content. This tagging/taxonomy approach enables site users to access information in various ways and across Agencies. Information is organized in ways that allow filtering of specific topics, tags and content types.

#### TOPIC(S)

Select one or more Topics from the Topics list by placing an "X" in front of each topic. Proper tagging of content to various topics is key to DC.gov search. At least one topic must be selected for each content item.

- Arts and culture
- Budget and finance
- Children and youth services
- Community relations
- Consumer protection
- Contracts and procurement
- Data, demographics and maps
- Doing business in DC
- Economic development and planning
- Education and schools
- Emergency preparedness
- Environment and sustainability
- Feedback, complaints and appeals
- Government
- Grants and funding
- Health and human services
- History and tourism
- Housing and property
- Jobs and employment
- Laws, regulations and courts
- Official documents and records
- Permits, licenses and certifications
- Public safety
- Public works, sanitation and utilities
- Sports, parks and recreation
- Streets, public spaces and traffic
- Taxes and payments
- Tickets and fines
- Training and professional certification
- Transportation and motor vehicles

#### EXAMPLES

Your selections should not exceed 2 or 3. The idea is to select those that BEST describe the content. Here are a few examples that may help:

- "Get a fishing license" may be under "Sports, parks and recreation", "Permit, licences and certifications" and "Environment and sustainability".
- "Construction Permit" may be under "Permit, licences and certifications" and "Housing and property" or "Doing Business in DC" if it's related to retail or commercial building.

- *Parking tickets may be under “Transportation and motor vehicles”, “Streets, public spaces and traffic”, and “Tickets and fines”*

## AUDIENCE(S)

*Audience is used to tag content that is of particular interest to one of the groups of users below. It is not meant to be an exhaustive list of possible audiences. In fact, we expect that most of your content will **not** be tagged with an Audience.*

*If your content is addressed to a specific audience from the list below, select it by placing an “X” in front of each Audience that applies. **If you find yourself selecting several audiences, chances are that you should not select any of them.** A good example is the District of Columbia Retirement Board (DCRB). All of their content is for District Retirees, thus you can tag their content with “**District Employees**”.*

- District Employees
- Educators
- Homeowners
- Non-Profits
- Parents
- Providers
- Renters
- Small Business
- Students
- Vendors
- Volunteers

## FOIA CATEGORY

*Select the applicable FOIA Category by placing an “X” in front of the category. If none of the FOIA categories apply to this content item, then leave the “Not FOIA” default.*

- Not FOIA (Default)
- I. Administrative staff manuals and instructions to staff that affect a member of the public
- II. Final opinions, including concurring and dissenting opinions, as well as orders, made in the adjudication of cases
- III. Those statements of policy and interpretations of policy, acts, and rules which have been adopted by a public body
- IV. The minutes of all proceedings of all public bodies

---

## AGENCY GLOBAL NAVIGATION OPTIONS – A.K.A. “TOP TABS”

Agencies are allowed up to seven top level menu items (mandatory items are in bold):

1. **[agency] Home**
2. **Services**
  - a. This menu is automatically created and will navigate to an alphabetical Listing Page of all content identified as “Service” pages.
  - b. Include drop-down menu items for every top-level service (which will drive the left navigation of the node details)
  - c. If Agencies want to highlight or otherwise structure access to Services nodes, they can use the other optional top level menu items. Note: There is a Drupal limitation that does not allow us to repeat any of the top-level service nodes that are already on the Services drop-down.
3. **News Room** (option to include only under **About** if the Agency doesn’t do a lot of Releases)
  - a. Mandatory 2<sup>nd</sup> level left nav and dropdown, if News Room is on the Main Nav
  - b. Or none if News Room is in the About section (3<sup>rd</sup> level never displays as a dropdown, and we don’t need it in the left nav since there are tabs)
4. Optional Nav Item 1
5. Optional Nav Item 2
6. Optional Nav Item 3
7. **About [agency]**
  - a. The About landing page is *usually* the former “Who We Are” section.
  - b. Items that are *likely* to appear in dropdown and left nav :
    - **Director’s Biography**
    - **News Room**
    - **Directions (include mapping/directions feature)**
    - **Open Government and FOIA**
    -

### OPTIONAL NAV ITEM CHOICES:

- **Events:** Automated listing of all Events nodes
- **Publications:** Automated listing of all Publication nodes
- **Multimedia:** If it can be supported, will showcase gallery, portfolio, video collection, etc.



## CHOOSE AGENCY HOMEPAGE LAYOUT OPTIONS

Agencies may choose from a menu of layout options based on the **location of blocks**.

HOMEPAGE SLIDER:

1. Slider with right caption

### Department of Motor Vehicles

The screenshot shows the DC DMV homepage with a navigation menu at the top: DMV Home, Services, Online Services, Know Before You Go, Driver/ID Card, Vehicles, Adjudication, Business, and About DMV. Below the menu is a slider advertisement. The main part of the slider features a person holding a tablet displaying the DMV website. Text on the slider reads: "VISIT US ON YOUR SCHEDULE. It's easy to Skip the Trip with DC DMV. Click. Conduct. Complete." At the bottom left of the slider is the URL "dmv.dc.gov" and the DC DMV logo. At the bottom right is the "SKIP THE TRIP" logo with the tagline "Save time. Visit us online." To the right of the slider is a blue sidebar with the heading "Skip the Trip" and the text "Use DC DMV's mail and online services to 'Skip the Trip.' No lines online." Below this text is a "Learn More" button and a pagination bar with numbers 1 through 7, where the number 6 is highlighted.

## 2. Banner Slide (single image without caption or rotation)

### Office of Victim Services



#### FEATURED CONTENT TYPE\*

Select the single best description of the Event from the Featured Content Type menu.

**Homepage Carousel** – Up to 7 “slider” images at 938x325 for layout #1 above.

**Homepage A** – Home page image and/or text. Image should be 614x325 to allow for caption/label.

**Homepage B** - Home page image and/or text. Image should be 275x150 to allow for caption/label.

**Homepage C** - Can be either an “Open” box acting like boxes A, B, D, OR can be Events Calendar

**Homepage D** - Home page image and/or text. Image should be 275x150 to allow for caption/label.

**Interior 1** - Appears on interior pages with 3 column option. Image is 200x150

**Interior 2** - Appears on interior pages with 3 column option. Image is 200x150

**Interior 3** - Appears on interior pages with 3 column option. Image is 200x150

**Interior 4** - Appears on interior pages with 3 column option. Image is 200x150

The sample homepage screen on the following page shows the layout of some of these options.

Site Header



311 Online Agency Directory Online Services Accessibility

Search bar

DC.gov green.dc.gov

District Department of the Environment

Horizontal (Main) Navigation

- Home
- Environmental Services
- EnergySmart DC
- Resources
- Regulation & Plans
- About DDOE

Homepage Featured Content Slider

**Get Help With Your Utility Bills**

Slider Caption (right label option)

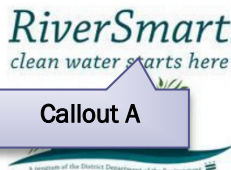
Get Help With Your Utility Bills!

DDOE helps residents, businesses and visitors save money on their energy bills and reduces their impact on the environment as a result.

Learn More

1 2 3 4 5 6 7

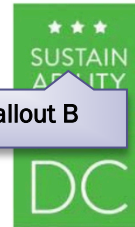
Riversmart Programs



Callout A

From rain barrels to permeable pavement, RiverSmart helps reduce stormwater runoff.

Sustainable DC



Callout B

Upcoming Events

- Sep 6 Office on Aging - Generations Community Festival
- Sep 11 Green Living ...

Callout C (Events Option)

Featured News

- Press Releases
- Newsletters
- Testimonies
- Advisories
- Job Announcements

- 08/07/2014 Coal Tar Ban Effectively Removes Toxic Chemicals from Environment
- 08/07/2014 DDOE Debuts Simple Application for Stormwater Fee Discount
- 07/29/2014 Mayor Gray Signs Bill Banning Styrofoam Use in District
- 06/27/2014 Mayor Gray & Community to Kick off Sustainable DC Neighborhood Challenge in Ward 5
- 06/27/2014 Mayor Gray and Community to Kick off Sustainable DC Neighborhood Challenge in Ward 5

DDOE Twitter Feed

Tweets

DC Dept. of Environ. @DDOE\_DC 28 Aug

@timkrepp @... let me check into this report back with a AP.

@DDOE\_DC 28 Aug

Tweet to @DDOE\_DC

Callout D (optional)

Agency Information

District Department of the Environment



Office Hours Monday to Friday, 9 am to 5 pm

Connect With Us 1200 First Street NE Phone: (202) 535-2681 Fax: (202) 535-2881 TTY: (800) 855-1000 Email: ddoe@dc.gov

- Ask the Director
- Agency Performance
- Language Support
- Amharic (አማርኛ)
- Chinese (中文)
- French (Français)
- Korean (한국어)
- Spanish (Español)
- Vietnamese (Tiếng Việt)

Universal Callout DC.gov/Mayor's Office Use only

Grade Your Government



Provide feedback on DC agencies.

## VIEWS AND LISTING PAGES

List Type	Listing Pages
Events	<a href="http://dgs.dc.gov/events">http://dgs.dc.gov/events</a>
Events List	<a href="http://dgs.dc.gov/events-list">http://dgs.dc.gov/events-list</a>
Solicitations Deadline	<a href="http://dgs.dc.gov/solicitations-deadline">http://dgs.dc.gov/solicitations-deadline</a>
Calendar (Listed By Month)	<a href="http://calendar.dc.gov/calendar/month">http://calendar.dc.gov/calendar/month</a>
Calendar (Listed By Week)	<a href="http://calendar.dc.gov/calendar/week">http://calendar.dc.gov/calendar/week</a>
Calendar (Listed By Day)	<a href="http://calendar.dc.gov/calendar/day">http://calendar.dc.gov/calendar/day</a>
Calendar (Listed By Year)	<a href="http://calendar.dc.gov/calendar/year">http://calendar.dc.gov/calendar/year</a>
Biographies	<a href="http://osse.dc.gov/biographies">http://osse.dc.gov/biographies</a>
Services	<a href="http://osse.dc.gov/services">http://osse.dc.gov/services</a>
Agencies	<a href="http://osse.dc.gov/agencies">http://osse.dc.gov/agencies</a>
Publications	<a href="http://dgs.dc.gov/publications">http://dgs.dc.gov/publications</a>
Publications List	<a href="http://dgs.dc.gov/publications-list">http://dgs.dc.gov/publications-list</a>
Multimedia	<a href="http://osse.dc.gov/resources/multimedia">http://osse.dc.gov/resources/multimedia</a>
News Room	<a href="http://dgs.dc.gov/newsroom">http://dgs.dc.gov/newsroom</a>
In the News	<a href="http://dgs.dc.gov/newsroom/in_the_news">http://dgs.dc.gov/newsroom/in_the_news</a>
Directory	<a href="http://dc.gov/directory">http://dc.gov/directory</a>

### Drupal Naming Conventions

Drupal creates “friendly” URLs based on the names you give to files and content titles. Use only letters, numbers, hyphens and underscores when naming content and files. Characters, such as ampersand (&), and em-dash ( – ), parentheses, slashes, and quotation marks must be avoided. Pay particular attention to your publications.

### HOW TO NAME NODES

Node/Page titles should be succinct and meaningful:

- Keep it short
- Make the title unique so that it could not be confused with other nodes. For example, qualify a title Titles

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## QUICK STYLE NOTES

- Citywide, email and website are all one word.
- Mayor is always capitalized when referring to the DC Mayor.
- Use DC, not D.C. US not U.S.
- Time formatting - Always use am/pm, not a.m./p.m. or AM/PM. Shorten times that are on the hour.  
Correct: 7:30 am; 8 pm  
Incorrect: 7:30 AM; 8:00 p.m.
- Do not use serial commas.  
Correct: The shirt was red, blue, green and yellow.  
Incorrect: The shirt was red, blue, green, and yellow.
- Punctuation - Always use one space after punctuation.
- Dates - Months should not be abbreviated. Do not use 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>.  
Correct: January 1, 2013.  
Incorrect: Jan. 1, 2013; Jan 1<sup>st</sup>, 2013.
- Phone Numbers - Put the area code in parentheses and use a hyphen between the number. When displaying phone numbers that include words (“vanity” phone numbers like 1(800)-NOCRIME, include the actual numbers.e.g. 1(800) 662-7463  
Correct: (202) 123-4567; 1(800) 123-4567  
Incorrect: 202.123.4567; 202-123-4567
- “Click here” or “Learn more” should be replaced with language that is more descriptive: visit, select, view a list of...
- Addresses - Road names are never abbreviated; no periods in the quadrant  
Correct: 123 Vermont Avenue, NW
- “Percent” is spelled out. Do not use the symbol (%).
- For Press Releases, Subheads should be written in sentence case, not title.
- District government: big D, little g, and federal is lowercase
- Email addresses can be exposed, but longer, more complicated URLs should be hidden behind text.

## DC.GOV WEB STYLE GUIDE

<http://octo.dc.gov/DC/OCTO/Agency+Support/IT+Standards/DC+Government+Web+Style+Guide>

Or on the octo intranet at: <http://octo.in.dc.gov/page/website-services>, <http://octo.in.dc.gov/node/164729>

For more information or to register for the Writing for the Web course, please reach out to the Web Maintenance Team at [mainteditor@dc.gov](mailto:mainteditor@dc.gov).



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## Handling Publications in Drupal

The **Publication** content type is used for publications of all types of documents: PDF, Word, Excel, and PowerPoint. Publications can be stored as publication nodes or attachments.

Publication types:

**The preferred way to handle publications in Drupal is to create a Publication node.** There are several benefits to this approach:

- Each node has metadata for the document that enhances search capabilities
- One Publication node can be referenced (as related content) from multiple nodes
- Publication node appears as separate node in Resources and Search results
- All Publication nodes will appear on the Publications list page for an Agency
- Unlimited number can be entered as Publication Nodes and shown in the list
- Lists can be filtered to display certain types or sets of publications.

The exception to this rule is for simple attachments to a single node, such as attaching a document to a Press Release. Though acceptable in this case, note that there are limitations to this approach:

- File will not be included in the Publications Listing
- Cannot be referenced (as Related Content) from other nodes
- Tied to a node, like a Press Release, so the file does NOT have its own metadata, except for Title and Description but these are part of the parent node
- Content of file can be searchable but will always be shown associated to the parent node, say a Press Release
- Limited number of uploaded files (10) can be attached to a parent node.
- File would need to be uploaded multiple times to be attached to multiple nodes.

On those occasions where clicking on a Publication title will open the actual PDF or other document, and not the Publication Node, please use the following standards:

- [Document Name](#) [PDF]

Same document in multiple formats: **multiple attachments are in a single publication node**

- [Document Name](#) [PDF] [DOC] [XLS] [PPT]

Same document in multiple languages: **multiple attachments are in a single publication node**; append “– Language” to the each non-English version of the attachment to differentiate it from the English version.

- [Document Name](#) [English] [En Español]

### **A Word About Newsletters:**

Please note that Newsletters are considered **Release** content type and NOT Publications.

Since these are supposedly ‘released’ as documents, emails, or web pages on a scheduled basis, they are best handled in the News Room. You can also link directly to them from your content.



## EXTERNAL LINKS

[Need to reference a document of 'common' external links] – consider access to create external links by only the web team to avoid duplicate content

Node that can use both “External Links” and “External Link NODES”

The main purpose of External Link nodes is to capture meta data about the external link that will facilitate searching and being referenced from more than one node. Therefore, the external Link content type should be used in limited circumstances to point to external URLs (links) to:

- **External news sources** [“In the News” type] – that is for external articles about an Agency, program, etc. Some agencies want to collect and highlight those on their site. If they add them as External Links of that type, we will be able to give them a list (query the CMS) of the news articles to display on their site.
- **Web Applications** – DC.gov or Agency applications, forms, searchable databases etc.
- **Content in other DC.gov sites**
- **Content for Vendors and other entities that partner with DC.gov or your Agency**

External Link nodes are commonly used to create links to pages that will be reused many times by one site or by many sites; FOIA pages, Social Media links, Map and Application links or Agency Performance (Track DC) links should be put into a node. That way if the URL changes, the ONLY place you would have to update it would be in the node itself, and not EVERYWHERE IT IS USED.

Where NOT to use External Link nodes:

- **internal pages of an application that require the user to login (only the main application link is an external link type and then it is reused)** – eg. Job announcements within eRecruit. Agencies should add job listings as a Release Content Type, (Job Announcement), we will be able to give them a list (query the CMS) of the jobs to display on their site (homepage /newsroom and DC.gov portal).
- **if the link is only temporary to an external website and is only used by the one agency**
- **one-off links to external sites and then linked to from tables in a page**

The OCTO web team are responsible for maintaining the list of External Link redirects to ensure duplication does not occur and also to provide allocation/assignment of popular reusable links to other agency sites.

- Assigning the Source as ‘Use active domain’ will allow a link to be reused by another agency and also allow the display to render for that specific agency’s site design and menu.
- Note, too, that Non-DC.gov websites should open in a new window. All links should be given Advisory Titles. To do this, use the “Target” and “Advanced” tabs respectively.



## EXTERNAL LINK TYPES

Select the single best description of the External Link by selecting the appropriate radio button.

In the News	- links to external news items relevant for the agency
Social Media URL	- links to social networking sites, Facebook, Twitter, Blogs, etc
Online Service	- links to web applications that provide transaction services via the web (including responsive mobile website applications)
Open Text Link	- links to Vignette CMS content, currently being migrated to Drupal
Related Website URL	- links to external websites (not dc.gov domains)
DC.gov Website URL	- links to DC.gov websites (dc.gov domains)
DC Mobile Apps	- links to App store (IOS, Android) and Other hybrid/native DC mobile apps

For Online Services and DC Mobile Apps External Links, ensure the following is completed:

- meaningful but short details are provided in the description field
- an appropriate taxonomy topic icon is added

## RELATED LINKS

Related links are used to reference content that is not **of** the node, but are related in some way **to** the node. Related content may be external links or publications. Related links must not be used for links inside the body of a node (like “anchor” tags) and should not repeat links that are listed in the left navigation to that node.

Examples:

- On a page about a registration process, a related link may be to the fees related to that process in another section of the site.
- On a page describing an application, a related link may be to regulations that apply to that application in another section of the site.
- On a page that describes an Agency initiative (“Going Green” for example) a related link may be to information that another agency may have that is related to that initiative.

## ACCESSIBILITY STANDARDS

### SECTION 508 COMPLIANCE

All DC.Gov websites must meet accessibility and compliance standards.

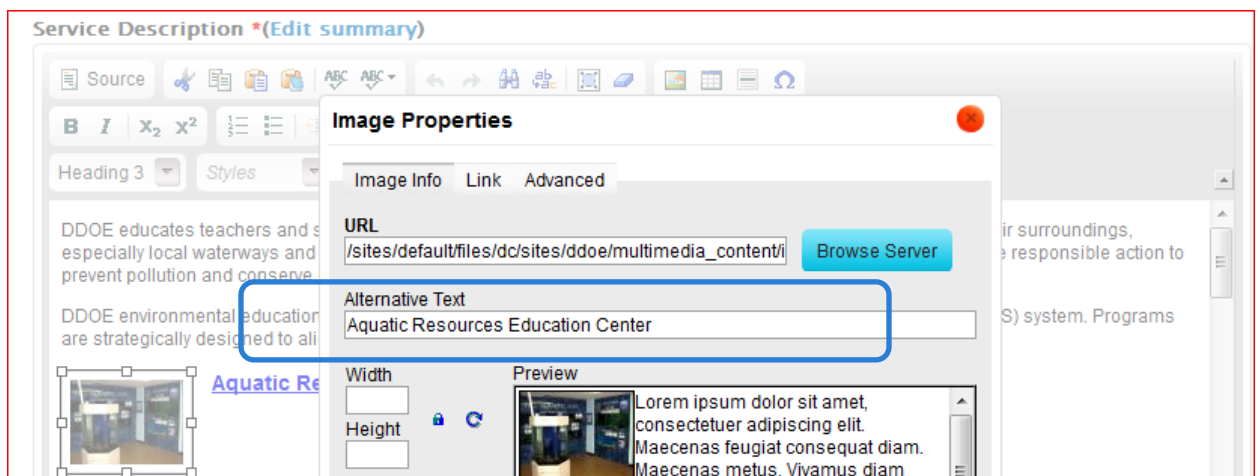
OCTO, with its partnership with the District's Office of Disability Rights (ODR), is authorized to make any changes necessary to templates and workflow to meet Section 508 compliance. These changes are not limited to look and feel, but can include updates such as changes to colors, background colors, font type, file formats and page layout.

Ensuring that all visitors can access the information on the DC.Gov web portal requires only a little extra effort on the part of developers, content creators and editors as they ready text and graphics and develop dynamic applications.

At a *minimum*, all web pages and online applications must meet the criteria described below to be compliant with Section 508 of the Rehabilitation Act of 1998. See <http://www.access-board.gov/sec508/guide/1194.22.htm> for details:

#### 1. A text equivalent for every non-text element shall be provided

- Every image, video file, audio file, plug-in, etc. has an *alt* tag.
- Complex graphics (graphs, charts, etc.) are accompanied by detailed text descriptions.
- The alt descriptions describe the objects.
- If an image is also used as a link, make sure the alt tag describes the graphic and the Advisory Title describes link destination.
- Decorative graphics with no other function or text elements may have **empty alt descriptions**. See the examples on the next page.



EXAMPLE OF IMAGE THAT SHOULD HAVE TEXT EQUIVALENT:



This image conveys information that is important to the audience. In this case the text in the image “Get Help With Your Utility Bills” is also the title of the box (right) that is displayed as text.

EXAMPLE OF IMAGE THAT DOES NOT NEED TEXT EQUIVALENT:



In this case, “Fairness, Dignity, Respect” is not conveying any real information and is conceptual or decorative in nature. If the user of this site cannot read the text (through a screen reader) they will not miss key information.

## 2. Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation

Multimedia files include **audio and video** presentations. Each of these types of files should have an alternative that is synchronized to the original presentation.

- Add captions to your video
- Add audio descriptions
- Create text transcript
- Create a link to the video rather than embedding it into web pages
- Add link to the media player download
- Add an additional link to the text transcript

### **Mayor's Order 2012-160 Regarding Captioning of Videos:**

Effective September 27, 2012, all new video content posted on DC.gov must use captioning (subtitles) that is complete, placed in same viewing area as the video, accurate, and timed with the

## 3. Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.

If you are using a graphic that has “hot-spots” for links (for example, you may have a graphic of the US and have area links for each state).

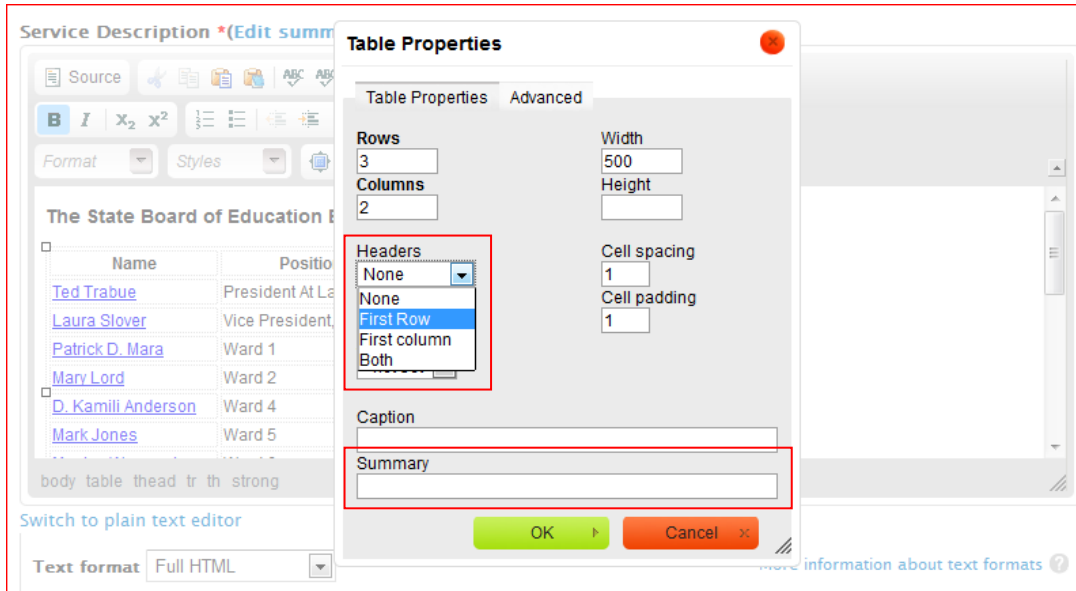
- Does the page provide alternative links to the Image Map?
- Do the <area> tags contain an *alt* attribute?
- 

## 4. When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.

- When form controls are text input fields use the LABEL element
- When text is not available use the title attribute
- Include any special instructions within field labels.
- Make sure that form fields are in a logical tab order.

**5. Row and column headers shall be identified for data tables.**

- Data tables have the column and/or row headers appropriately identified (Table Properties).
- Tables used strictly for layout purposes do NOT have header rows or columns. **Note: Avoid using tables strictly for layout purposes.**
- Include a description of the table in the **Summary** field of the *Table Properties*.



**6. Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.**

- Avoid complex tables that require such markup.

**7. Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.**

Because of the potentially serious nature of seizures, developers should be extra careful to avoid any graphics, animations, movies, or other objects which have strobing, flickering, or flashing effects. Developers should also avoid graphics which may induce nausea or dizziness.

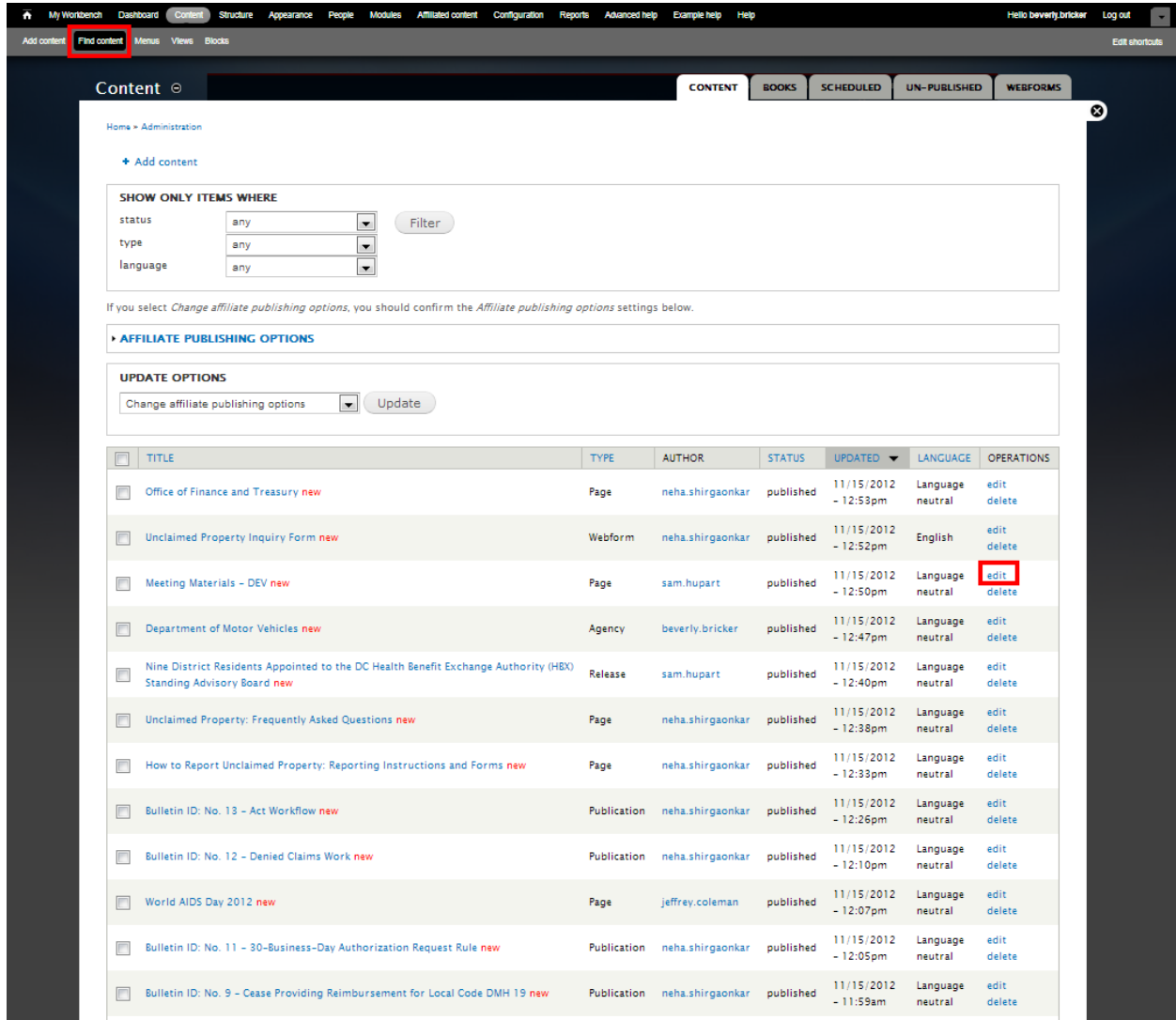
- Make sure the page does not contain repeatedly flashing images
- Check to make sure the page does not contain a strobe effect

**8. When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).**

- A link is provided to a disability-accessible page where the plug-in can be downloaded.
- All Java applets, scripts and plug-ins (including Acrobat PDF files and PowerPoint files, etc.) and the content within them are accessible to assistive technologies, or else an alternative means of accessing equivalent content is provided.

## WORKING WITH CONTENT IN DRUPAL

To edit existing content, you must first use the [Find content](#) tab in your toolbar to retrieve the content item you wish to edit, then select [Edit](#).

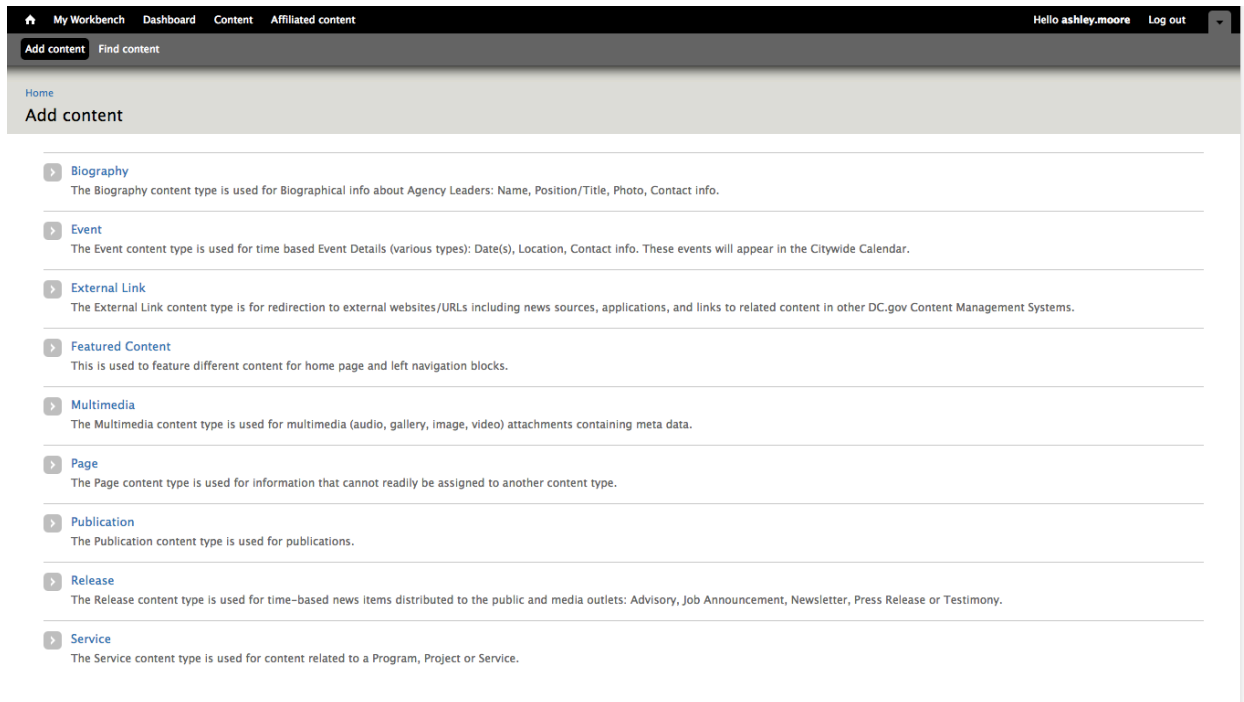


Selecting the [Title](#) of the page will take you to the page. Selecting [edit](#) will take you to the Drupal content entry form for that page.

## ADDING CONTENT

Adding content is as simple as selecting [Add content](#), and then selecting your [Content Type](#) from the Content Type menu. The most frequently used content types are Pages, Events, or Releases.

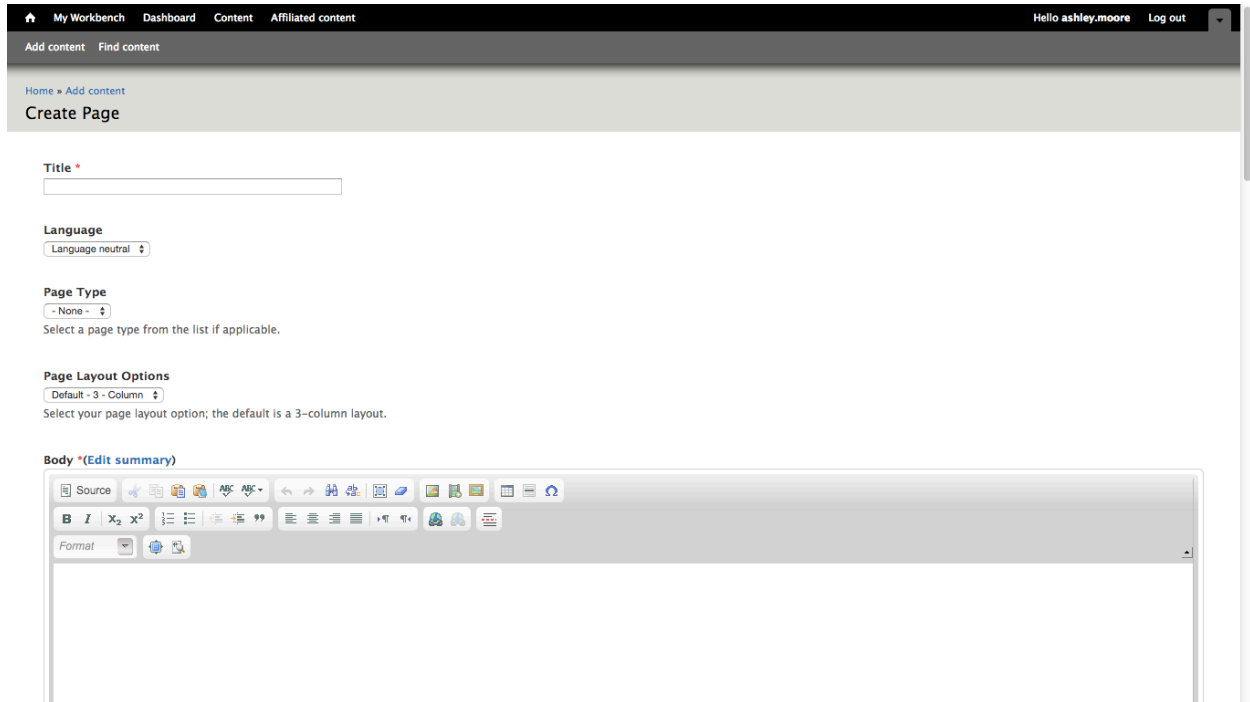
### ADD CONTENT



The screenshot shows the 'Add content' page in the DC.gov Drupal 7 CMS. The page has a dark navigation bar at the top with links for 'My Workbench', 'Dashboard', 'Content', and 'Affiliated content'. On the right side of the navigation bar, it says 'Hello ashley.moore' and 'Log out'. Below the navigation bar, there are two buttons: 'Add content' and 'Find content'. The main content area is titled 'Add content' and lists several content types, each with a description:

- Biography**: The Biography content type is used for Biographical info about Agency Leaders: Name, Position/Title, Photo, Contact info.
- Event**: The Event content type is used for time based Event Details (various types): Date(s), Location, Contact info. These events will appear in the Citywide Calendar.
- External Link**: The External Link content type is for redirection to external websites/URLs including news sources, applications, and links to related content in other DC.gov Content Management Systems.
- Featured Content**: This is used to feature different content for home page and left navigation blocks.
- Multimedia**: The Multimedia content type is used for multimedia (audio, gallery, image, video) attachments containing meta data.
- Page**: The Page content type is used for information that cannot readily be assigned to another content type.
- Publication**: The Publication content type is used for publications.
- Release**: The Release content type is used for time-based news items distributed to the public and media outlets: Advisory, Job Announcement, Newsletter, Press Release or Testimony.
- Service**: The Service content type is used for content related to a Program, Project or Service.

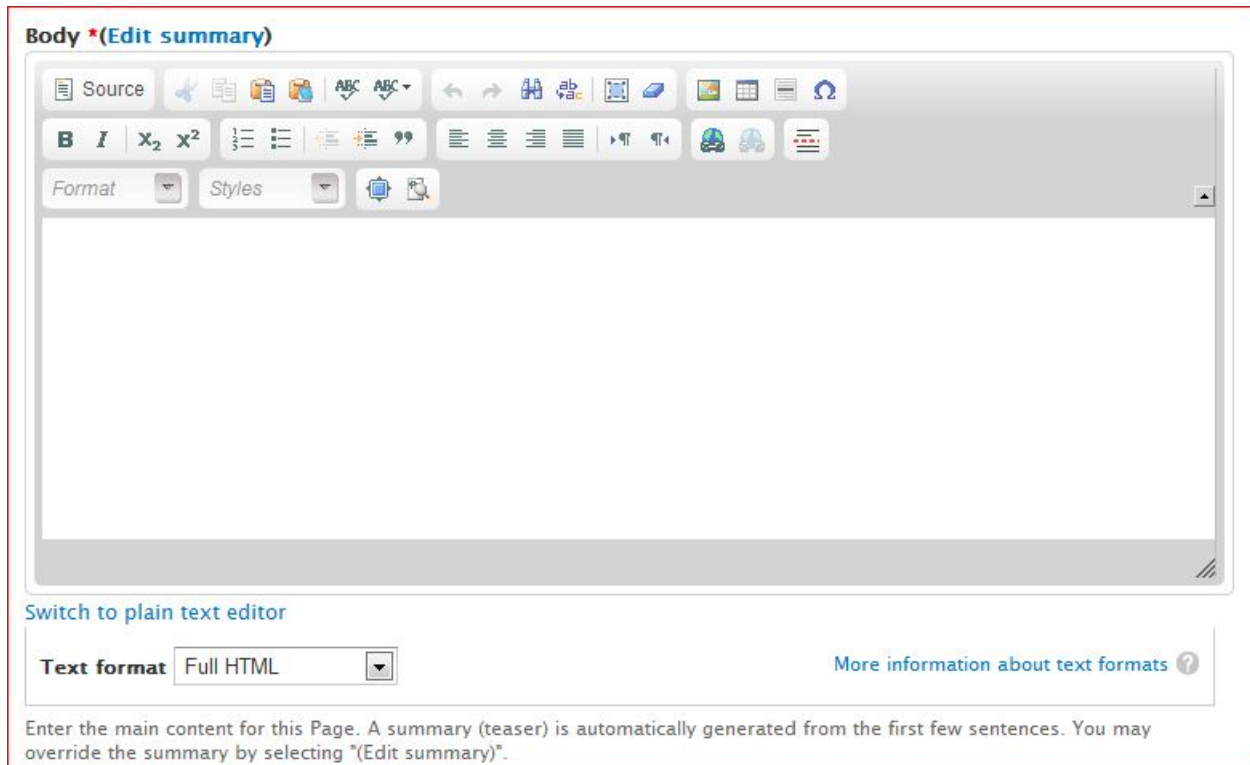
This is the content entry screen for the most commonly used [Page](#) content type.





## USING THE DRUPAL WYSIWYG EDITOR

The Drupal WYSIWYG Editor enables content authors with everything they need to produce web pages:







The screenshot shows the Drupal WYSIWYG editor interface. At the top, it says "Body \*(Edit summary)". Below this is a toolbar with various icons for editing text, including bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, and others. Below the toolbar is a large text area for entering content. At the bottom of the editor, there is a "Switch to plain text editor" link, a "Text format" dropdown menu set to "Full HTML", and a link for "More information about text formats". Below the editor, there is a paragraph of text: "Enter the main content for this Page. A summary (teaser) is automatically generated from the first few sentences. You may override the summary by selecting \*(Edit summary)\*".

The Editor is where you will enter the **Body** of the web page itself.



Function	Icon	Function
Source		Select this button to see the raw HTML code. <b>HTML Knowledge is required to edit in this mode</b> , so we do not recommend Agency Editors use.
Cut   Copy   Paste		
Paste as plain text		This is the <b>required option</b> for the cleanest code
Spell check   Spell check as you type		
Undo   Redo		Your friend in need
Find   Replace   Select all		
Remove formatting		Use to get rid of strange anomalies in display
Image formatting		Select image, then use to edit an image
Media embed		Embed media into the Body of a page
Media upload		Upload a media file
Table		
Horizontal Rule   Special Character		Insert an horizontal rule   Special character
Bold   Italic		Use sparingly; let the site's formatting rule
Subscript   Superscript		
Numbered List   Bulleted List		Insert/Remove Numbered   Bulleted List
Indent   Outdent		

Block Quote		
Alignment		Left   Center   Right   Justify Alignment
Link   Unlink		Set and unset links
Teaser break		Insert teaser break
Paragraph Format drop-down		
<ul style="list-style-type: none"> <li>• Heading 3</li> </ul>		Top level heading in the Body field. Use Heading 3 through Heading 6 as your hierarchy
<ul style="list-style-type: none"> <li>• Heading 4</li> </ul>		Second level heading in the Body field
<ul style="list-style-type: none"> <li>• Heading 5</li> </ul>		Third level heading in the Body field
<ul style="list-style-type: none"> <li>• Heading 6</li> </ul>		Fourth level heading in the Body field
Formatting Styles		Image formatting alignment

## TEXT FORMATTING GUIDELINES

It is important to follow the guidelines for editing content closely. Drupal is a content management system – not a content formatting system. For that reason, Editors should allow the styles of the CMS to prevail by following the general principles below:

1. **Paste as plain text or remove formatting** whenever possible. Pasting from Word often adds unnecessary markup/code that often overrides the portal-wide styles.
2. **Use Headings (level 3 – 6)** to organize your body text. Heading level 1 is reserved for the site identification (such as logo). Heading level 2 is reserved for the page title. Therefore, the top level heading for the Body is level 3.
3. **Never underline text.** Users instinctively expect it to be a link and will click on it.
4. **Never change the font.** The portal-wide styles help maintain a consistent look & feel.
5. **Never change the font color.** The portal-wide styles help maintain a consistent look & feel.
6. **Avoid italics;** it can be hard to read at smaller font sizes.
7. **Use the WYSIWYG bullets,** do not copy bullets from existing text.
8. **Never use tables for layout. Never.**
  - a. **Do not use tables to align images and text.**
  - b. Only use tables for tabular data.

<b>Year</b>	<b>Less than a high school diploma</b>	<b>High school graduates, no college</b>	<b>Some college or associate degree</b>	<b>Bachelor's degree and higher</b>
1992	11,843,000	35,305,000	25,526,000	27,273,000
1993	11,201,000	35,395,000	26,903,000	28,115,000
1994	11,053,000	35,135,000	28,696,000	29,257,000
1995	10,945,000	34,999,000	29,681,000	30,412,000
1996	11,317,000	35,300,000	29,994,000	31,459,000
1997	11,546,000	36,163,000	30,321,000	32,488,000
1998	11,673,000	35,976,000	30,477,000	33,730,000
1999	11,294,000	36,017,000	31,209,000	34,905,000
2000	11,692,000	36,452,000	32,308,000	36,020,000
2001	11,669,000	36,078,000	32,586,000	36,514,000
2002	11,535,000	35,779,000	32,094,000	37,395,000
2003	11,537,000	35,857,000	32,420,000	38,570,000
2004	11,408,000	35,944,000	32,977,000	39,293,000
2005	11,712,000	36,398,000	33,625,000	40,225,000
2006	11,892,000	36,702,000	34,143,000	41,649,000
2007	11,521,000	36,857,000	34,612,000	43,182,000
2008	11,073,000	36,097,000	35,040,000	43,951,000
2009	10,371,000	34,487,000	33,888,000	43,531,000
2010	10,115,000	34,293,000	33,747,000	43,832,000

## CREATING TABLES

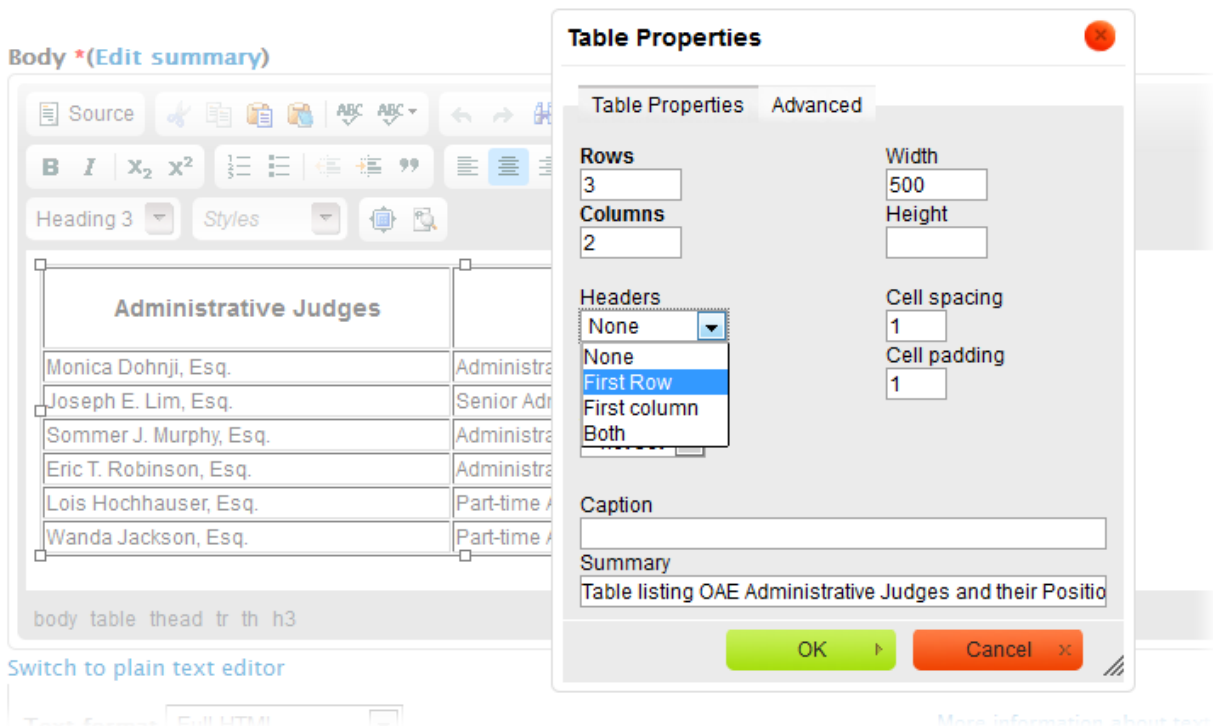
Tables should never be used to lay out a page. There are, however, cases where you need to represent data in tabular format. The most effective way to create tables in Drupal is to use the Table icon in the Editor.



Once you have set up the rows and columns of your table, copy each cell from the Word template and paste it as plain text into the corresponding cell of the editor. This table will automatically pick up the formatting of the CMS, so there is no need for you to format the table contents (bold, color, font, etc.).

## SETTING COLUMN AND ROW HEADERS

Setting may to control the display.



1. Select the **Table** icon to display the *Table Properties* dialog box
2. Select the **Headers** drop-down, then *First Row*, *First Column*, or *Both* as needed
3. Use the **Caption** field ONLY to cite source, add footnotes, or other notes.
4. Use the regular H3 or H2 header tag to introduce or title the table.

- To expand a column to avoid text wrapping, right click on the header cell of that column, select cell properties and adjust the column width as needed.

#### MAKING TABLES ACCESSIBLE

- Enter a Summary describing in detail what the table is displaying.
- Use “First Row” headers

#### WORKING WITH IMAGES

##### DRUPAL IMAGE STYLE REFERENCE

Provide the best (highest resolution) image possible that fits the aspect ratio. The CMS will automatically resize and optimize the image to fit the dimensions below. The same image can be resized to fit several types, but you are encouraged to provide separate original images with the exact aspect ratio.

##### DESKTOP

Image Style	Width	Height	Aspect Ratio	Image Usage
Thumbnail	75	56	4:3	Listing pages like “Services” that display a thumbnail with each row, Biography thumbnail
Medium	206	155	4:3	Agency Logo, Details Page Lead Image, Biography Lead Image, Landing/Listing Feature Graphic
Large	418	268	14:9	Large image size for the photo gallery view when you click a gallery thumbnail
Agency Home Featured Slider	614	325	17:9	Homepage featured slider image for the right caption. Width of Photo Gallery large image.
Agency Home Featured Banner	938	325	26:9	Home page featured banner that spreads the width of the home page. Can be for the bottom caption slider or a single graphic
Featured Content Home Boxes A & B	275	150	4.3	Home page blocks (A & B) Use 150 height to make room for caption
Featured Content Interior Graphic	200	150	4:3	Interior right column blocks (1, 2, 3, and 4)
Agency Logo	200	150	4:3	Use in Agency Box

##### TABLET

Image Style	Width	Height	Aspect Ratio	Image Usage
Thumbnail	75	56	4:3	Listing pages like “Services” that display a thumbnail with each row, Biography thumbnail
Medium	206	155	4:3	Agency Logo, Details Page Lead Image, Biography Lead Image, Landing/Listing Feature Graphic



Large	418	268	14:9	Large image size for the photo gallery view when you click a gallery thumbnail
Agency Home Featured Slider	614	325	17:9	Homepage featured slider image for the right caption. Width of Photo Gallery large image.
Featured Content Home Boxes A & B	275	206 or 150	4:3	Home page blocks (A & B) Use 150 height to make room for caption
Featured Content Interior Graphic	200	150	4:3	Interior right column blocks (1, 2, 3, and 4)
Agency Logo	200	150	4:3	Use in Agency Box

MOBILE

Image Style	Width	Height	Aspect Ratio	Image Usage
Thumbnail	75	56	4:3	Listing pages like “Services” that display a thumbnail with each row, Biography thumbnail
Medium	206	155	4:3	Agency Logo, Details Page Lead Image, Biography Lead Image, Landing/Listing Feature Graphic
Large	418	268	14:9	Large image size for the photo gallery view when you click a gallery thumbnail
Agency Home Featured Slider	614	325	17:9	Homepage featured slider image for the right caption. Width of Photo Gallery large image.
Featured Content Home Boxes A & B	275	206 or 150	4:3	Home page blocks (A & B) Use 150 height to make room for caption
Featured Content Interior Graphic	200	150	4:3	Interior right column blocks (1, 2, 3, and 4)
Agency Logo	200	150	4:3	Use in Agency Box

DC.GOV PORTAL HOMEPAGE

Image Style	Width	Height	Aspect Ratio	Image Usage
DC.Gov Home Featured Slider	316	167	17:9	Homepage featured slider image for the right caption. Width of Photo Gallery large image.

## ADDING IMAGES TO NODES

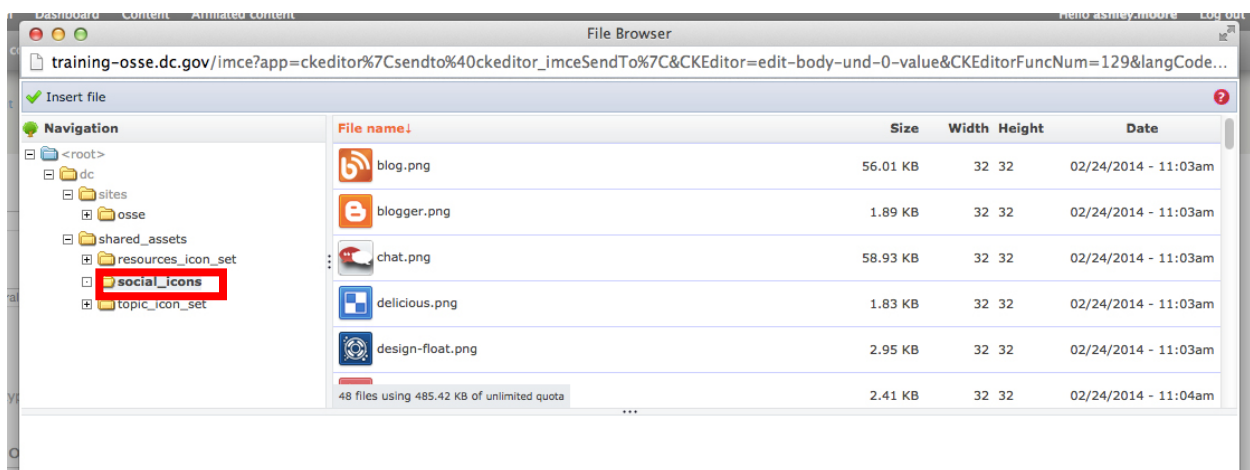


## LEAD IMAGES

Lead images are uploaded directly from your hard drive. There is not a caption option for images, so we recommend using clear, self-explanatory images. Image size for lead images is: 206x155. Lead images are resized by the system to be used as thumbnails for Service Listing pages.

## ICON IMAGES

1. Use Resources and Social Media icons from the “shared\_assets” directory under “dc”





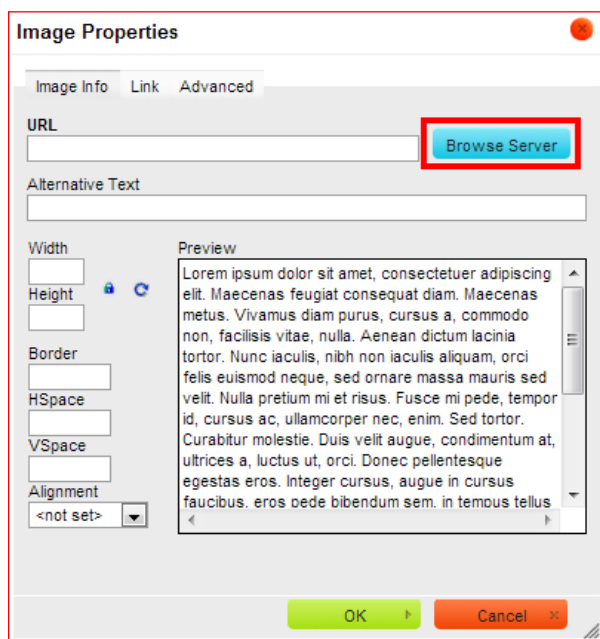
## EMBEDDED IMAGES

You can also embed images into the page body. These images are uploaded using the Drupal File Browser.

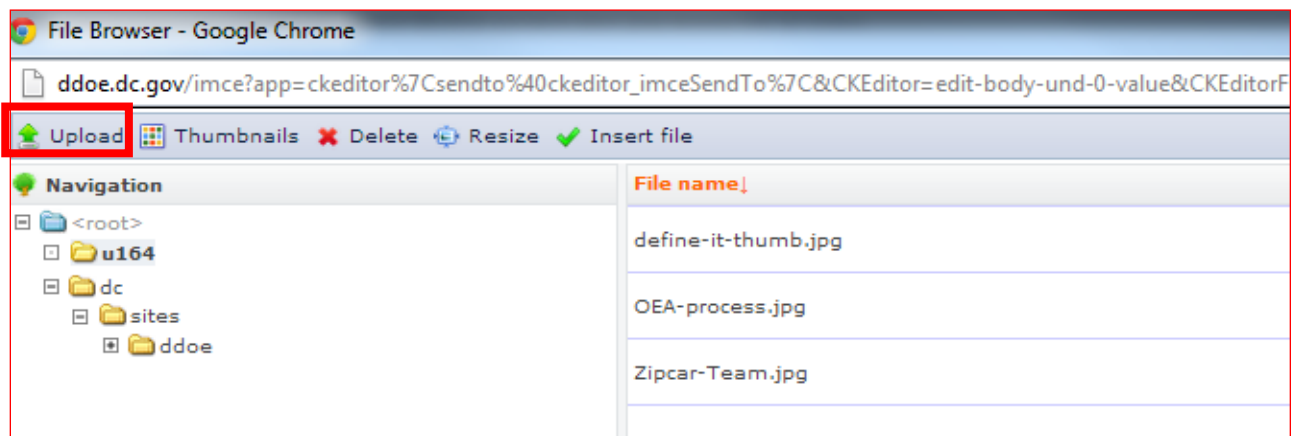
- Using the Drupal WYSIWYG, select the “image” icon.



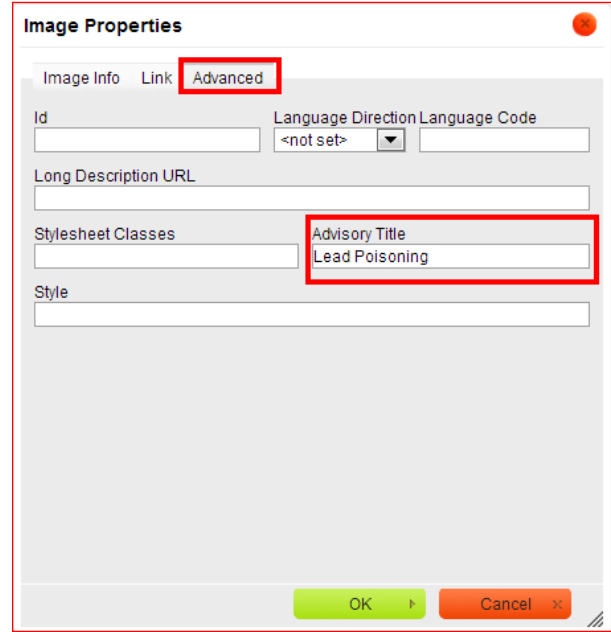
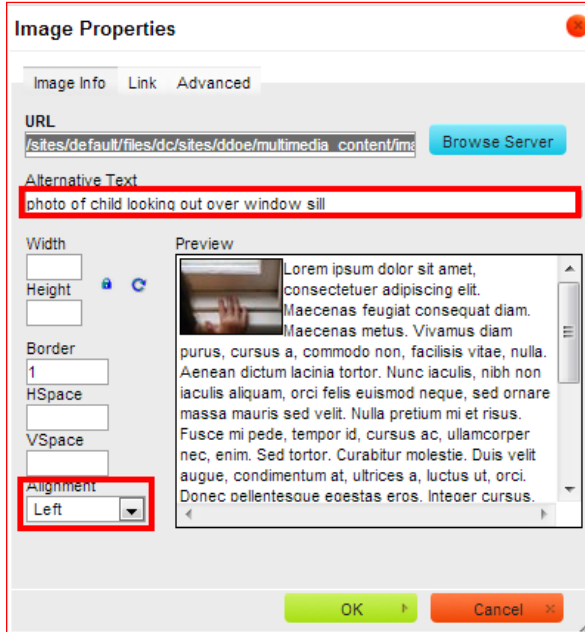
- Select “Browse Server” to see a list of images that are in your Agency image library.



- If the image is new, you will need to upload it into the directory



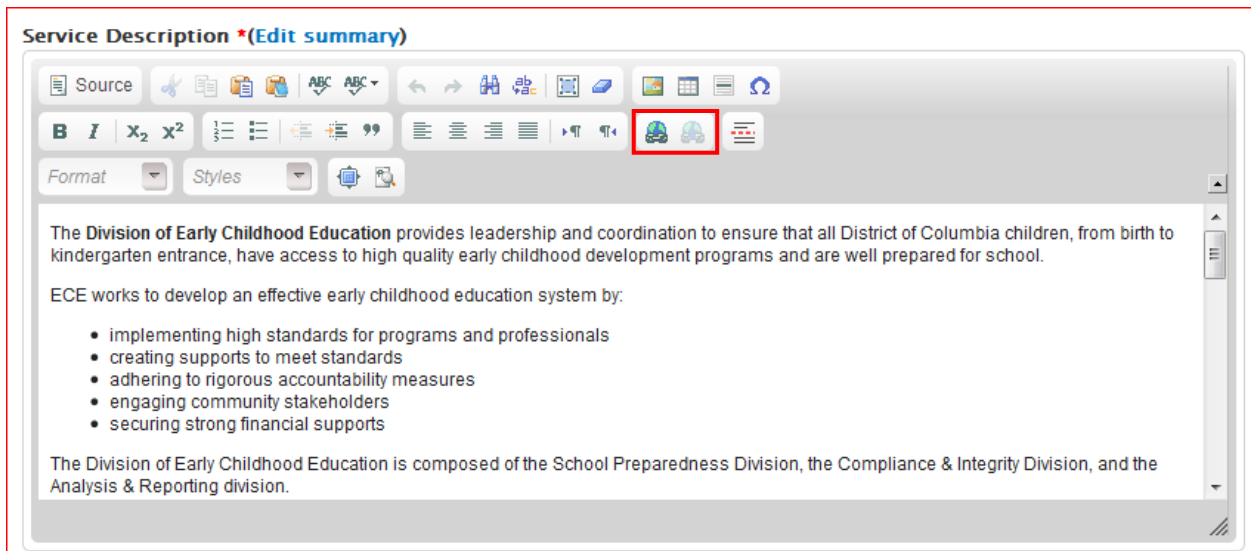
5. Make sure you add alt text and align the image as needed. The Drupal stylesheet will add a thin gray border to your image automatically.



6. Add any captions or description necessary to ensure that those using screen readers will understand what is being displayed.
7. If the image is a link, select the “Advanced” tab and add an **Advisory Title** tag that describes the destination of the link.

[Add helpful hints for image naming conventions]

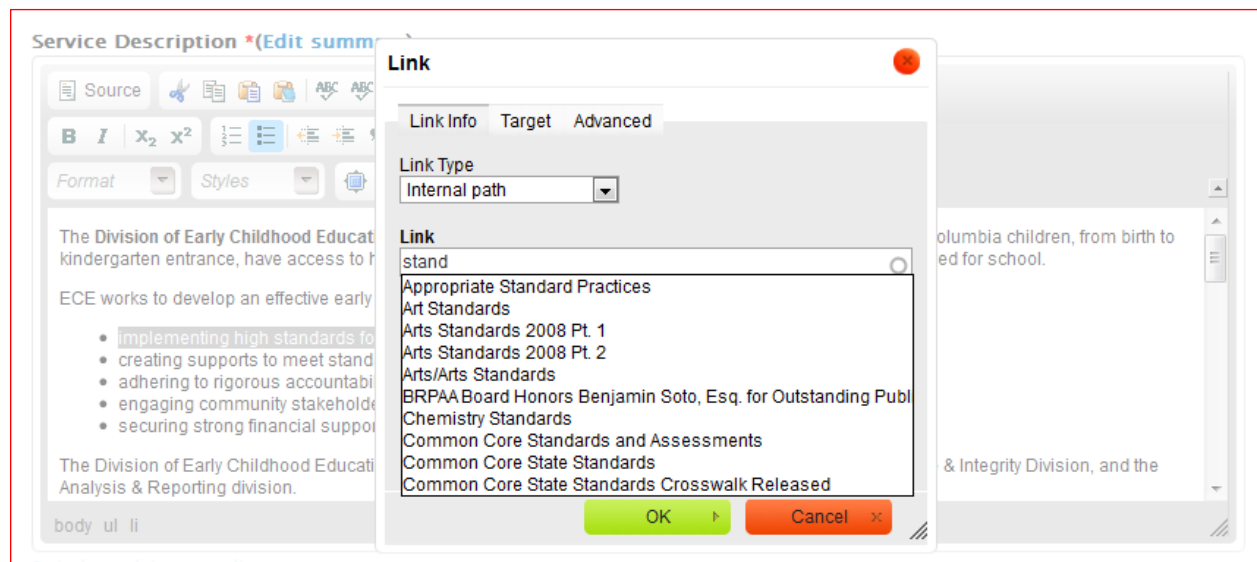
## MANAGING LINKS



### LINKING TO ANOTHER NODE ON YOUR SITE (INTERNAL PATH)

1. Highlight the text that you wish to create a link to
2. Select the **Link** button in the Editor toolbar; the **Link** dialog box will display

[Add Helpful Tips to how to add user-friendly URLs]

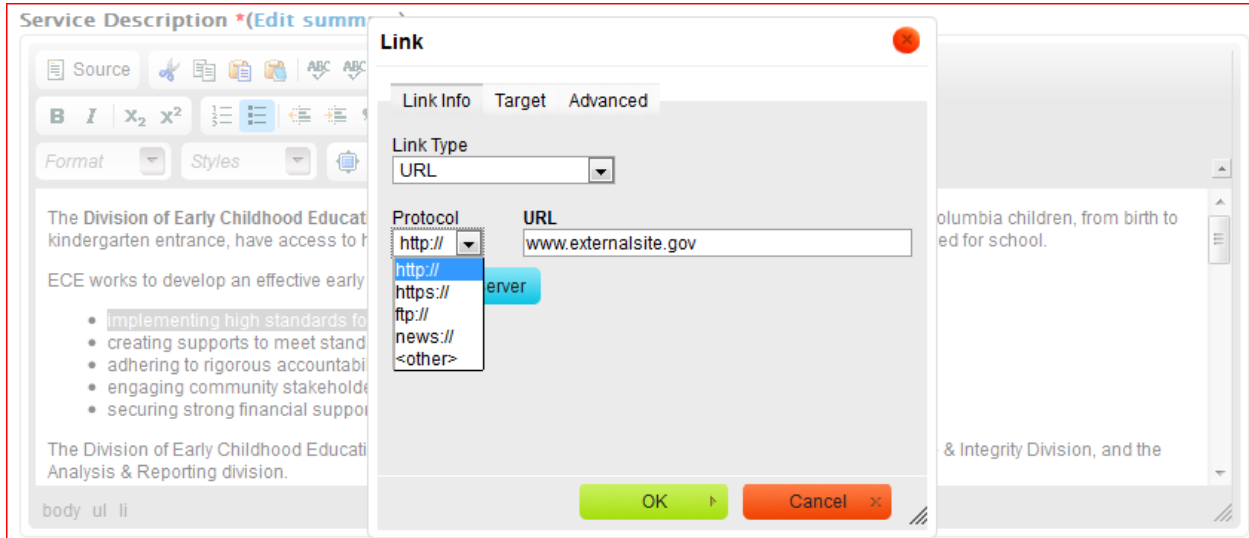


3. The **Link Info** tab is displayed by default; the **Link Type** is set to **Internal path** by default
4. Start typing the title (or other unique word) of the node you wish to link to; the system will search and display your node
5. Select the node and select OK to complete the link

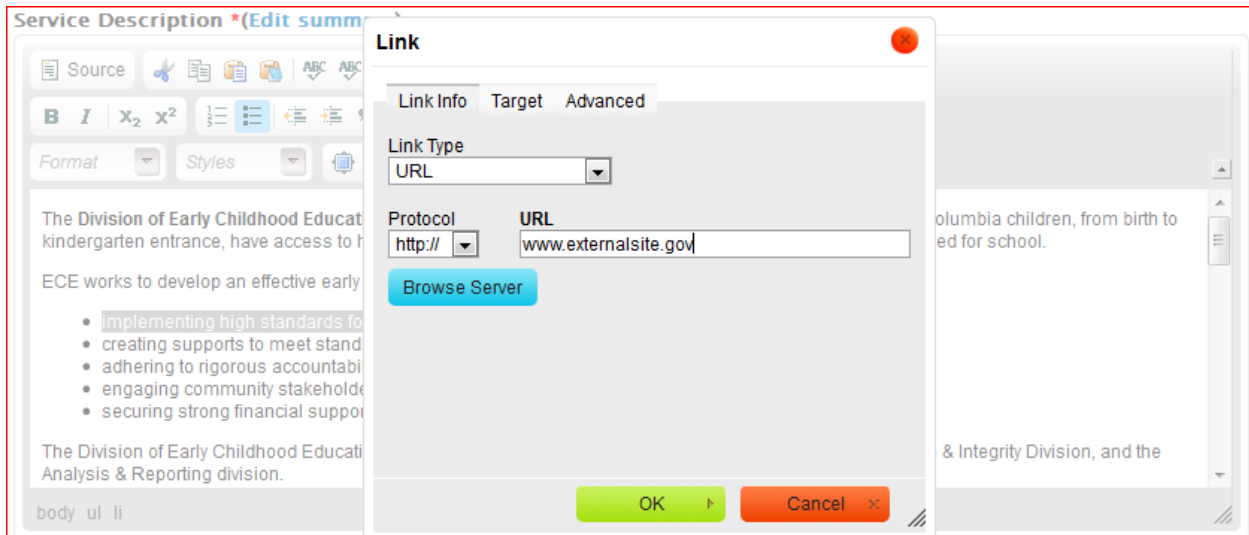
NOTE that Web Forms in Drupal must be linked as if they were a URL link and not an internal path.  
See next section.

## LINKING TO AN EXTERNAL URL

1. Highlight the text that you wish to create a link to
2. Select the **Link** button in the Editor toolbar; the **Link** dialog box will display
3. Select **URL** from the Link Type drop-down; the Protocol drop-down and URL entry field will displayed

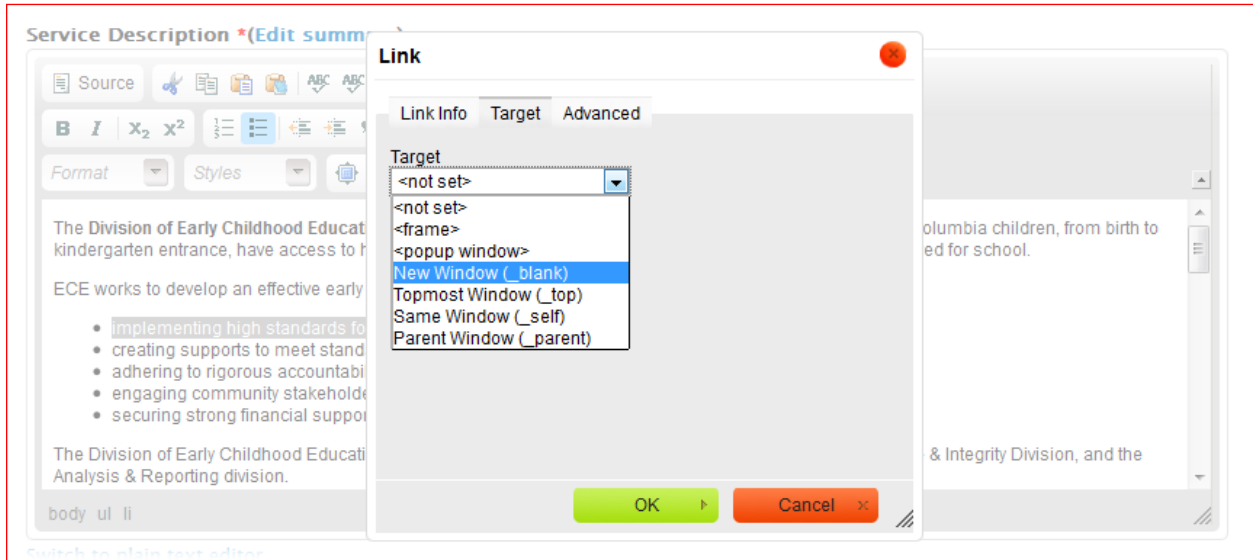


4. Select the Protocol (in this case, "<http://>")

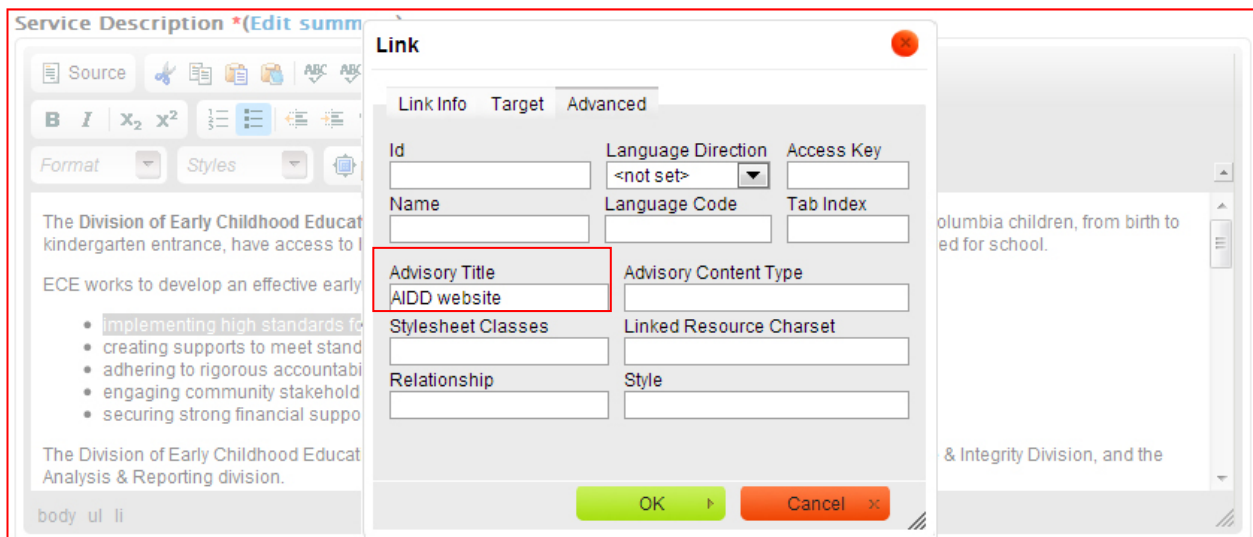


5. Enter the **URL** you wish to link to

6. Select the **Target** tab; then “New Window (\_blank)” from the Target drop-down to open the external link in a new window. (Note: Links to other DC.gov sites need not open in a new window)



7. Add an **Advisory Title** that describes to the user where the link will take them.



8. Select **OK**

## MANAGING CONTENT

Content in Drupal is managed based on content types that serve a specific purpose and contains the fields to meet that meet that purpose.

**Agency:** The Agency content type is used for main agency information such as name, address and office hours. The Agency's social media sites are also identified here with links.

**Biography:** Used for Biographical info about Agency Directors, Board members or other leaders: Name, Position/Title, Photo, Contact info.

**Event:** Used for time based Event Details (various types): Date(s), Location, Contact info. These Events will appear in the Citywide Calendar at <http://calendar.dc.gov>.

**External Link:** For redirection to external websites/URLs including news sources, applications, and links to related content in other DC.gov Content Management Systems.

**Featured Content:** Used to feature different content for home page and right sidebar blocks.

**Multimedia:** Used for multimedia (audio, gallery, image, video) attachments containing meta data.

**Page:** Used for information that cannot readily be assigned to another content type.

**Publication:** Used for documents, reports, and other publications in PDF, Word, or Excel format. Content of this type will be displayed by a Publications Listing layout.

**Release:** Used for time-based news items distributed to the public and media outlets: Advisory, Job Announcement, Newsletter, Press Release or Testimony.

**Service:** Used for content that is a basic transaction where the District Government delivers something of value or benefit to the public. On the DC.Gov portal, content identified as a Service needs to clearly describe the action that the end user can engage in to be the recipient of this benefit. Content identified as Services will be listed on the Service Listing page.

**Book Page:** The Book module is used when you have a "collection" of page content that belongs together and you want to have a sub-menu to access the pages.

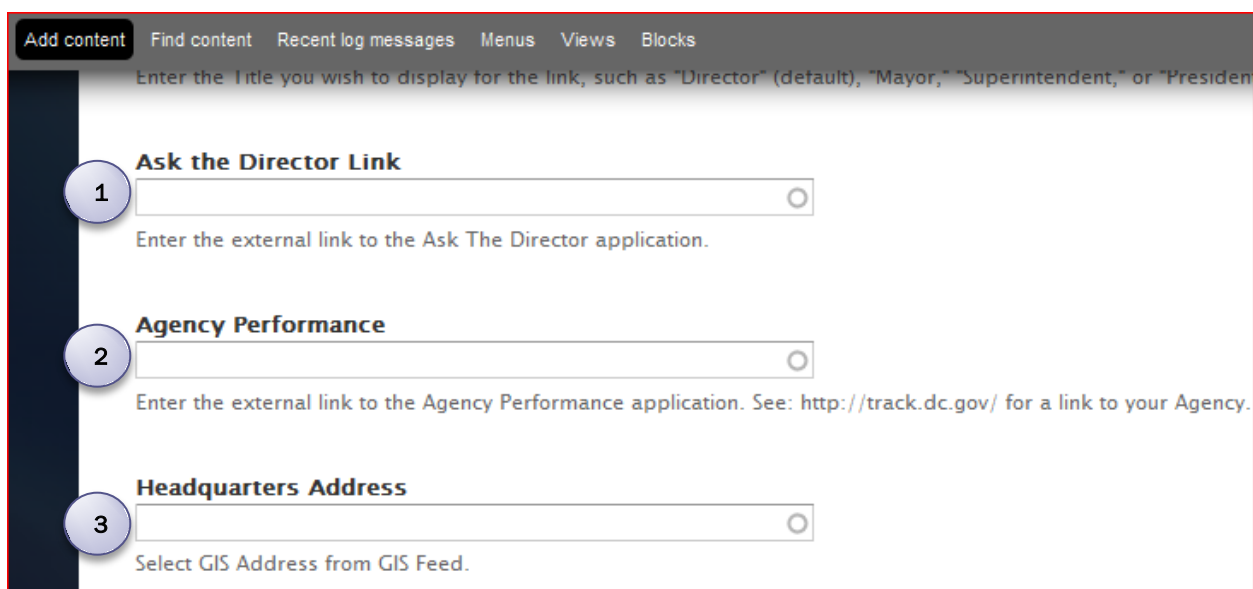
**Web Form:** Web forms are used to for simple forms (those not tied to databases) to collect data. Data can be emailed to Agency contact or that contact can be given limited access to form data within Drupal. Currently, *only OCTO Web Maintenance Editors* have the ability to build Web Forms.

## MANAGING AGENCY CONTENT

There should be one Agency content item. This information will populate the Agency block on the Homepage and Interior sidebars.

Before you create Agency content, you will need to create the following content items:

1. External Link node for [Ask the Director](#)
2. External Link node for [Agency Performance](#)
3. [Grade.dc.gov](#)
4. External Link node for [Headquarters Address](#)
5. Biography node(s) for [Agency Leader\(s\)](#)



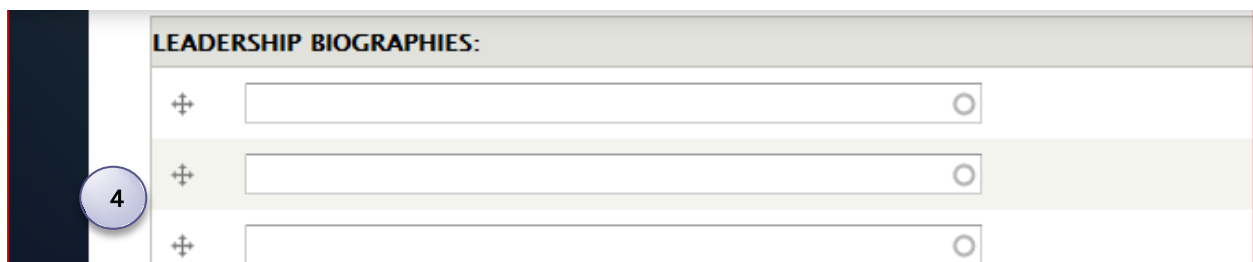
**Add content** Find content Recent log messages Menus Views Blocks

Enter the Title you wish to display for the link, such as "Director" (default), "Mayor," "Superintendent," or "President"

**1** **Ask the Director Link**  
  
Enter the external link to the Ask The Director application.

**2** **Agency Performance**  
  
Enter the external link to the Agency Performance application. See: <http://track.dc.gov/> for a link to your Agency.

**3** **Headquarters Address**  
  
Select GIS Address from GIS Feed.



**LEADERSHIP BIOGRAPHIES:**

**4**



In addition, you will enter the Agency's FOIA information on the Agency Content type form. This will generate a Districtwide FOIA page with the Agency Information.

**FOIA Contact**  
  
Enter FOIA contact person.

**FOIA Contact Address**

**FOIA Office Hours**  
  
Enter FOIA Contact Office Hours; Format: Monday to Friday, 8 am to 5 pm.

**FOIA Contact Suite #**  
  
Enter FOIA Contact Suite # if applicable.

**FOIA Contact Email**  
  
Enter FOIA Contact Email Address.

**FOIA Contact Phone**  
  
Enter FOIA Contact Phone; Format: (202) 123-4567.

## AGENCY CONTENT DISPLAY

**AGENCY LOGO**  
Browse and upload a full-size agency logo. The image will be automatically resized to fit the logo dimensions (206

**FILE INFORMATION**

OSSE Agency Logo.png (29.97 KB)

**Alternate text**  
Office of the State Superintendent of Education  
This text will be used by screen readers, search engines, or when the image cannot be loaded.

**Title**  
Office of the State Superintendent of Education  
The title is used as a tool tip when the user hovers the mouse over the image.

**Title for Ask The Director Form**  
Superintendent  
Enter the Title you wish to display for the link, such as "Director" (default), "Mayor," "Superintendent," or "President."


**Ask the Director Link**  
Ask the Superintendent [nid:2059]  
Enter the external link node to the Ask The Director application.

**Agency Performance**  
Agency Performance - OSSE [nid:2004]  
Enter the external link node to the Agency Performance application. See: <http://track.dc.gov/> for a link to your Agency.

**Grade.DC.Gov**  
Enter the external link node to the Agency Grade application. See: <http://grade.dc.gov/> for a link to your Agency.


**Headquarters Address**  
Education, Office of the State Superintendent of [nid:386]  
Start typing the address and then select the GIS address from the auto generated GIS feed.

**Office of the State Superintendent of Education**




**Office Hours**  
Monday to Friday, 8:30 am to 5:00 pm

**Connect With Us**  
810 1st Street NE, 9th Floor,  
Washington, DC 20002  
Phone: (202) 727-6436  
TTY: 711  
Email: [osse@dc.gov](mailto:osse@dc.gov)

  
[Ask the Superintendent](#)  
[Agency Performance](#)


**Jesús Aguirre**  
State Superintendent of Education

**Office of the State Superintendent of Education**

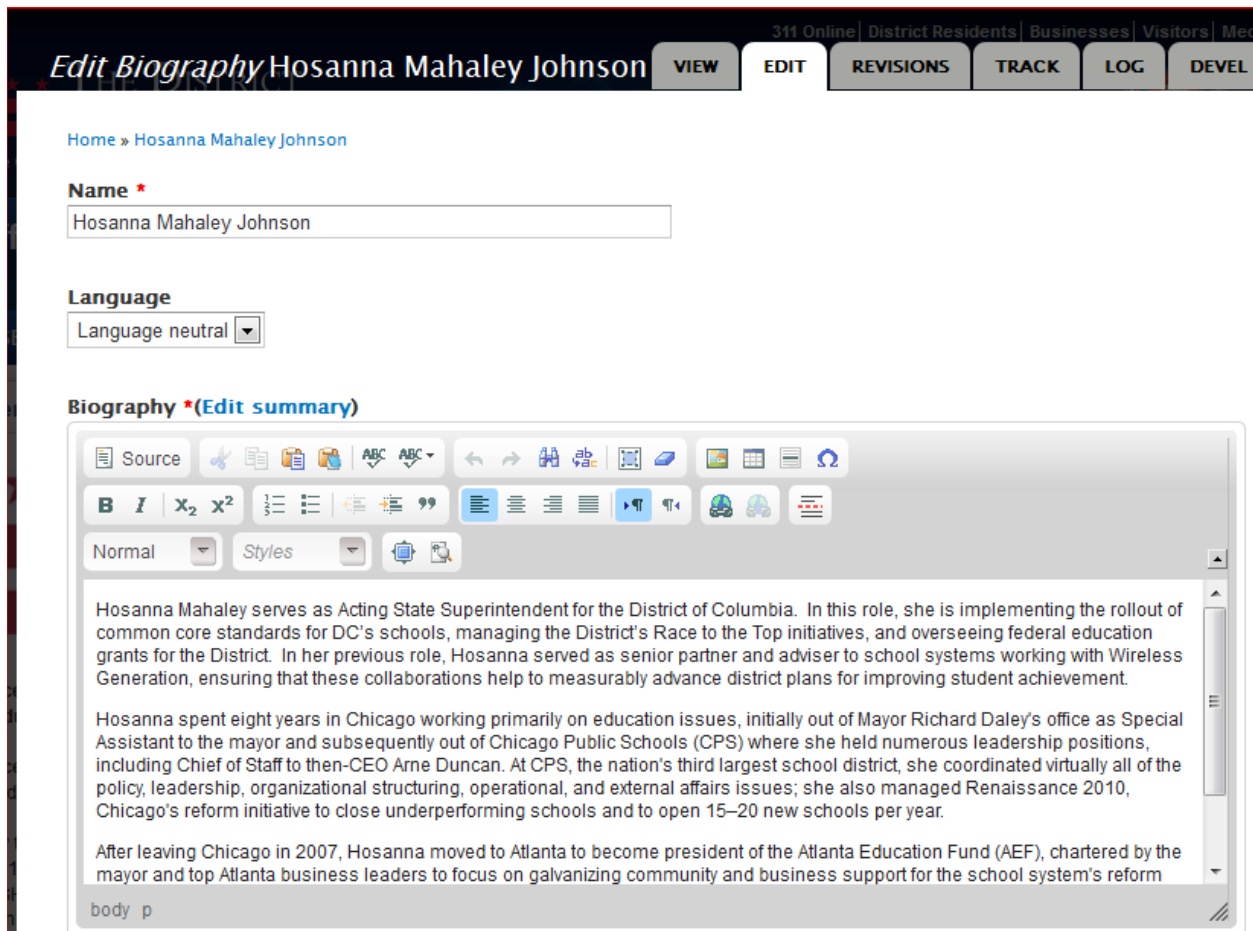


**Office Hours**  
Monday to Friday 8:30 am to 5:30 pm

**Connect With Us**  
810 1ST STREET NE, 9th Floor, WASHINGTON DC 20002  
Phone: (202) 727-6436  
TTY: 711  
Email: [osse@dc.gov](mailto:osse@dc.gov)

  
[Ask the Superintendent](#)  
[Agency Performance](#)

## MANAGING BIOGRAPHY CONTENT



311 Online | District Residents | Businesses | Visitors | Media

## Edit Biography Hosanna Mahaley Johnson

VIEW EDIT REVISIONS TRACK LOG DEVELOP

Home » Hosanna Mahaley Johnson

**Name \***  
Hosanna Mahaley Johnson

**Language**  
Language neutral

**Biography \*(Edit summary)**

Source

**B I X<sub>2</sub> X<sup>2</sup>** [List] [Link] [Image] [Table] [Code] [Undo] [Redo] [Fullscreen] [Print] [Help]

Normal Styles

Hosanna Mahaley serves as Acting State Superintendent for the District of Columbia. In this role, she is implementing the rollout of common core standards for DC's schools, managing the District's Race to the Top initiatives, and overseeing federal education grants for the District. In her previous role, Hosanna served as senior partner and adviser to school systems working with Wireless Generation, ensuring that these collaborations help to measurably advance district plans for improving student achievement.

Hosanna spent eight years in Chicago working primarily on education issues, initially out of Mayor Richard Daley's office as Special Assistant to the mayor and subsequently out of Chicago Public Schools (CPS) where she held numerous leadership positions, including Chief of Staff to then-CEO Arne Duncan. At CPS, the nation's third largest school district, she coordinated virtually all of the policy, leadership, organizational structuring, operational, and external affairs issues; she also managed Renaissance 2010, Chicago's reform initiative to close underperforming schools and to open 15–20 new schools per year.

After leaving Chicago in 2007, Hosanna moved to Atlanta to become president of the Atlanta Education Fund (AEF), chartered by the mayor and top Atlanta business leaders to focus on galvanizing community and business support for the school system's reform

body p

Biography nodes are used for Agency leaders. The head of the Agency's biography photo will appear below the internal agency block.


## CREATING A BIOGRAPHY


1. Gather a good photograph of 206 x 155pixels (or 4:3 aspect ratio)

**PHOTOGRAPH**

Browse and upload a high resolution image of the individual. The image will be automatically resized to meet the requirements of various pages: Large (418 x 268 px); Medium (206 x 155 px); and Thumbnail (103 x 77 px). The maximum file size is 5 MB.

**FILE INFORMATION**



 Photo8.18.11\_206x155.jpg (7.63 KB)

**Alternate text**

This text will be used by screen readers, search engines, or when the image cannot be loaded.

**Title**

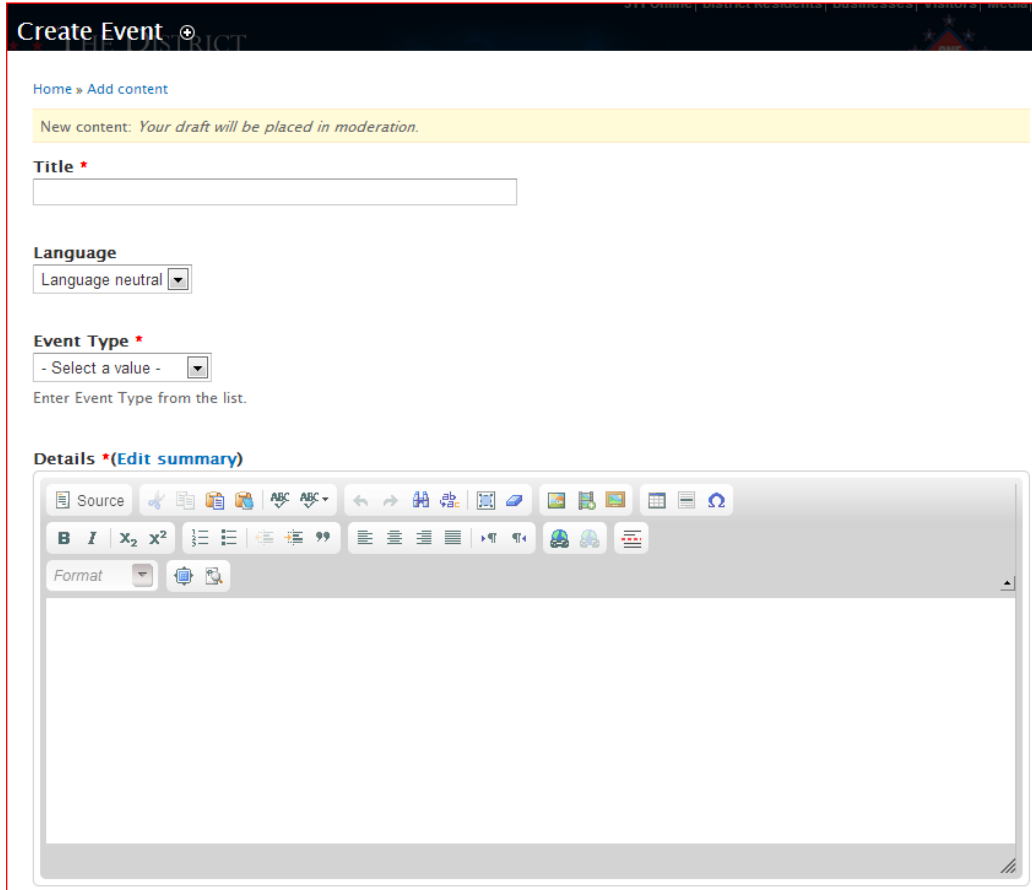
The title is used as a tool tip when the user hovers the mouse over the image.

2. Upload the photograph. Be sure to enter the [Alternate text](#) and [Title](#) for accessibility.
3. Enter all the information, then Preview and Save.

## MANAGING EVENT (CALENDAR) CONTENT

### CREATING AN EVENT

1. **Enter Title**, Select **Event Type** and enter a description into the **Details** field.



**Create Event**

Home > Add content

New content: *Your draft will be placed in moderation.*

**Title \***

**Language**  
Language neutral

**Event Type \***  
- Select a value -

Enter Event Type from the list.

**Details \*(Edit summary)**

Source

Format

### EVENT TYPES

Select the single best description of the Event from the Event Type pulldown menu.

Broadcast  
Celebration/Party  
Ceremony  
Closure  
Collection/Drop-off  
Conference/Forum  
Daily Schedule  
Exhibit  
Fair/Exposition  
Festival  
Hearing  
Lecture/Seminar  
Marathon/Run/Walk  
Meeting  
Observance/Holiday  
Parade  
Performance/Screening  
Press Conference  
Recreation  
Solicitation/Application  
Training/Class/Exam  
Volunteer Opportunity

---

2. Select the [Beginning Date and Time](#) and [Ending Date and Time](#)
3. Check the [Repeat](#) box if this is a recurring event

**DATE AND TIME**

Enter a start and end date.

All Day

\*

**Month \* Day \* Year \*    Hour \* Minute \* \*    am**

Nov ▼ 15 ▼ 2012 ▼    10 ▼ 00 ▼    am ▼

**to: \***

**Month \* Day \* Year \*    Hour \* Minute \* \*    am**

Nov ▼ 15 ▼ 2012 ▼    10 ▼ 00 ▼    am ▼

Repeat

4. Provide as much information about the Event as possible.
5. Enter the location(s), Cost, Website and any other details to help attendees.
6. Make sure there is an Event [Contact](#) for questions and issues that may arise.

**Contact**

Enter name of the contact person(s) or department.

**Phone**

Enter Contact Phone; Format: (202) 123-4567.

**Email**

Enter Contact Email Address.

7. Select your [Agency](#) from the dropdown list to have the Event publishing to your Calendar. If your Event is held in partnership with another Agency, select multiple Agencies from the [Agency](#) dropdown menu.

**Agency**

One City Action Plan	▲
Public Employee Relations Board	
Real Property Tax Appeals Commission	☰
Serve DC	▼

Select an agency name to be displayed on the event. For events shared across agencies, choose multiple names.

8. If there are related Services, Pages or Documents, add them to the [Related Content](#) fields

**RELATED CONTENT:**

+	New Teacher Orientation Flyer [nid:1849]	○
+		○
+		○
+		○
+		○



9. Enter all applicable fields then [Preview](#) and [Save](#).

Your **DRAFT** Event will be placed in moderation. This means that someone on the OCTO Web Maintenance team will publish the event. Each time you edit the event, it will go through moderation to be published.



EVENT LISTING  
[agency.dc.gov/events]

[311 Online](#) [Agency Directory](#) [Online Services](#) [Accessibility](#)



DC.gov  osse.dc.gov

## Office of the State Superintendent of Education


OSSE Home
Services
Programs
Resources
Newsroom
Events
LearnDC
SBOE
Assessments
About OSSE

**Events**

Start Date	End Date	Keyword/terms	Type
<input type="text" value="2014-09-03"/>	<input type="text"/>	<input type="text"/>	- Any -
<small>E.g., 2014-09-03</small>	<small>E.g., 2014-09-03</small>		

Categories	Audiences	Ward	Police Districts	Sort by	Order
- Any -	- Any -	- Any -	- Any -	Date	Asc

**One-Stop Education Resource**



Find out what your kids are learning, data on local schools and services to support young children.

- [LearnDC](#)

09/04/2014 - 1:00pm	<a href="#">September Next Generation Assessments Stakeholder Meeting</a>
09/04/2014 - 6:00pm	<a href="#">5-E DCMR Chapter 30 Parent/Community Focus Group: Specialized Instruction and Caseload/Class Size</a>
09/09/2014 - 8:30am	<a href="#">Supporting Children With Disabilities in The Creative Curriculum Classroom</a>
09/09/2014 - 9:00am	<a href="#">Issues in Child Maltreatment</a>


EVENT DETAIL

DC.gov  osse.dc.gov

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TTY: 711  
Email: [osse@dc.gov](mailto:osse@dc.gov)

**5-E DCMR Chapter 30 Parent/Community Focus Group: Specialized Instruction and Caseload/Class Size**


**Next Date:** Thursday, September 4, 2014 - 6:00pm to 7:30pm

**Location:** 4450 Wisconsin Avenue, NW, Washington DC 20016

**Building:** Tenley-Friendship Neighborhood Library  
**Room:** Large Meeting Room  
**Details:**

The Office of the State Superintendent of Education (OSSE) is initiating a review of key components of Title 5-E, Chapter 30 of the District of Columbia Municipal Regulations (DCMR), the local regulation that governs special education practice in the District of Columbia, with the intention of revising identified key components. In addition, input from the process will be used to inform the development of a new five-year strategic State Systemic Improvement Plan (SSIP) for Special Education.

**One-Stop Education Resource**

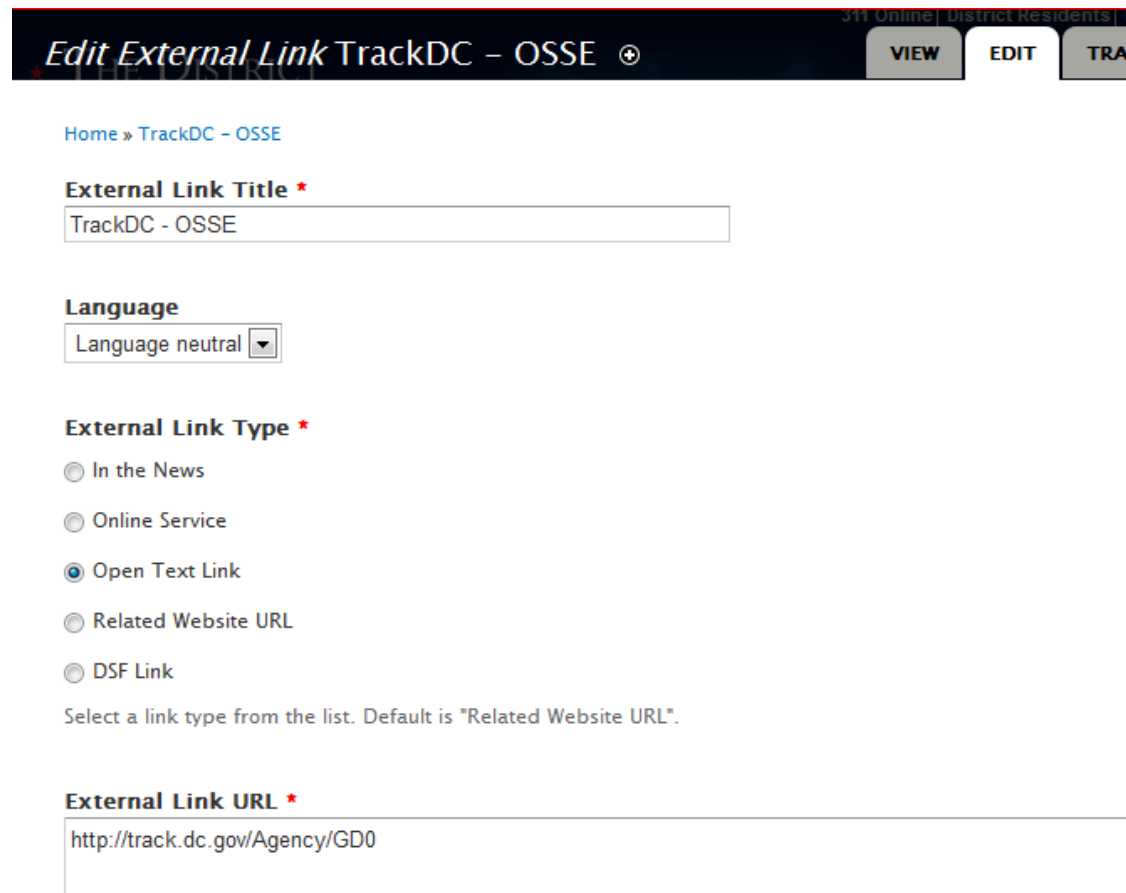


Find out what your kids are learning, data on local schools and services to support young children.

- [LearnDC](#)

## MANAGING EXTERNAL LINK CONTENT

External Link content items are used to create a link to external (outside your agency domain) content. This same external link is likely linked to from several places via a node reference.



The screenshot shows the 'Edit External Link' form for 'TrackDC - OSSE'. The form includes the following fields and options:

- External Link Title \***: A text input field containing 'TrackDC - OSSE'.
- Language**: A dropdown menu set to 'Language neutral'.
- External Link Type \***: A radio button selection with options: 'In the News', 'Online Service', 'Open Text Link' (selected), 'Related Website URL', and 'DSF Link'. Below the options is the instruction: 'Select a link type from the list. Default is "Related Website URL".'
- External Link URL \***: A text input field containing 'http://track.dc.gov/Agency/GD0'.

### CREATING AN EXTERNAL LINK

1. Enter the External Link title
2. Select the External Link Type that best describes the link. Indicate whether the link is to a URL within the [Open Text](#) or [DSF](#) Content Management Systems
3. Enter the [full URL](#) of the External Link
4. Enter all remaining fields, then Preview and Save

### EXAMPLE EXTERNAL LINKS

- Related Federal Agency: USDA ([usda.gov](http://usda.gov))
- Partner Organization: ([helpinghands.org](http://helpinghands.org))
- DC.gov applications: TrackDC ([track.dc.gov](http://track.dc.gov))

[ Need to add a link to the google doc – to check there is not an external link already created – also can ask web team]

## MANAGING FEATURED CONTENT

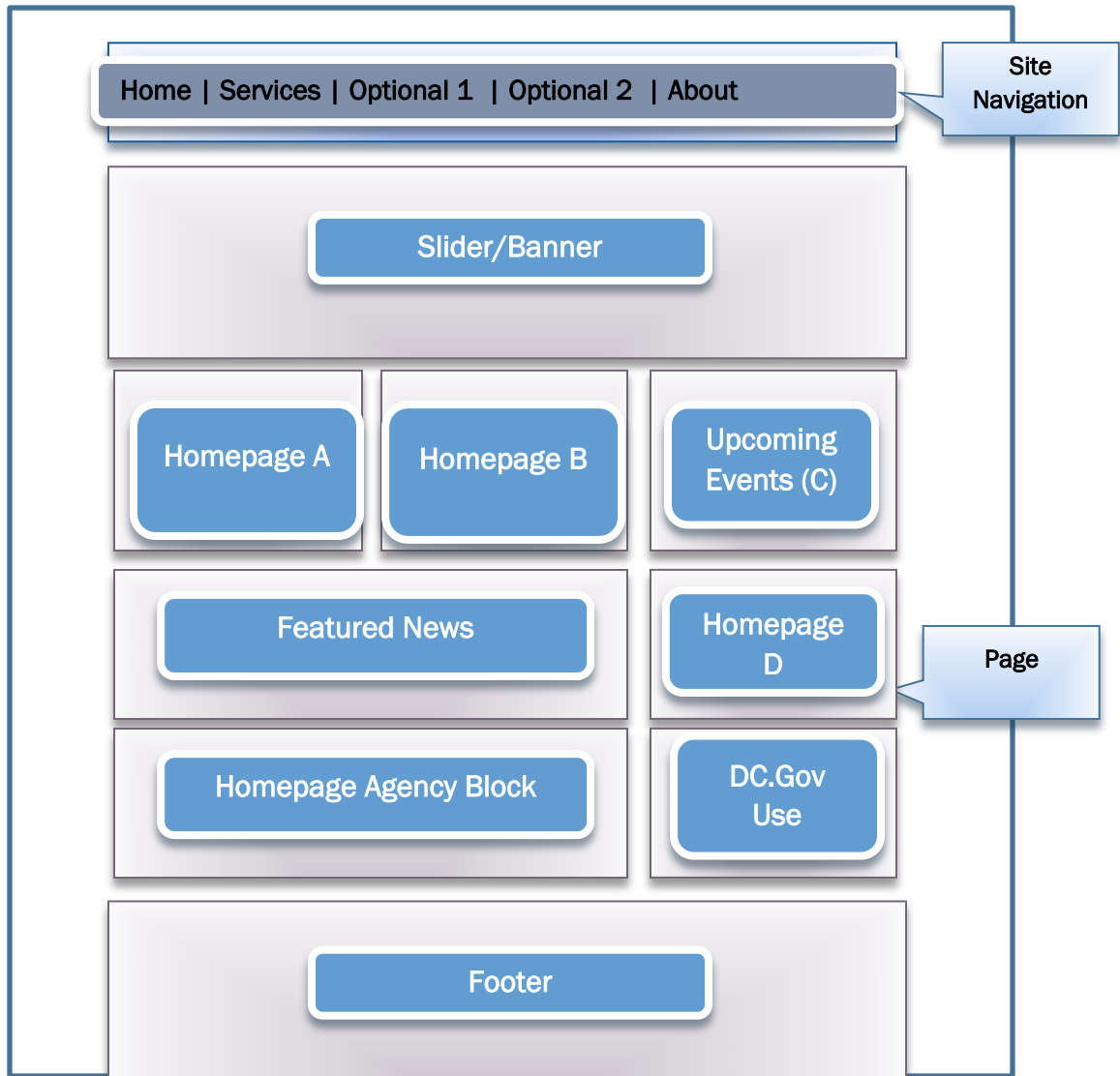
The **Featured Content** content type is used to manage content that you wish to feature on the home page or interior callout blocks on the Agency site. The content to be featured must exist before it can be featured. Some blocks are optional. For example, all of the interior blocks are optional (As indicated below), meaning that you can have from 0 to 4 on the Agency interior pages. If you have no interior featured blocks, the right sidebar will be blank on the default 3-column layout. Therefore, you may want to consider the 2-column layout where applicable.

### FEATURE TYPES

Homepage Banner	Choose static banner that spans the page
Homepage Slider	Choose Right Caption Slider or Bottom Caption Slider
Homepage A	Left Block (Free-form use)
Homepage B	Center Block (Free-form use)
Homepage C	Right Block 1 (Upcoming Events or Free-form use) – Choose one option
Homepage D	Right Block 2 (Free-form use) Optional
Interior 1	Right Block 1 (Free-form use) Optional
Interior 2	Right Block 2 (Free-form use) Optional
Interior 3	Right Block 3 (Free-form use) Optional
Interior 4	Right Block 4 (Free-form use) Optional

Refer to the section on Character Limits for the Slider captions.

HOMEPAGE CONTENT BLOCKS



Before you begin, you must identify which content you wish to feature and where it should appear. A good rule of thumb is to assign your most important content to the Homepage Slider (in order of most important first). Content at the next level of importance should be assigned to the Homepage Callout blocks (A, B, C and D). For example, your Twitter Feed could appear in Homepage A for late breaking news items. If you opted to use the [Upcoming Events](#) feature, it would automatically appear in Homepage C.

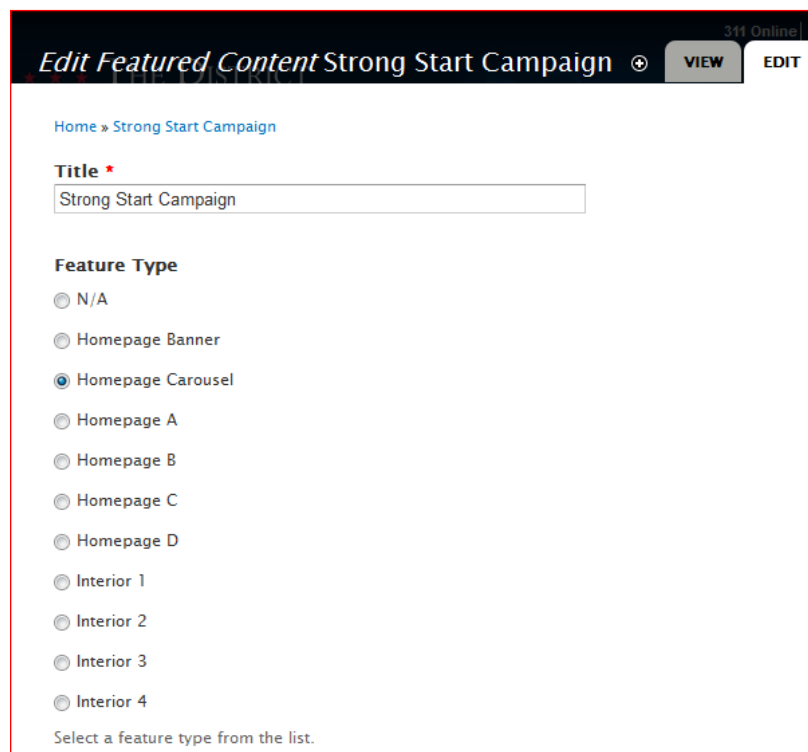
Add examples of dc.gov

## MANAGING HOMEPAGE SLIDER

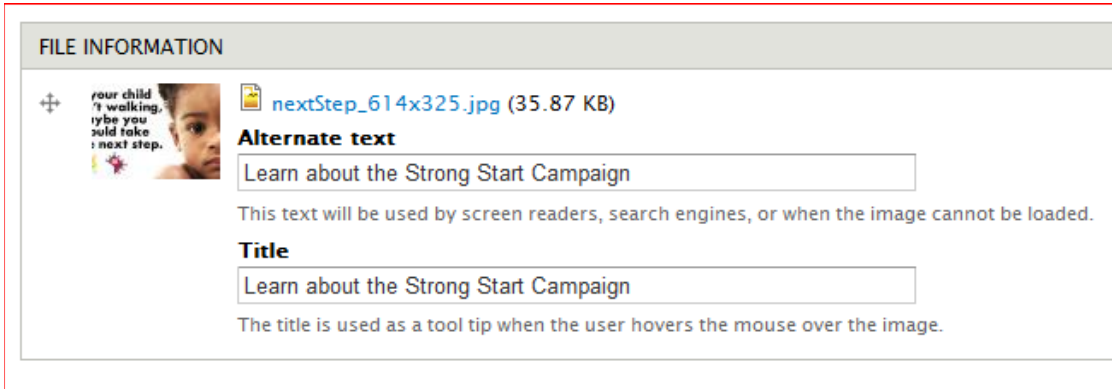


## ADDING A FEATURED CONTENT SLIDE

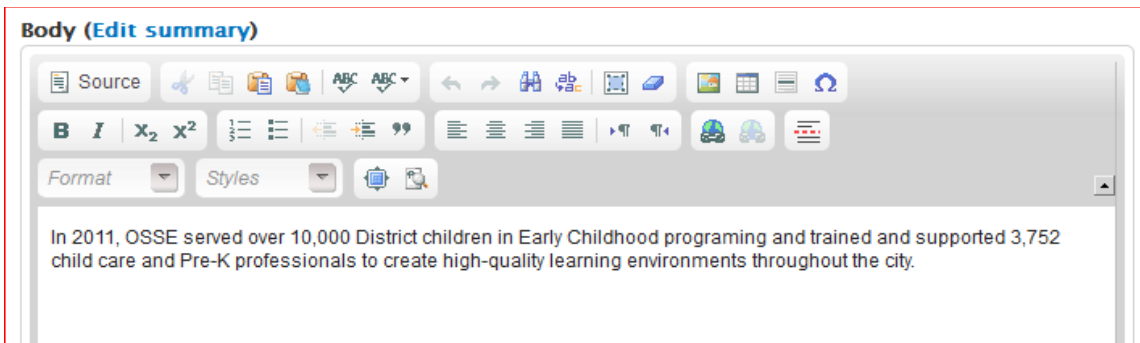
1. Identify the node to be featured (i.e. "Strong Start Campaign"). [The slide must link to a node \(including External Link nodes\)](#)
2. Gather the image for the slide. Make sure the image is the right dimensions/aspect ratio ( see Drupal Image Style Reference for specifications)
3. Select [Add Content](#), then [Featured Content](#)
4. Enter the [Title](#) to be displayed on the caption (40 characters max) and select ["Homepage Carousel"](#)



5. Upload the image; making sure to enter the [Alternate Text](#) and [Title](#) for Accessibility compliance



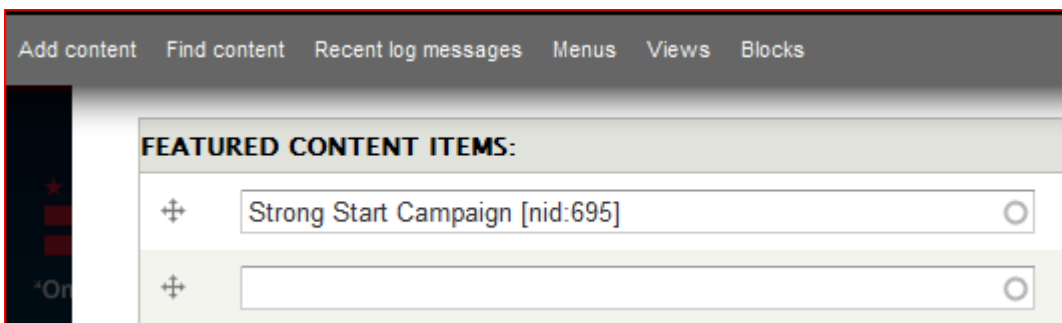
6. Enter the caption text (200 characters max) into the *Body*



Character Limits - Agency Home Page Slider with Caption

- Title= 40 characters max
- Description = 200 characters

7. Select the node of the content to be featured by entering the title of the content item



8. Select the Display Order for this slide (i.e. Slide number 3). Make sure that each slide has a unique order between 1 and 7 that determines the order in which the slide will display



## MANAGING MULTIMEDIA CONTENT

### HANDLING MULTIMEDIA IN THE DRUPAL EDITOR

Multimedia includes the treatment of images, videos, audio and other content. Content creators who are not very familiar with HTML are encouraged to contact web editors for help in creating such content.

### MULTIMEDIA TYPES

Select the single best description of the Event from the Multimedia Type pulldown menu. Each multimedia type has a 1, 2 or 3 column option.

Audio

Gallery

Image

Video

### ADDING AN EMBED CODE

Adding an embed code is the most common way of adding video and other multimedia content to a page. In order to adjust the size of a youtube video for instance, one could simply change the width to 500 px and adjust the height according to your own preference usually about 400 px. An example of this code can be found below:

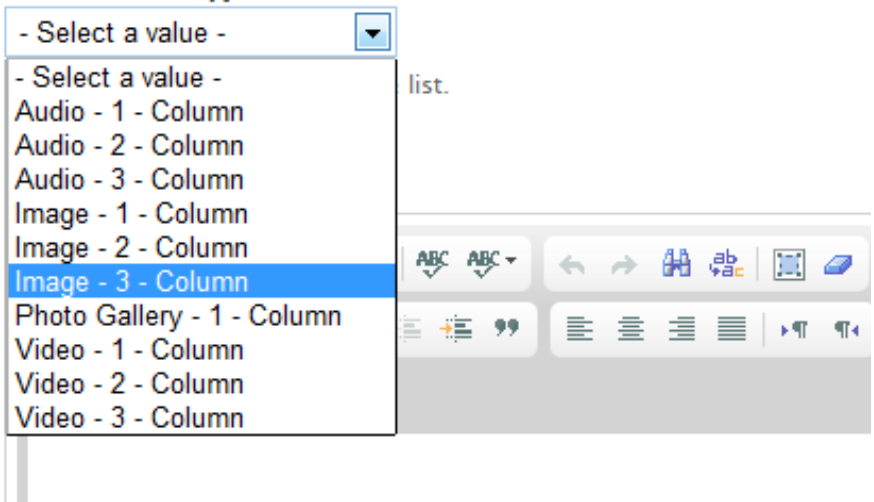
```
<iframe width="500" height="400"  
src="//www.youtube.com/embed/4o2uGImTFlo"  
frameborder="0" allowfullscreen></iframe>
```

Only the highlighted portions above that control the width and height should be changed.

### MULTIMEDIA LAYOUT OPTIONS

Your layout options for multimedia are based on type:

**Multimedia Type \***



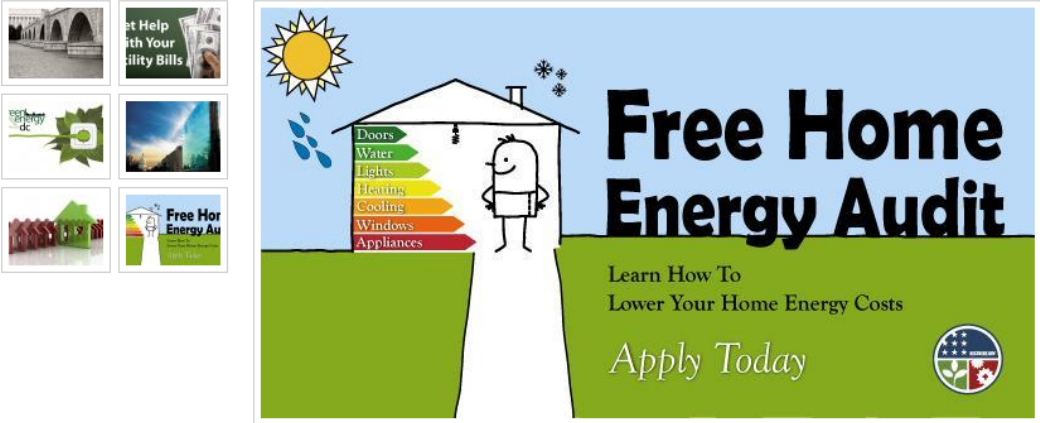
For example, Photo Gallery will be displayed as a 1-column layout.



CREATING A PHOTO GALLERY

**The District Key Environmental Initiatives**

< Previous    Next >



Free Home Energy Audits from DDOE

Clean water is essential for human and animal life, for commerce and industry, and for recreation. Drinking water in the District of Columbia comes from the Potomac River, upstream of the District. DDOE helps residents, businesses and visitors save money on their energy bills and reduces their impact on the environment as a result. Green Energy DC is a single resource for all you need to know about energy efficiency and renewable energy programs, products and services in the District of Columbia.

Photo Galleries are created using the [Multimedia](#) content type. Before you begin, gather everything you need for the photo gallery:

- Write one or two paragraphs describing the photo gallery. Perhaps the gallery contains photos from a particular event.
- Images (it's best to store these in a folder on your computer). **The largest image is 614px wide max.**
- Tile and description of each image.
- The Photo Gallery has a **10 image maximum**. If you need more, consider using Flickr or other 3<sup>rd</sup> party photo galleries that can be embedded like the video above.

1. Select Add Content and then the Multimedia content type.

[Home](#) » [The District Key Environmental Initiatives](#)

**Title \***











**Language**



**Multimedia Type \***

Select Multimedia Type from the list.

**Description**

Source


**B I X<sub>2</sub> X<sup>2</sup>**          

Format  

Clean water is essential for human and animal life, for commerce and industry, and for recreation. Drinking water in the District of Columbia comes from the Potomac River, upstream of the District. DDOE helps residents, businesses and visitors save money on their energy bills and reduces their impact on the environment as a result.Green Energy DC is a single resource for all you need to know about energy efficiency and renewable energy programs, products and services in the District of Columbia.

The District is taking proactive measures to reduce energy use in public and private buildings and help building owners better understand and manage energy usage in their buildings.The RiverSmart Homes program offers incentives to homeowners interested in reducing stormwater pollution from their properties.If you are a homeowner in the District, you can apply for a free home energy audit. This program provides energy efficiency assessments for single family homes.

[Switch to plain text editor](#)



**Text format**  

[More information about text formats ?](#)

2. Enter the **Title** of the photo gallery.
3. Select the **Photo Gallery – 1 – Column** Multimedia Type.
4. Enter the **Description** of the photo gallery in the Body field.

- 5. **Upload** all the images for the photo gallery. Enter **Alternate text** and a **Title** for each image. The title will display as a caption for the image.

**IMAGE** [Show row weights](#)

FILE INFORMATION	OPERATIONS
 <b>Water-in-the-District.jpg</b> (40.89 KB) <b>Alternate text</b> <input type="text" value="Clean Water in the District"/> This text will be used by screen readers, search engines, or when the image cannot be loaded. <b>Title</b> <input type="text" value="Clean Water in the District"/> The title is used as a tool tip when the user hovers the mouse over the image.	<input type="button" value="Remove"/>
 <b>HelpWithUtilityBillsImage.jpg</b> (34.49 KB) <b>Alternate text</b> <input type="text" value="Get Help With Your Utility Bills"/> This text will be used by screen readers, search engines, or when the image cannot be loaded. <b>Title</b> <input type="text" value="Get Help With Your Utility Bills"/> The title is used as a tool tip when the user hovers the mouse over the image.	<input type="button" value="Remove"/>

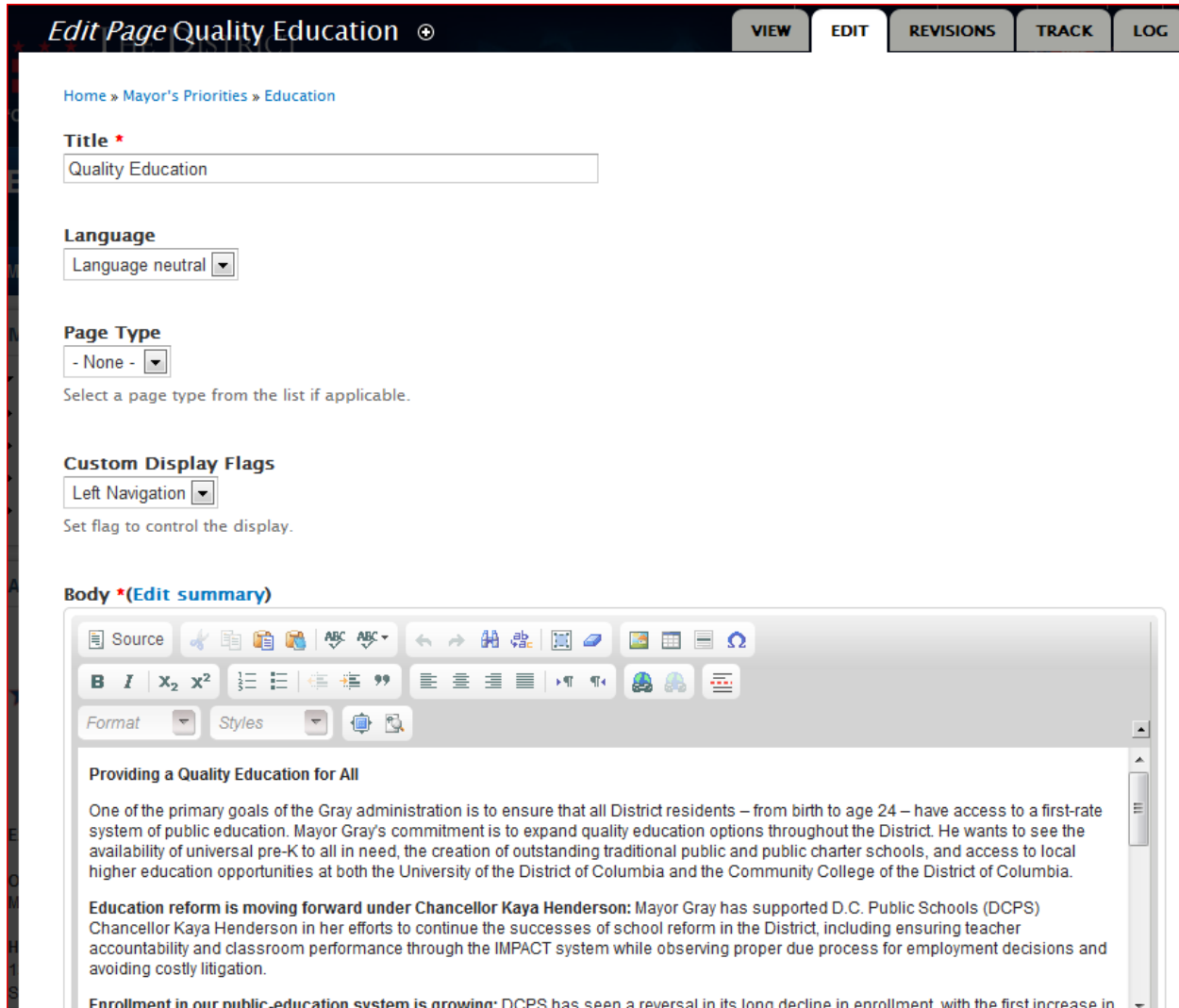
**Add a new file**  
[Upload](#) | [File browser](#)  
    
Files must be less than **4 MB**.  
Allowed file types: **png gif jpg jpeg**.

- 6. Enter the other fields then **Preview** and **Save** the photo gallery.

## MANAGING PAGE CONTENT

### CREATE A PAGE




The Page Content Type is used to create basic web pages:



1. Enter a user-friendly, meaningful **Title**
2. For the **Page Type** field, leave the default selection at “None” from the *Page Type* pulldown menu. We do not use “Program” or “Project”.
3. Select **Page Layout Option** (3 Column is the default). See next section for a description of the layout options.
4. Enter **Body** content. Remember to
  - Use the **Paste as Text** option
  - assign H3 and H4 paragraph headers,
  - Use no frivolous formatting (bold, italics, underlines), and
  - Use the WYSIWYG bullets or numbering

- 5. Select [Edit summary](#) to create a custom summary for this content item
- 6. Upload a 206 x 155 pixel [Lead Image](#)

**FILE INFORMATION**

   [Georgetown-University-Theology-class-scaled-to-4-3.jpg](#) (121.22 KB)

**Alternate text**

This text will be used by screen readers, search engines, or when the image cannot be loaded.

**Title**

The title is used as a tool tip when the user hovers the mouse over the image.

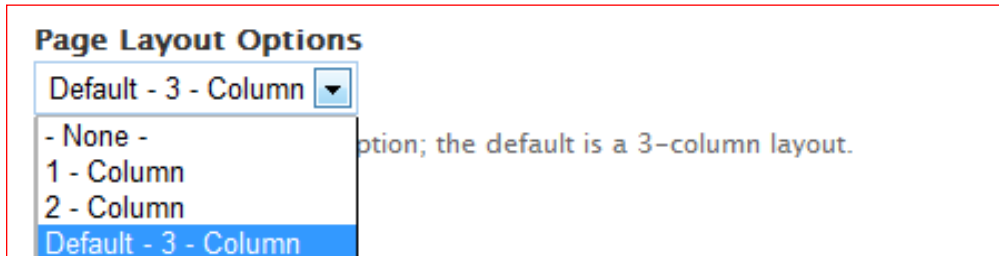
- 7. Enter the remaining fields; select [Preview](#) and then [Save](#)

## PAGE LAYOUT OPTIONS

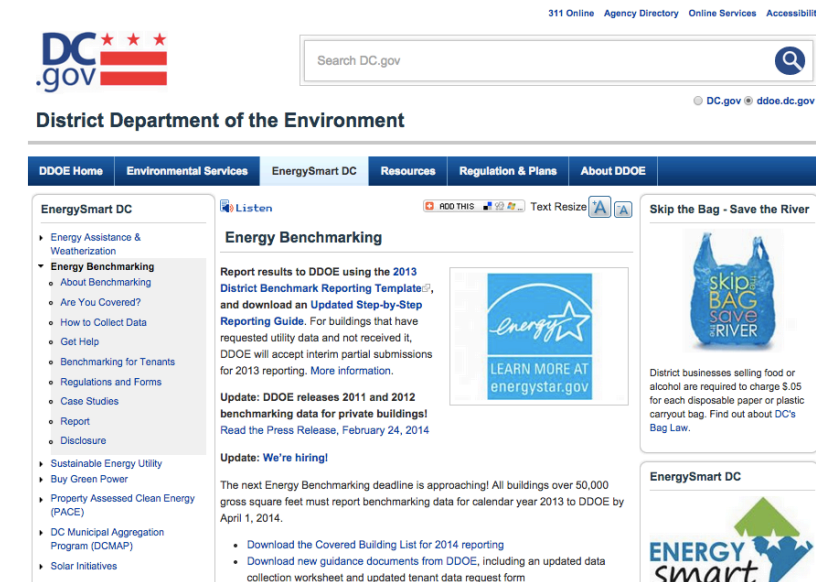
Editors have the ability to select from a variety of Layout Options when creating Biography, Multimedia, Page and Service nodes:

- 1-Column Layout: For use with extra large tables or embedded applications. For use with extra large tables or embedded applications. This option will not display the left navigation and agency block or the right hand Featured Content column.
- 2-Column Layout: For use with large tables. Will not display right column Featured Content blocks.
- 3-Column Layout: This is the default layout. Both left navigation (an agency block) and right Featured Content column will display along with the central content.
- *Note: You may also see an option for “Left Navigation”. Ignore this option. We do not use it.*

You can select Page Layouts for Biography, Page and Services:



## EXAMPLE 3 COLUMN LAYOUT



EXAMPLE 2 COLUMN LAYOUT

Home
Services
About MPDC
Your Police District
In the Community
Safety & Prevention
Statistics & Data
Get Involved!

**Statistics & Data**

- ▶ Crime Data at a Glance
- ▶ Citywide Crime
- ▶ Crime Totals by District
- ▶ Hate Crimes
- ▶ **Homicide Closure Rates**
- ▶ Juvenile Arrests
- ▶ Crime Map
- ▶ Annual Reports
- ▶ Research and Specialized Reports
- ▶ Request Crime and Activity Data

Listen
Text Resize

### Homicide Closure Rates - 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Number of Homicides	262	248	198	196	169	181	186	144	132	108
UCR Homicide Clearance Rates	55.6%	60.5%	60.6%	60.7%	64.5%	70.2%	75.3%	75%	78.8%	95.4%

**A Note on Homicide Closure Rates and General Homicide Statistics**

Information on the agency's annual homicide clearance (closure) rate is published each year in the Metropolitan Police Department's (MPD) Annual Report.

The MPD's homicide clearance rate is calculated, as it is by most police departments in the country, using the Uniform Crime Reporting (UCR) guidelines established by the FBI in the 1930s. These guidelines are the national standard for reporting several categories of crime data, including homicide clearance rates. Nearly 17,000 law enforcement agencies across the United States provide data to the FBI under its UCR program.


**Calculation of Homicide Clearance Rate According to UCR Guidelines**

Under UCR guidelines, the clearance rate is calculated by dividing the total number of homicide cases closed in a calendar year by the total number of homicides that occurred in that year. The cases closed can be for homicides that occurred in the current year or in the prior years. In other words, some clearances that an agency records in a particular calendar year may pertain to offenses that occurred in previous years. The UCR program measures all of the work that an agency exhausts in closing cases.

**Note on Calculating the Annual Number of Homicides**

UCR guidelines require that a homicide be counted during the year in which the case is ruled a homicide. In other words, law enforcement agencies are required to count homicide cases resulting from assaults that occurred in previous years. For example, if a person is shot in 2008, but dies in 2011 due to his or her original injuries, this would be counted as a homicide in 2011. In recent years, the department has carried as many as 10 such homicides in a given year.

**Metropolitan Police Department**



**Connect With Us**  
 300 Indiana Avenue NW, Room 5059,  
 Washington, DC 20001  
 Phone: (202) 727-9099  
 Fax: (202) 727-4106  
 TTY: 711  
 Email: mpd@dc.gov

EXAMPLE 1 COLUMN LAYOUT


Home
Services
About MPDC
Your Police District
In the Community
Safety & Prevention
Statistics & Data
Get Involved!

### Locate Police Service Area


This web page provides an overview of police service geographies for given locations in the District of Columbia.

Locate information related to an address by using one of two location types shown below:


**Location Types**



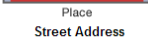
Street



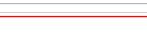
Address



Street Address



Place



Street Address

**STREET ADDRESS:** An address consists of a street number, a street name, and a quadrant (NE, NW, SE, SW). The address number and street name are required. Every address in the MAR has also been assigned an Address Identification Number (AID#) which can be used to retrieve additional data about that address.  
**Example:** 441 4th ST NW

**PLACE NAME:** A place name consists of common place names and public/institutional building names.  
**Example:** "The White House" or "Dupont Circle" or "The Capitol"

Version 5.0 | 08-01-2014

Page 75

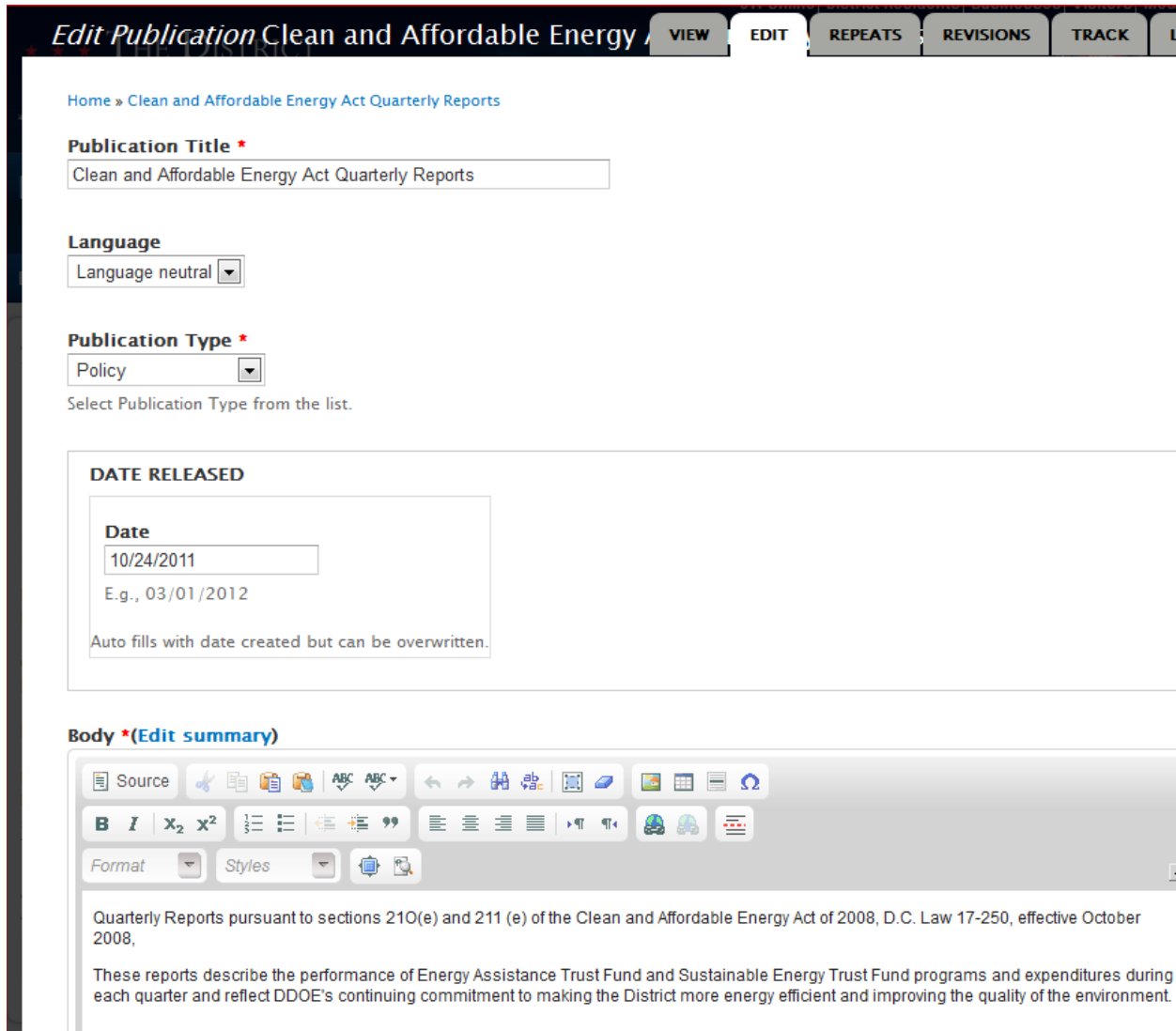
## CREATING AN “IN THE NEWS” PAGE

Some agencies wish to supplement their Newsroom with a listing of news items/mentions by outside sources. The standard for showing the “AGENCY-ACRONYM In the News” page is as follows:

1. Place it as a Page content item in the “About” tab
2. Create a 3-column table with headings for Date | Source | News Item
3. List news items (ordered by date in reverse chronological order) with links to the external news sources
4. Limit the list (as a rule) to the past 12 months



## MANAGING PUBLICATION CONTENT



*Edit Publication* Clean and Affordable Energy **VIEW** **EDIT** REPEATS REVISIONS TRACK

[Home](#) » [Clean and Affordable Energy Act Quarterly Reports](#)

**Publication Title \***

**Language**

**Publication Type \***  
  
Select Publication Type from the list.

**DATE RELEASED**

**Date**  
  
E.g., 03/01/2012  
Auto fills with date created but can be overwritten.

**Body \*(Edit summary)**

Source [Icons: Undo, Redo, Bold, Italic, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Table of Contents, Print, Refresh]

**B I**  $x_2$   $x^2$  [Icons: Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Table of Contents, Print, Refresh]

Format [Dropdown] Styles [Dropdown] [Icons: Print, Refresh]

Quarterly Reports pursuant to sections 210(e) and 211 (e) of the Clean and Affordable Energy Act of 2008, D.C. Law 17-250, effective October 2008,

These reports describe the performance of Energy Assistance Trust Fund and Sustainable Energy Trust Fund programs and expenditures during each quarter and reflect DDOE's continuing commitment to making the District more energy efficient and improving the quality of the environment.

## CREATING A PUBLICATION

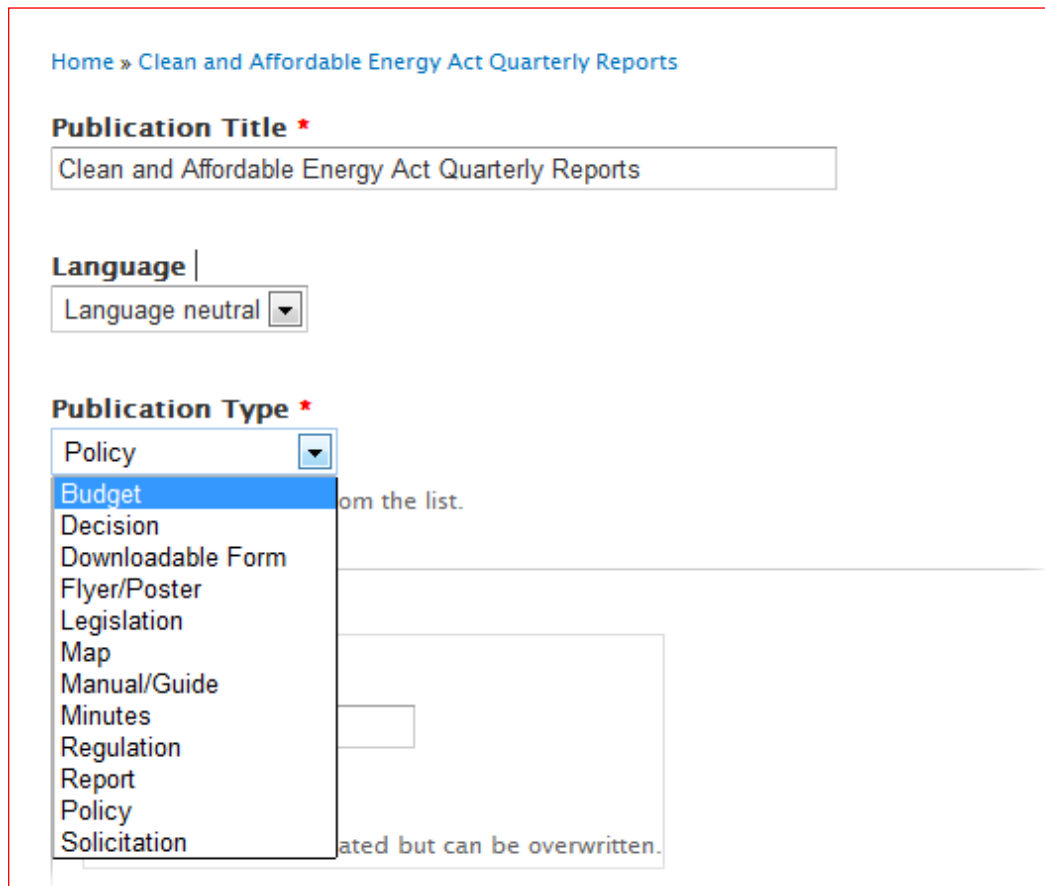
Publication nodes are a great way for providing meta data and descriptions for a publication or set of related publications.

1. Select [Add Content](#), and then select the [Publication](#) content type.
2. Enter a good Publication Title (be sure to be as descriptive as possible).
3. Select the [Publication Type](#) that best describes your publication.

## PUBLICATION TYPES

Select the single best description of the Document from the Publications Type pulldown menu.

Abstract	Budget	Bulletin
Decision	Downloadable Form	Flyer/Poster
Legislation	Letter	Manual/Guide
Map	Minutes	Order
Policy	Recommendation	Regulation
Report	Solicitation	Transmittal



Home » [Clean and Affordable Energy Act Quarterly Reports](#)

**Publication Title \***

**Language**

**Publication Type \***

Policy

**Budget** from the list.

Decision

Downloadable Form

Flyer/Poster

Legislation

Map

Manual/Guide

Minutes

Regulation

Report

Policy

Solicitation

Publication Type is read-only but can be overwritten.



- Attach one or more related publications. Make the **Description** specific, so as to differentiate from the other attachments. Use the same naming conventions.

**ATTACHMENT(S)**

Browse and upload file(s) of type: pdf, doc, docx, odt, ppt, pptx, pps, ppsx, xls, xlsx. Maximum file size = 10 MB. ALL attachments MUST be for the same publication.

[Show row weights](#)

FILE INFORMATION	DISPLAY	OPERATIONS
<p>+  CAEA Q1-2012.pdf (784.39 KB)</p> <p><b>Description</b></p> <input type="text" value="CAEA Quarterly Report -Q1-2012"/> <small>The description may be used as the label of the link to the file.</small>	<input checked="" type="checkbox"/>	<a href="#">Remove</a>
<p>+  CAEA Q4-2011.pdf (1.12 MB)</p> <p><b>Description</b></p> <input type="text" value="CAEA Quarterly Report -Q4-2011"/> <small>The description may be used as the label of the link to the file.</small>	<input checked="" type="checkbox"/>	<a href="#">Remove</a>
<p>+  CAEA_Q3-11.pdf (1.15 MB)</p> <p><b>Description</b></p> <input type="text" value="CAEA Quarterly Report -Q3-2011"/> <small>The description may be used as the label of the link to the file.</small>	<input checked="" type="checkbox"/>	<a href="#">Remove</a>
<p>+  CAEA_Q2-11.pdf (1.09 MB)</p> <p><b>Description</b></p> <input type="text" value="CAEA Quarterly Report -Q2-2011"/> <small>The description may be used as the label of the link to the file.</small>	<input checked="" type="checkbox"/>	<a href="#">Remove</a>
<p>+  CAEA_Q1-11.pdf (711.19 KB)</p> <p><b>Description</b></p> <input type="text" value="CAEA Quarterly Report -Q1-2011"/> <small>The description may be used as the label of the link to the file.</small>	<input checked="" type="checkbox"/>	<a href="#">Remove</a>
<p>+  CAEA_Q4-10.pdf (1.49 MB)</p> <p><b>Description</b></p> <input type="text" value="CAEA Quarterly Report -Q4-2010"/> <small>The description may be used as the label of the link to the file.</small>	<input checked="" type="checkbox"/>	<a href="#">Remove</a>

- Select the applicable **Disclaimer Type(s)**.
- Select **Preview** and then **Save**.

**PUBLICATIONS LISTING OPTIONS**

If you choose to list publications, such as Annual or Financial Reports, you have 2 options:

Detailed Publications Listing ([agency].dc.gov/publications) Lists Date, Title, Description (Body), and Attachment file. If there is a description of the file, that description will be listed instead of the file name.

### Publications

<b>Start Date</b> <input type="text"/> <small>E.g., 2012-11-15</small>	<b>End Date</b> <input type="text"/> <small>E.g., 2012-11-15</small>	<b>Keyword/terms</b> <input type="text" value="examination rep"/>	<b>Type</b> <input type="text" value="Report"/>
<b>Sort by</b> <input type="text" value="Title"/>		<b>Order</b> <input type="text" value="Asc"/>	
<input type="button" value="Search"/>			

12/31/2008	<a href="#">Acacia Life Insurance Company</a> Final examination report for Acacia Life Insurance Company	FINR	
<ul style="list-style-type: none"> <li>• <a href="#">acacia_2008_final_report.pdf</a> - 451.09 KB (pdf)</li> </ul>			
12/31/2004	<a href="#">Acacia Life Insurance Company</a> Final examination report for Acacia Life Insurance Company	FINR	
<ul style="list-style-type: none"> <li>• <a href="#">Acacia_2004.pdf</a> - 1.52 MB (pdf)</li> </ul>			
09/15/2003	<a href="#">Acacia Report</a> Final market conduct examination report for	MCE	
<ul style="list-style-type: none"> <li>• <a href="#">Acacia_Final_Report_9_15_05.pdf</a> - 1.31 MB (pdf)</li> </ul>			
12/31/2007	<a href="#">Advantage Healthplan, Inc.</a> Final examination report for Advantage Healthplan, Inc.	FINR	
<ul style="list-style-type: none"> <li>• <a href="#">advantag_exam_report_12-31-07.pdf</a> - 216.81 KB (pdf)</li> </ul>			
12/31/2008	<a href="#">Aegis Healthcare Risk Retention Group, Inc.,</a> Examination Report for Aegis Healthcare Risk Retention Group, Inc.	CIRRG EXR	
<ul style="list-style-type: none"> <li>• <a href="#">dc115-f19_aegis_2008.pdf</a> - 1.32 MB (pdf)</li> </ul>			

Simple Publications Listing ([agency].dc.gov/publications-list) Displays publication Date and Title only.

### Publications List

Start Date <input type="text"/> <small>E.g., 2012-11-15</small>	End Date <input type="text"/> <small>E.g., 2012-11-15</small>	Keyword/terms <input type="text" value="examination rep"/>	Type <input type="text" value="Report"/>
Sort by <input type="text" value="Title"/>	Order <input type="text" value="Asc"/>	<input type="button" value="Search"/>	

12/31/2008	<a href="#">Acacia Life Insurance Company</a>
12/31/2004	<a href="#">Acacia Life Insurance Company</a>
09/15/2003	<a href="#">Acacia Report</a>
12/31/2007	<a href="#">Advantage Healthplan, Inc.</a>
12/31/2008	<a href="#">Aegis Healthcare Risk Retention Group, Inc.,</a>
12/31/2008	<a href="#">Amalgamated Casualty Insurance Company</a>
12/31/2005	<a href="#">AMERIGROUP Maryland, Inc.</a>
12/31/2005	<a href="#">Ameritas Acacia Privacy Report</a>
12/31/2003	<a href="#">Aon Risk Services, Inc. of Maryland</a>
12/31/2005	<a href="#">AssureCare, a Risk Retention Group</a>

1 2 3 4 5 6 7 8 9 next › last »

## MANAGING RELEASE CONTENT

### CREATING A RELEASE

1. Select [Add Content](#), and then select the [Release](#) content type.
2. Enter a good [Headline](#) and [Subheadline](#).
3. Select the [Release Type](#) that best describes your release.

### RELEASE TYPES

Select the single best description of the content from the *Release Type* pulldown menu.

Advisory

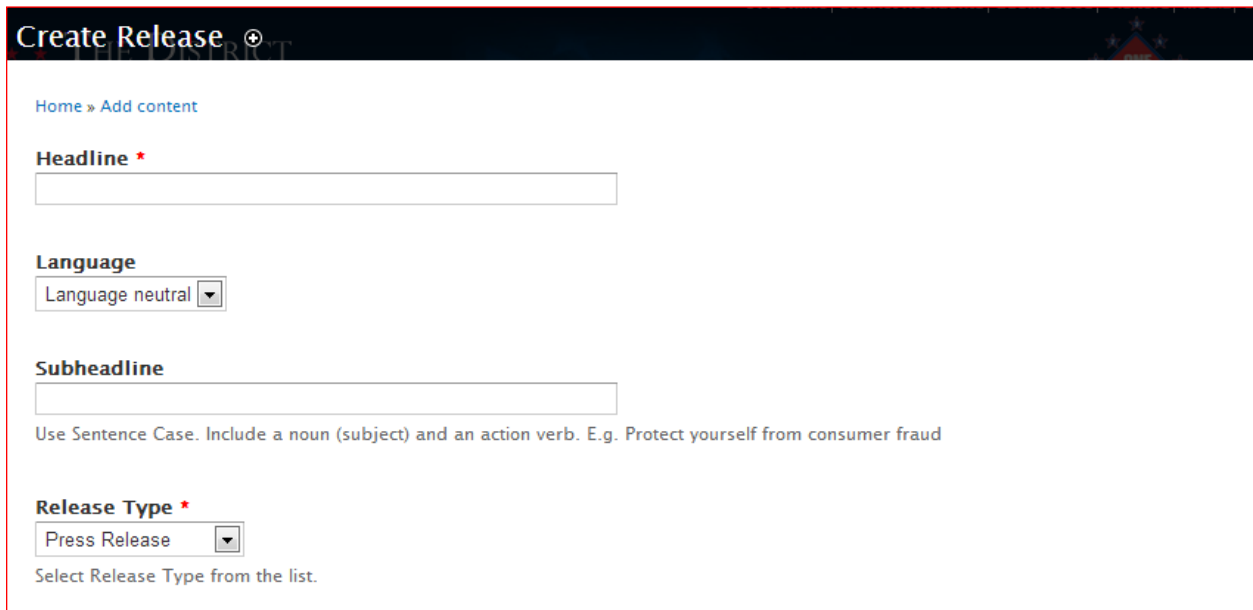
Job Announcement

Newsletter

Press Release

Statement

Testimony



**Create Release** ⓘ

Home » Add content

**Headline \***

**Language**

Language neutral ▾

**Subheadline**

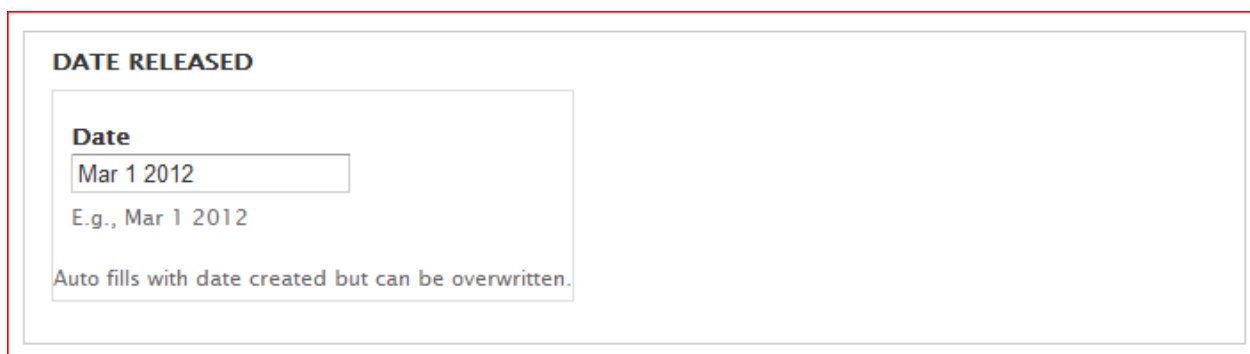
Use Sentence Case. Include a noun (subject) and an action verb. E.g. Protect yourself from consumer fraud

**Release Type \***

Press Release ▾

Select Release Type from the list.

4. The [Date Released](#) is automatically populated with today's date, but can be overwritten with a more accurate date that the publication was released. For example, you may be publishing a release today that was released several months ago. Overwrite today's date with the proper date.



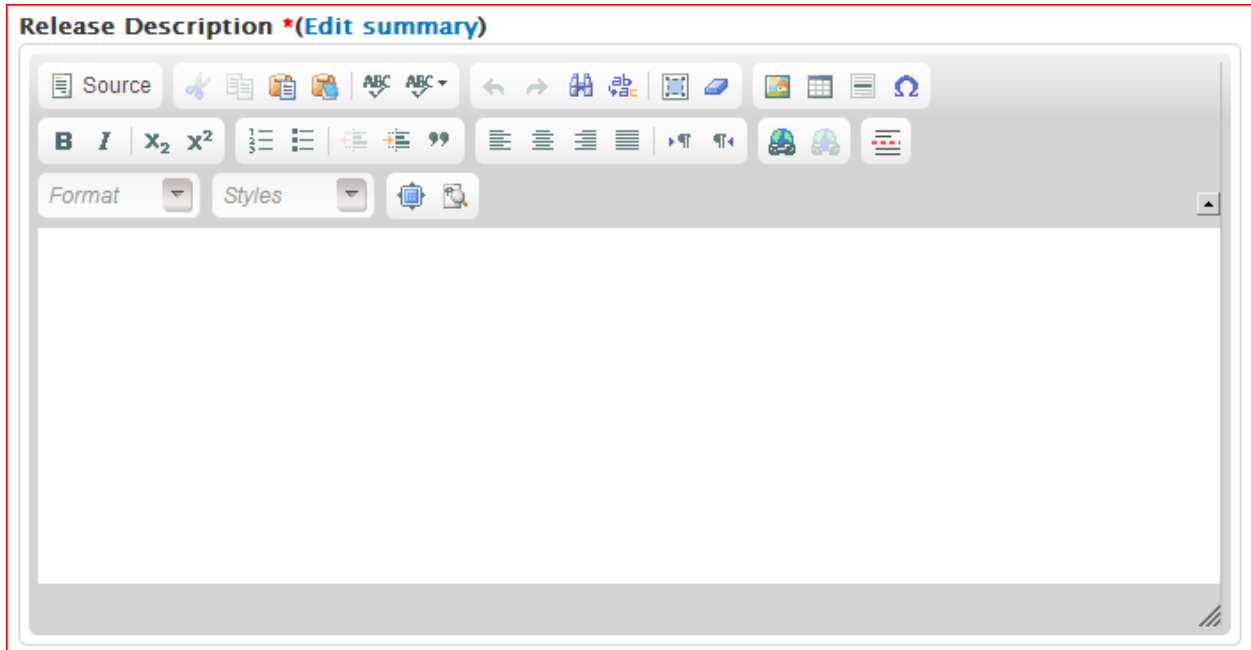
**DATE RELEASED**

**Date**

E.g., Mar 1 2012

Auto fills with date created but can be overwritten.

5. Enter the Release Description. Edit the summary as necessary.



6. Upload a Lead Image if applicable.
7. Upload an Attachment if applicable.
8. Select [Preview](#) and then [Save](#).





## AGENCY NEWS

### FEATURED NEWS

On the home page, the 10 most recent items (regardless of Release Type) in the News Room will display as Featured News on the Agency Home Page.


[311 Online](#) | [Agency Directory](#) | [Online Services](#) | [Accessibility](#)



DC.gov | dmv.dc.gov

## Department of Motor Vehicles

DMV Home | Services | Online Services | Know Before You Go | Driver/ID Card | Vehicles | Adjudication | Business | About DMV



### Georgetown Service Center

The Georgetown Service Center is now open as of Tuesday, April 29, 2014.

[Learn More](#)

1
2
3
4
5
6
7

#### DMV Service Locations

- Adjudication Services
- Brentwood Commercial Drivers License Center
- Brentwood Road Test Office
- Commercial Drivers License Road Test Lot
- Georgetown Service Center
- Penn Branch Service Center
- Rhode Island Service Center
- Southwest Service Center
- Inspection Station
- All Locations and Waiting Area Webcams

#### Top Online Services

- Registration Renewal
- Driver's License Renewal
- Identification Card Renewal
- Pay Tickets
- Change of Address
- Schedule Vehicle Inspection
- Submit Adjudication Online
- Tag Cancellation
- Online Registration of Out-of-State Automobiles (ROSA)

#### New to the District?

- Complete Transaction in One Visit
- Get a Driver License
- Convert License
- Vehicle Inspection
- TitleVehicle
- Register Vehicle
- Take the Knowledge Test
- Take the Road Test
- Register to Vote
- Adjudication Services Information

[More Services for New Residents >>](#)

#### Featured News

Press Releases
Testimonies
Advisories


- 08/26/2014 District DMV Locations to Close for Labor Day Holiday
- 07/21/2014 Mayor Gray Announces Launch of Online FOIA Portal and Issues Transparency and Open Data Directive
- 06/24/2014 DC DMV Announces New Safe Driving Campaign to Prevent Teenage Motor Vehicle Accidents and Deaths
- 05/15/2014 District DMV Locations to Close for Memorial Day
- 05/14/2014 DC DMV Appointments for Limited Purpose Credentials are Free

[More »](#)

#### Department of Motor Vehicles

#### DMV Twitter Feed

##### Grade Your Government





Provide feedback on DC agencies.



## NEWS ROOM

The default display for the News Room shows items (of Release Type “Press Release”) in Descending Date order.





[DC.gov](#) [dmv.dc.gov](#)

### Department of Motor Vehicles

DMV Home
Services
Online Services
Know Before You Go
Driver/ID Card
Vehicles
Adjudication
Business
About DMV

ADD THIS
Text Resize

#### News Room

Start date

E.g., 2014-09-04

End date

E.g., 2014-09-04

Keyword/terms

Type

- Any -

- Any -

Advisory

Job Announcement

Newsletter

Press Release


Statement

Testimony

Sort by: Date Order: Desc

Date	Title
08/26/2014	District DMV Locations to Close for Labor Day Holiday
07/21/2014	Mayor Gray Announces Launch of Online FOIA Portal and Open Data
06/24/2014	DC DMV Announces New Safe Driving Campaign to Prevent Accidents and Deaths

#### Service Center Webcams



Know before you go! Check out our [Waiting Area Webcams](#).

#### Skip the Trip!

---

## MANAGING SERVICE CONTENT

### IDENTIFYING SERVICE NODES & TYPES

**Definition:** A service is a basic **transaction** where the District Government delivers something of value or benefit to the public. On the DC.Gov portal, content identified as a Service needs to clearly describe the **action** that the end user can engage in to be the recipient of this benefit.

The service transaction is often supported by *service details* such as:

- Background information
- Instructions
- Checklists
- Required Documents

Some top-level *services*, such as “**Driver License Services**”, may be comprised of various *sub-services*:

- Obtain a Driver License
- Converting an Out-of-State License
- Renew a Driver License
- Duplicate Driver License
- GRAD License (for drivers under age 21)

Use the **Service** content type for top-level services, sub-services and service details, and qualify the relationship between Service nodes by selecting the proper **Service Type**:

- **Service:** a stand-alone top-level service (i.e. has no parent ) “*Obtain a Driver’s License*”
- **Sub-service:** a *child* of a top-level service that can also stand on its own, such as “*Schedule an Appointment for Driving Test*”
- **Service details:** *details* of a particular service and cannot stand on its own. “*Driver License Fees*”, for example.

In the future all of these types of service nodes will be bound together by their **relationships**:

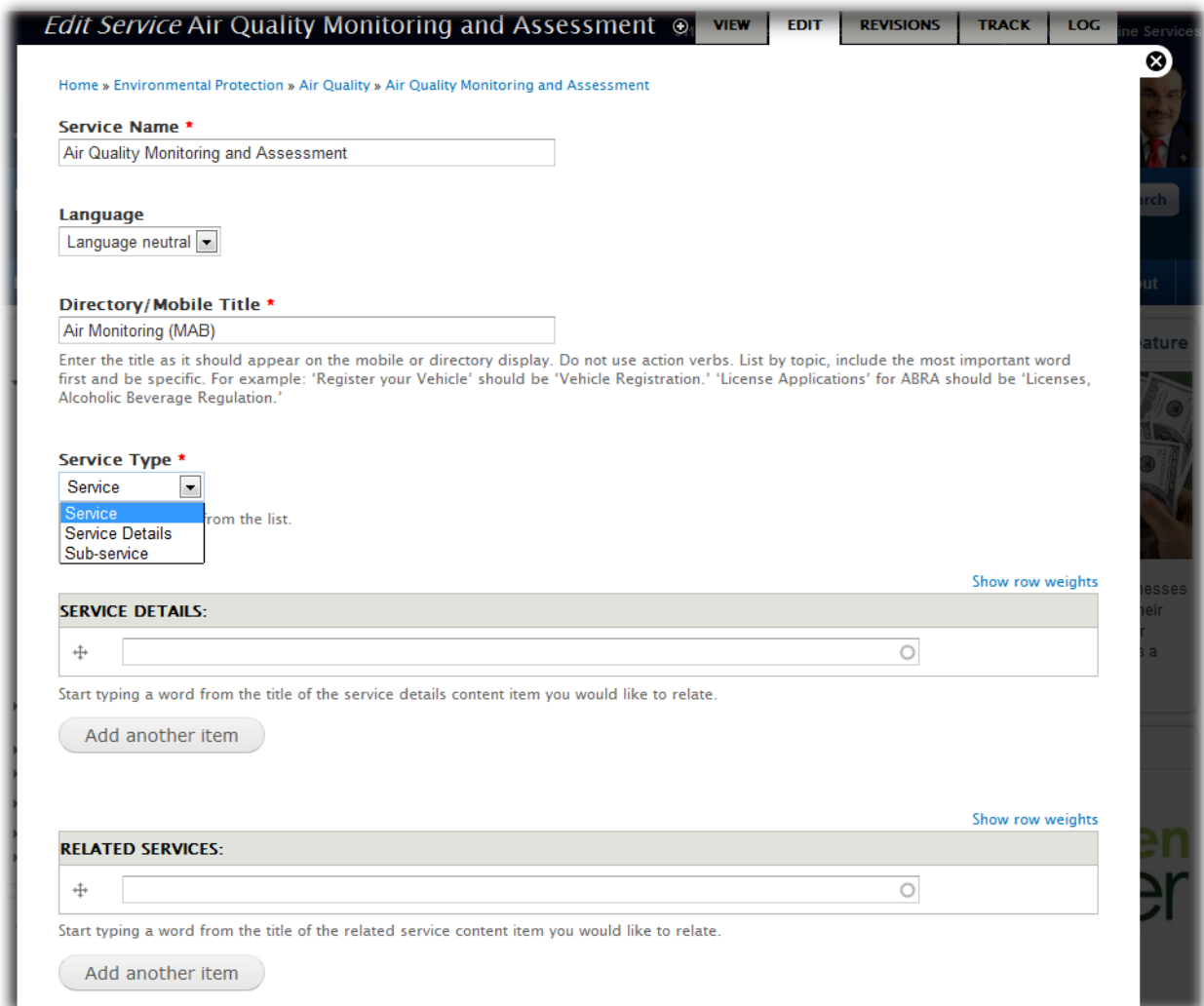
- A top-level service node “*is a parent of*” a sub-service
- A service details node “*is details of*” a top-level service or sub-service

All relationships are reciprocal.

## CREATING A SERVICE PAGE

Before creating a service node, make sure to create any service details or related sub-service nodes first.

1. Select **Add Content** and then the **Service** content type
2. Enter the **Title** and **Directory/Mobile Title** of the service
3. Select the **Service Type**. In this case, a top-level service, so select the **Service** Service Type
4. In the **Service Details** node reference block, enter all the **service details** nodes that will be displayed in the Body of this service detail node, under the heading **Service Details**
5. In the **Related Services** node reference block, enter all the **sub-service** nodes that will be displayed in the Body of this service detail node, under the heading **Related Services**



See display details below.

### SERVICE RELATIONSHIPS

A **parent** Service page (top-level or sub-service) will display two possible node references under the **Service Description (Body)**:

- Service Details (service\_details): **"Service Details:"**
- Sub Services (related\_services): **"Related Services:"**  
This relationship is one-way currently, and should be fine. Going forward all relationships will be two-way.

It is important that you build out the service details in a bottom-up fashion. That is, first create the service details nodes, then the sub-services (if any) and then the top-level service.

### SERVICES LISTING PAGE (/SERVICES)

The Services listing page shows (at a glance) a full list of top-level services provided by your Agency. (include information about the Filter by Taxonomy type)

## District Department of the Environment

The screenshot shows the website for the District Department of the Environment. At the top is a navigation bar with links: DDOE Home, Environmental Services, EnergySmart DC, Resources, Regulation & Plans, and About DDOE. Below the navigation is a main content area titled 'Environmental Services'. On the left, there is a sidebar with a list of services: See All Services A-Z, Air Quality, Environmental Education and Outreach, Fisheries and Wildlife, Lead-Safe and Healthy Homes, Toxic Substances, Water in the District, and Green Buildings. The main content area features a list of services, each with a small image and a brief description. Two callout boxes are present: one pointing to the 'Air Quality' service title with the text 'Service Title (links to Service page)', and another pointing to the summary text for 'Environmental Outreach and Education' with the text 'Summary (customized or pulled from Body)'. To the right of the main content area, there are three promotional boxes: 'Skip the Bag - Save the River' featuring a blue plastic bag, 'Energy Smart DC' with a logo, and 'Get RiverSmart'.

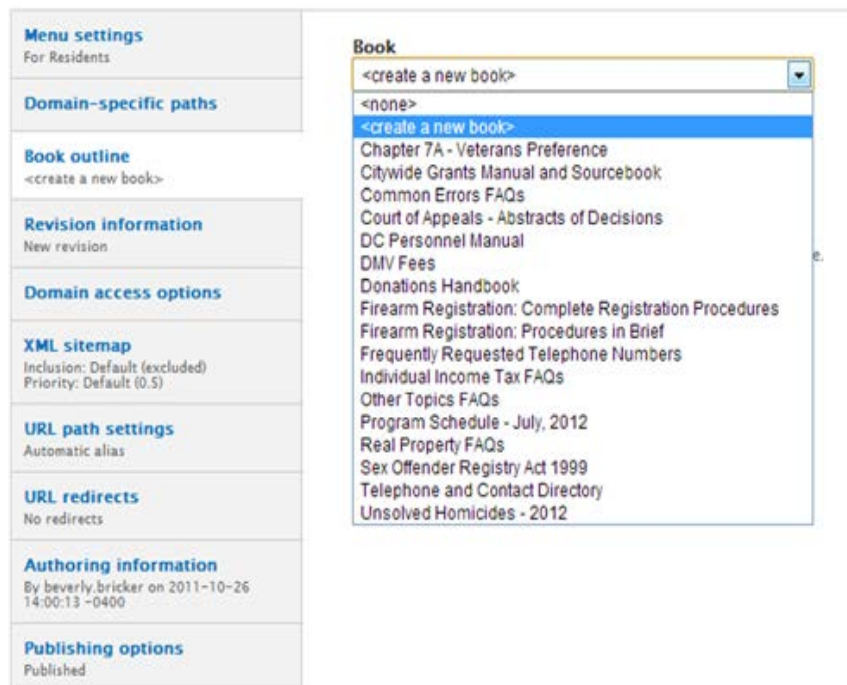


## USING THE BOOK MODULE

The Book Module is used when you want to create a self-contained “collection” of pages that has its own navigation and is set up in an index format with Chapters and Sub-Chapters. One advantage of the Book Module is that the “Printer-Friendly” version allows the user to print the entire book as one, easy-to-read document. The disadvantage is that the navigation of a book is not integrated with the overall site left nav.

### CREATING BOOKS

1. Create the content of your top level page. The content type can be either a Page or a Service.
2. At the bottom of the Edit page, select [Book Outline](#) and [Create New Book](#).
3. [Preview](#) and [Save](#) the page.

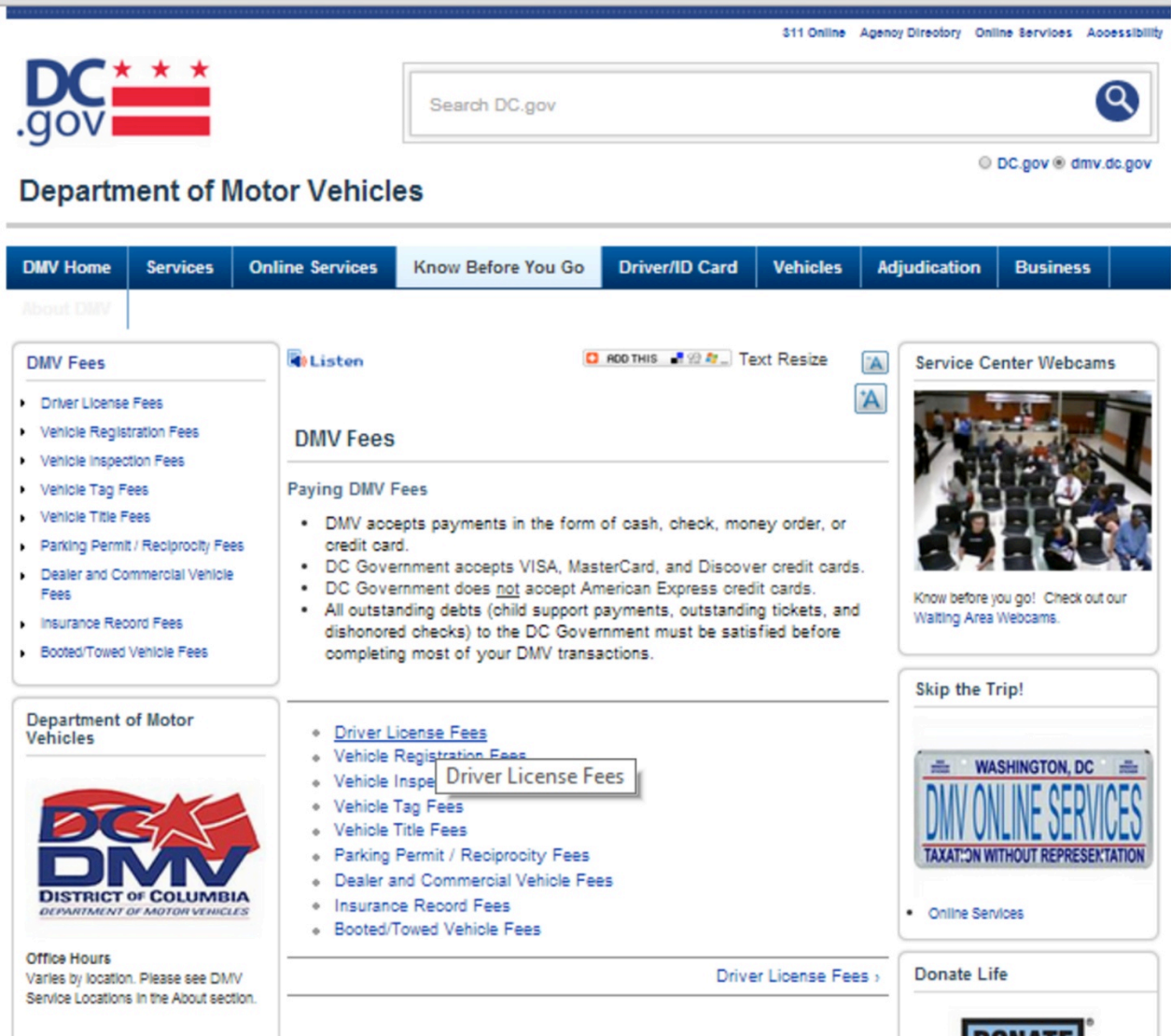


4. Add “child” pages by either of two methods:
  - 1) Use the [Add Child Page](#), which will give you a blank “Create Child Page” Drupal Entry form to add content, or
  - 2) Using the same method as above, assign your existing pages to your new book from the [Book Outline](#) dropdown menu.

EXAMPLE BOOKS:

DMV USES THE BOOK MODULE TO BIND TOGETHER ALL OF THEIR TABLES OF FEES.

[HTTP://DMV.DC.GOV/BOOK/DMV-FEES](http://dmv.dc.gov/book/dmv-fees)



The screenshot shows the DC.gov website's Department of Motor Vehicles (DMV) page. At the top, there is a search bar and navigation links for "311 Online", "Agency Directory", "Online Services", and "Accessibility". The DC.gov logo is on the left, and the text "Department of Motor Vehicles" is centered. Below this is a horizontal menu with tabs: "DMV Home", "Services", "Online Services", "Know Before You Go", "Driver/ID Card", "Vehicles", "Adjudication", and "Business". The "Know Before You Go" tab is selected. The main content area is titled "DMV Fees" and includes a "Listen" button, social media sharing options, and a "Text Resize" option. The "DMV Fees" section lists various fee categories: Driver License Fees, Vehicle Registration Fees, Vehicle Inspection Fees, Vehicle Tag Fees, Vehicle Title Fees, Parking Permit / Reciprocity Fees, Dealer and Commercial Vehicle Fees, Insurance Record Fees, and Booted/Towed Vehicle Fees. A "Paying DMV Fees" section provides information on accepted payment methods: cash, check, money order, or credit card (VISA, MasterCard, Discover). It notes that American Express is not accepted and that outstanding debts must be satisfied before transactions. A list of links for each fee category is provided, with "Driver License Fees" highlighted. To the right, there are three additional widgets: "Service Center Webcams" showing a waiting area, "Skip the Trip!" with a "DMV ONLINE SERVICES" sign and a link to "Online Services", and "Donate Life" with a "DONATE" button.