



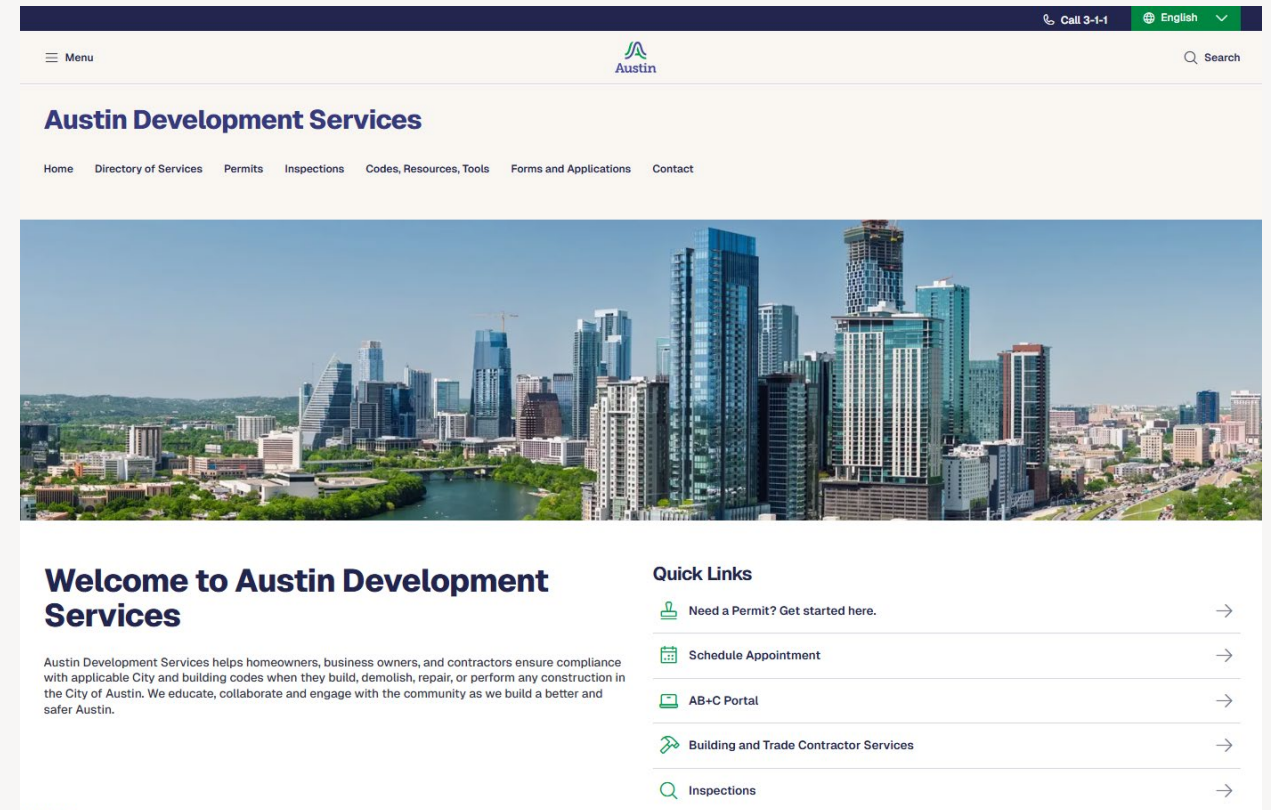
You Don't Have To Build Your Website Alone: How to Create a Coalition of Supportive Subject-Matter Experts

Maggie Holman & Jennifer Mach, City of Austin

Overview of DSD Website



- 133 webpages, over 300 PDF applications
- Process-heavy content for a complex process
- Constantly changing (City Council initiatives, code changes, process improvements)
- Difficult to navigate website (no site map)
- Citywide needs vs. department needs
- 1 Content Strategist to do it all!



Web SPOC Program – What is it?



A “single point of contact” for each webpage



Quarterly reviews by subject matter experts



A system for building partnership and accountability



Extra eyes on all webpages and assets

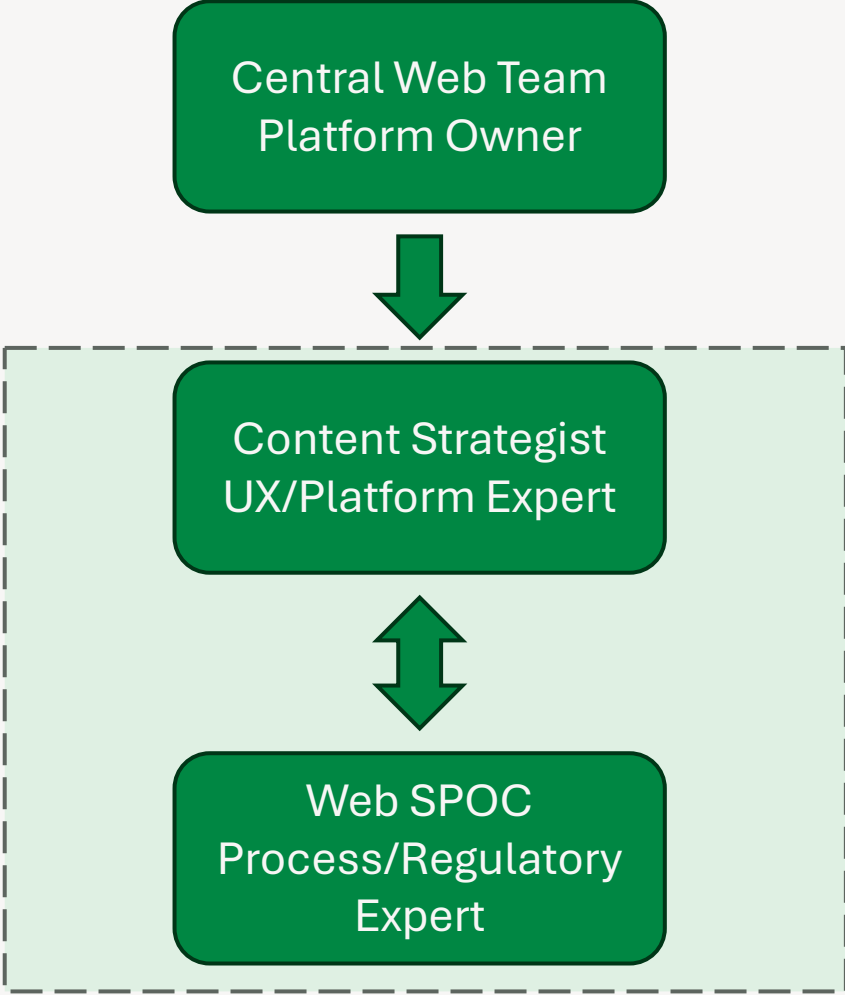
Hear it directly from one of our SPOCs





Picking the Right People

- Responsibilities (no web editing)
- Picking the right SPOCs
 - Trusted partners
 - Business Process Consultants
 - 1 per page
- Preparing SPOCs
 - Documenting expectations
 - Teams channel, email, office hours
 - SharePoint page
- Reassigning SPOCs
- Creating accountability while retaining ownership
- Leadership buy-in / pushback





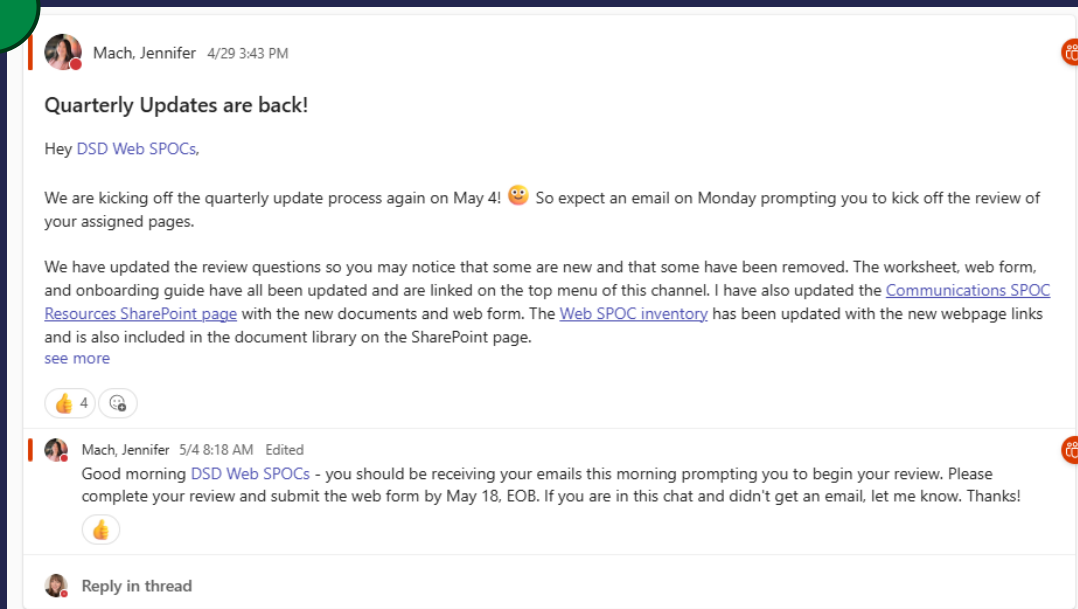
The Quarterly Web SPOC Process



Step 1: Call to Review Webpages

- Review SPOCs
- Notify everyone that a quarterly review is coming.
- SPOCs receive 1 email per webpage assigned.

1



Mach, Jennifer 4/29 3:43 PM

Quarterly Updates are back!

Hey [DSD Web SPOCs](#),

We are kicking off the quarterly update process again on May 4! 😊 So expect an email on Monday prompting you to kick off the review of your assigned pages.

We have updated the review questions so you may notice that some are new and that some have been removed. The worksheet, web form, and onboarding guide have all been updated and are linked on the top menu of this channel. I have also updated the [Communications SPOC Resources SharePoint page](#) with the new documents and web form. The [Web SPOC inventory](#) has been updated with the new webpage links and is also included in the document library on the SharePoint page. [see more](#)

4 🗨️

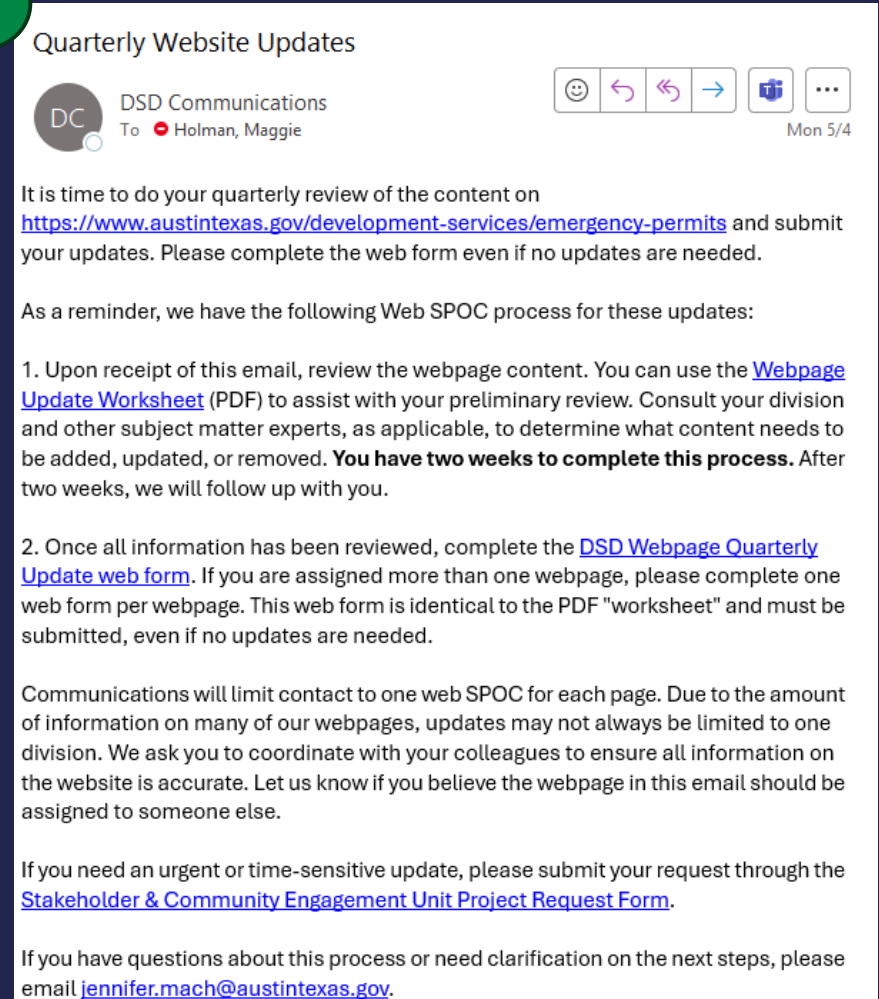
Mach, Jennifer 5/4 8:18 AM Edited

Good morning [DSD Web SPOCs](#) - you should be receiving your emails this morning prompting you to begin your review. Please complete your review and submit the web form by May 18, EOB. If you are in this chat and didn't get an email, let me know. Thanks!



👍

Reply in thread

2



Quarterly Website Updates

 DSD Communications
To  Holman, Maggie

Mon 5/4

It is time to do your quarterly review of the content on <https://www.austintexas.gov/development-services/emergency-permits> and submit your updates. Please complete the web form even if no updates are needed.

As a reminder, we have the following Web SPOC process for these updates:

1. Upon receipt of this email, review the webpage content. You can use the [Webpage Update Worksheet](#) (PDF) to assist with your preliminary review. Consult your division and other subject matter experts, as applicable, to determine what content needs to be added, updated, or removed. **You have two weeks to complete this process.** After two weeks, we will follow up with you.
2. Once all information has been reviewed, complete the [DSD Webpage Quarterly Update web form](#). If you are assigned more than one webpage, please complete one web form per webpage. This web form is identical to the PDF "worksheet" and must be submitted, even if no updates are needed.

Communications will limit contact to one web SPOC for each page. Due to the amount of information on many of our webpages, updates may not always be limited to one division. We ask you to coordinate with your colleagues to ensure all information on the website is accurate. Let us know if you believe the webpage in this email should be assigned to someone else.

If you need an urgent or time-sensitive update, please submit your request through the [Stakeholder & Community Engagement Unit Project Request Form](#).

If you have questions about this process or need clarification on the next steps, please email jennifer.mach@austintexas.gov.



Step 2: SPOC Evaluation of Pages

- Worksheet guides them through content to review, including:
 - Listed processes
 - Code references
 - Links
 - Images
 - Documents and forms
 - SEO
- SPOC represents the page’s content, not just their workgroup.
- Reminders to check customer service messaging outside the website.
- Fill out Microsoft form per page

Instructions:
 Use this worksheet to assist with information gathering and plug in your requested revisions on the [DSD Webpage Quarterly Update form](#) when complete. Please complete one update form per webpage.

Page Name:

Page Link:

Is there any branding (logo use or department name) that needs to be updated? Yes No

Is the process listed correct? Yes No N/A

If the process steps are incorrect, what steps should be listed?

Are all codes and ordinances accurate? Yes No N/A

If no, what are the new code/ordinance updates and links to them?

Are links to PDFs and web forms correct? Yes No N/A

If no, what are the correct links?

Does the content on the PDFs and web forms need to be updated? Yes No N/A

If yes, submit a [ServiceNow ticket](#).

Are partner department links and information on this page accurate? Yes No N/A

If no, what are the correct links and information that need to be updated?

Step 3: Content Strategist Review



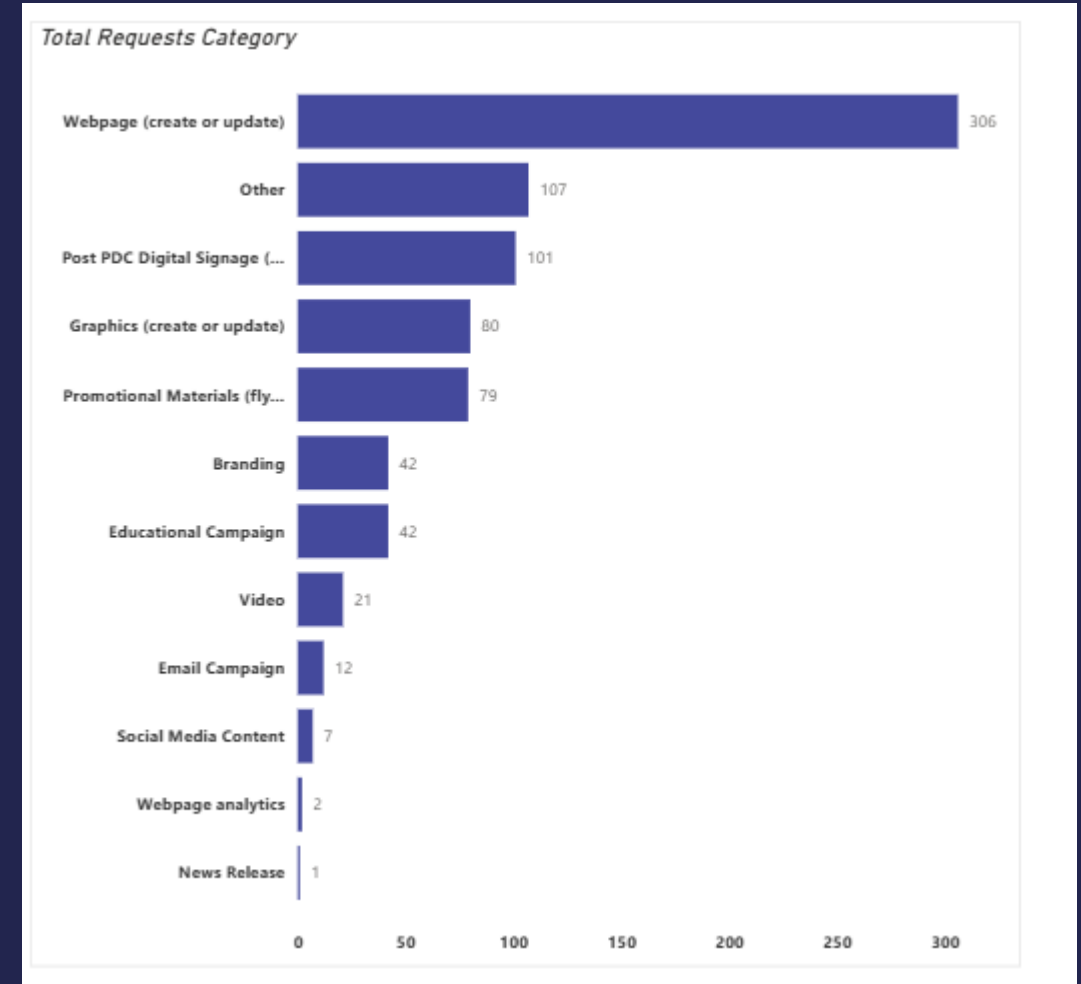
- SPOC submission pre-populate Microsoft List for Content Strategist review.
- Each submission is reviewed, and edits are made, a meeting is scheduled, or no action is taken.

Development Services Communications Team
DSD Webpage Quarterly Update Log 2026

Created By	Webpage Title	Page link	Is there any bran...	Is the process list...	If the process ste...	Are codes and or...	If no, enter the ne...	Are PDFs and we...	If no, what are th...	Does the content ...	Are partner depar...	If no, what are
Adrian, Leah	Community Registry	https://www.austint...services/community-registry	No	No	FAQ - needs to be updated 1. Property Profile info isn't correct 2. Search Community Registry link in second question needs to be updated 3. This section can be deleted 7. The Register a New Group link needs to be updated	N/A	Required info	Yes	Required info	No	N/A	Required i
Adrian, Leah	Property Profile Overview	https://www.austint...services/property-profile-overview	No	N/A	Required info	N/A	Required info	Yes	Required info	N/A	No	Frequently Ask Question - Incc but no idea wh was here https://storymz
Libby, Jeff	Code Connect	https://www.austint...services/code-connect	No	Yes	Required info	Yes	Required info	Yes	Required info	No	Yes	Required i
Adrian, Leah	Neighborhood Assistance Center	https://www.austint...services/neighborh...assistance-center	No	No	Remove the In-Person option for appointments, we don't hold them	N/A	Required info	Yes	Required info	No	Yes	Required i
Adrian, Leah	Community Registry Search	https://www.austint...services/community-registry-search	No	Yes	Required info	N/A	Required info	N/A	Required info	N/A	N/A	Required i
McLendon, Rose	Fiscal Surety	https://www.austint...services/fiscal-surety	No	Yes	Required info	Yes	Required info	Yes	Required info	No	Yes	Required i

Step 4: Edits Made, New Priorities Set

- Follow up with SPOCs who are non-responsive
- Make edits and hold meetings (as needed)
- Define new priorities for the quarter
- Continue engaging with SPOCs on web updates between updates



Using Automation

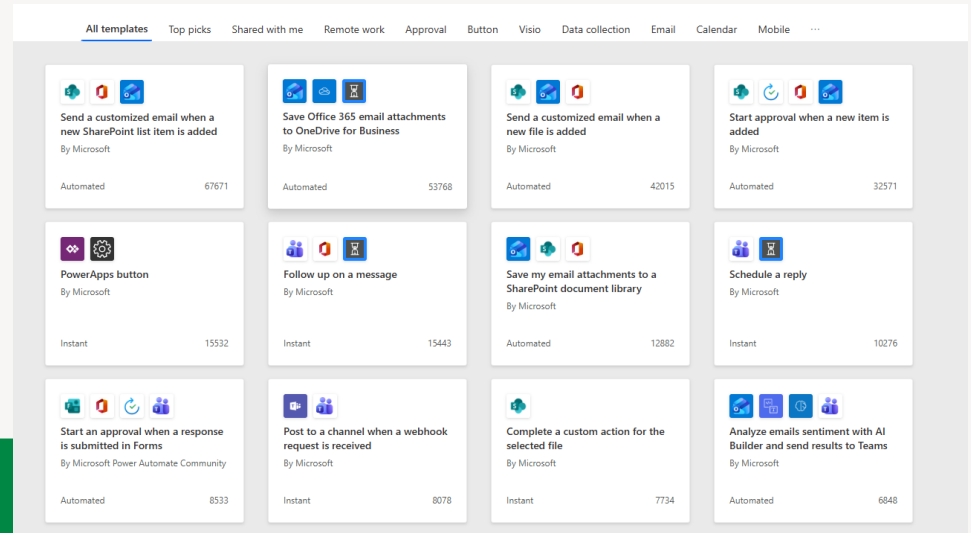
Power Automate: Send email

- Pulls from SPOCs listed in SharePoint List and sends one email per webpage with webpage name listed.
- Emails come from shared inbox.

Microsoft List/Form: SPOC fills out web form per webpage.

Microsoft List: List automatically populates form entries into a format for project management.

Optional: Custom automations to set Teams/email notifications when responses are submitted.



DSD Webpage Quarterly Update Form

Please review your webpage and complete the following form. Use one form per webpage.

Hi Holman, Maggie. when you submit this form, the owner will see your name and email address Maggie.Holman@austintexas.gov

Webpage Title
Enter value here

Page link *
Enter value here

Is there any branding (logo use or department name) that needs to be updated? *

Is the process listed correct? *

Created by	Webpage Title	Page link	Is there any brand...	Is the process list...	If the process list...	Are codes and in...	If no, enter the se...	Are PDFs and we...	If no, what are th...	Does the content...	Are partner depen...	If no, what are...
Adrian Lash	Community Registry	https://www.austintexas.gov/property-profile-overview	No	No	FAQ needs to be updated. Property profile info isn't correct. Search Community Registry link or second question needs to be updated. This section can be updated. The Register a New Child link needs to be updated.	N/A	Required info	Yes	Required info	No	No	Required
Adrian Lash	Property Profile Overview	https://www.austintexas.gov/property-profile-overview	No	N/A	Required info	N/A	Required info	Yes	Required info	N/A	No	Required. Ask Question - that, but no idea who sees here https://www.austintexas.gov/property-profile-overview
LiMy Jeff	Code Connect	https://www.austintexas.gov/code-connect	No	Yes	Required info	Yes	Required info	Yes	Required info	No	Yes	Required
Adrian Lash	Neighborhood Assistance Center	https://www.austintexas.gov/neighborhood-assistance-center	No	No	Remove the "Person" option for appointments we don't hold them	N/A	Required info	Yes	Required info	No	Yes	Required
Adrian Lash	Community Registry Search	https://www.austintexas.gov/community-registry-search	No	Yes	Required info	N/A	Required info	N/A	Required info	N/A	N/A	Required
McLendon Rose	Fiscal Sanity	https://www.austintexas.gov/fiscal-sanity	No	Yes	Required info	Yes	Required info	Yes	Required info	No	Yes	Required

How would you like to start?

Create from blank

- List
- Form
- Gallery
- Calendar
- Board

Import from

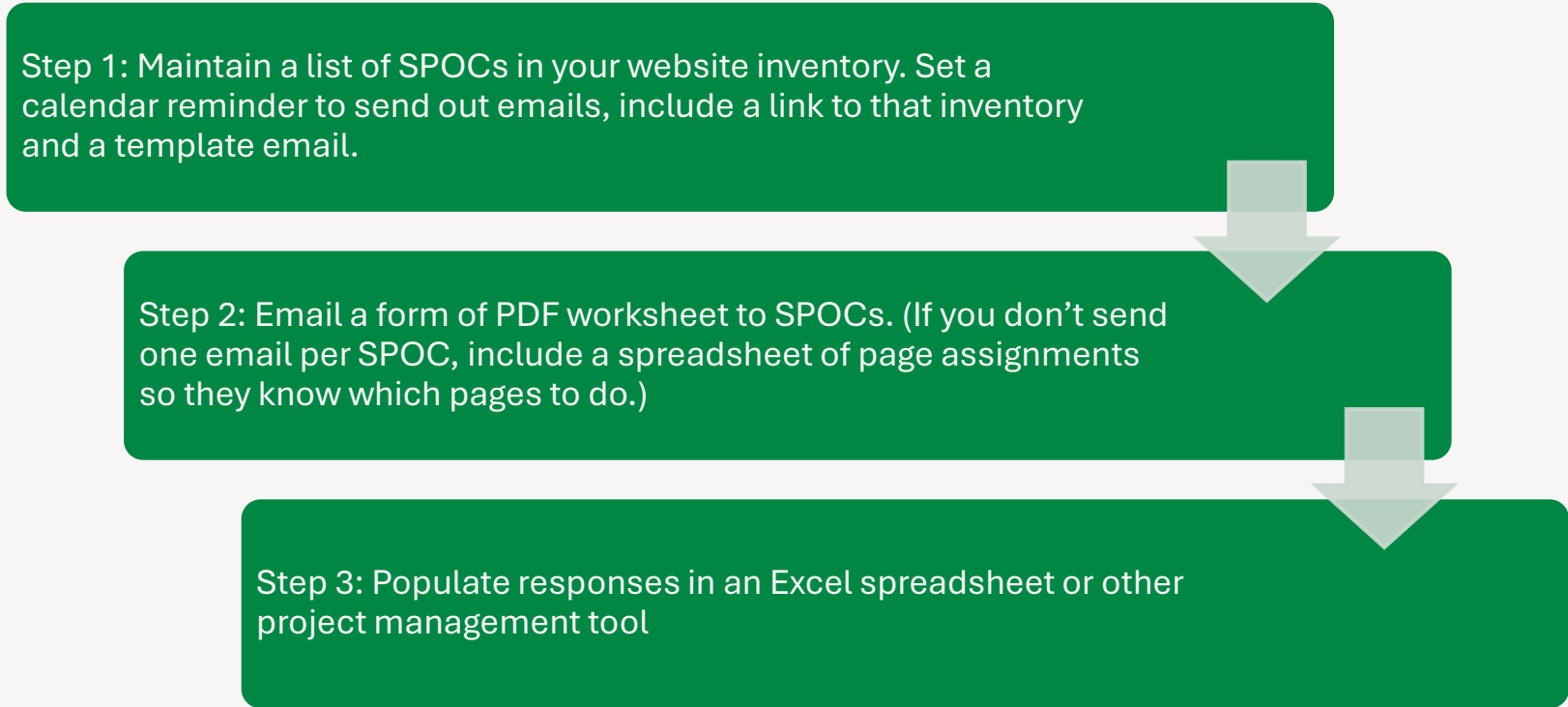
- Excel
- CSV
- Existing list

See our Automation (in session only)



Don't Have Power Automate?

Here is how you can set up a SPOC system without fancy tools. The benefit of automation is you don't have to remember to do all these steps, but it's still doable!





Sustained Impact & Lessons Learned

- 3 years since initial launch – realignment of department, new website, new brand
- Website is easier to maintain
- Staff is aware of what’s on the website, accessibility best practices, understanding of web editing process
- Better prepared for city-wide changes and accessibility
 - Already cleaned up all pages and documents
 - Support system for updates
 - Citywide limiting of web editors
- Ensuring we retain ultimate decision-making authority
- Process hasn’t really changed – small edits to worksheet
- Automated small tasks, created room for larger projects
- SharePoint page / list of SPOCs had greater use

Toolkit

Download our toolkit at bit.ly/tamio-web.

It includes:

- Messaging Examples
- Worksheet Template
- Form Template
- Onboarding Guide
- Automation Example

Need help or advice? Email us at Maggie.Holman@austintexas.gov and Jennifer.Mach@austintexas.gov.



Questions?

Session Survey

