

**North Carolina Department of Cultural Resources
Office of Archives and History**

WEB SITE CONTENT ASSESSMENT (WCA): Appraisal of the extent to which the agency is/is not fulfilling its legal/other responsibilities under records keeping statutes and other obligations, plus likelihood agency will be called to account. Outcome determines appropriate management and records keeping responses.

LOW LEVEL	MODERATE LEVEL	HIGH LEVEL
<p>Characteristics:</p> <ul style="list-style-type: none"> ▪ Single Web site ▪ Copies of official publications ▪ Controlled postings ▪ Publications not controversial ▪ Publications never litigated and little or no legal risk ▪ Publications do not generate bad press ▪ Constituents are satisfied w/ Web site ▪ Little legislative interest 	<p>Characteristics:</p> <ul style="list-style-type: none"> ▪ Number of complex Web sites ▪ Many offices posting to the Web sites ▪ Overlapping and conflicting information ▪ Both static and interactive Web sites ▪ Unique original materials on Web sites ▪ Legal counsel was not consulted ▪ Some adverse and controversial reaction ▪ Variety of management controls 	<p>Characteristics:</p> <ul style="list-style-type: none"> ▪ More numerous and complex Web sites w/ subsites ▪ Contain bulletin boards, publications, unique original materials, hearings, and real time business ▪ Different administrative arrangements ▪ Public scrutiny; publications are controversial ▪ Substantial liability; frequently litigated ▪ Frequent press coverage; public interest groups monitor sites ▪ Active and vigilant legislative interest ▪ Public is clamoring for more
<p>Records Management Analysis:</p> <ul style="list-style-type: none"> ▪ Satisfactory; no further measures necessary; periodic review of Web site for changes. 	<p>Records Management Analysis:</p> <ul style="list-style-type: none"> ▪ Additional measures should be taken to reconstruct prior versions 	<p>Records Management Analysis:</p> <ul style="list-style-type: none"> ▪ Requires precise reconstruction of exact copies of past contents
<p>Recommended* Records Keeping Response:</p> <ul style="list-style-type: none"> ▪ Adequate documentation ▪ Records already in records keeping system (paper and electronic) ▪ Snapshot of entire Web site to Office of Archives and History at least once a year. 	<p>Recommended* Records Keeping Response:</p> <ul style="list-style-type: none"> ▪ Maintain directory listings of Web sites ▪ Snapshot of entire Web site to Office of Archives and History at every significant version change or at least every 2 years, whichever occurs first ▪ Snapshots into the agency records keeping system and retention schedules applied 	<p>Recommended* Records Keeping Response:</p> <ul style="list-style-type: none"> ▪ Maintain regular sequential directory listings of Web site changes ▪ Periodic snapshots of entire Web site (weekly, monthly) ▪ Snapshot of entire Web site to Office of Archives and History at every significant version change ▪ Snapshots into the agency records keeping system and retention schedules applied

* The recommendations under "Records Keeping Response" at each level listed above should be reflected in the office's records retention schedule.

Credit: McClure, Charles R. and J. Timothy Sprehe, Analysis and Development of Model Quality Guidelines for Electronic Records Management on State and Federal Web sites, January 1998.