

Lessons from the 113th Congress Gold Mouse Awards

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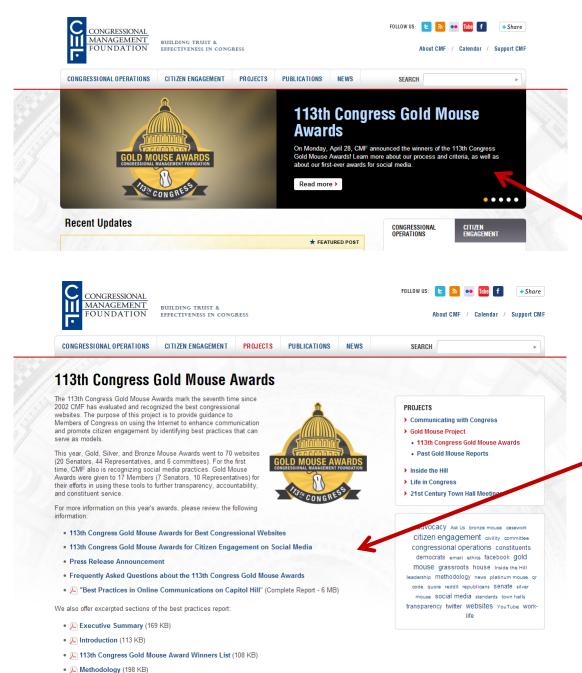
National Write Your Congressman

Agenda

10:45 am

9:35 am	Website PresentationMethodologyMost Critical ContentFast Fixes
10:00 am	Website Panel/Q&A
10:20 am	Break
10:30 am	Social Media PresentationMethodologyPrinciples for Strategic Communication

Social Media Panel/Q&A



Go to CongressFoundation.org

"113th Congress
Gold Mouse Awards"
is first item in slideshow
on homepage

Links to winners, best practices report, slides from today's program

Website Methodology

- Member websites reviewed Sept-Dec 2013
- Sites reviewed by round, prioritized by most critical content
- No comprehensive evaluations (or grades or report cards)

Website Evaluation Rounds

Determine Award Winners:
 Criteria Scored and Weighted

64 (12%)

• Round 3: Remaining Criteria

167 (31%)

• Round 2: Usability

225 (42%)

 Round 1: Depth of Legislative Actions & Positions, Casework Assistance

537 (100%)

Characteristics of Effective Websites

10 Categories of Criteria

CHARACTERISTIC #2: Demonstrates Accountability and Transparency

A fundamental tenet of representative democracy is that elected officials should be accountable to their constituents. To increase accountability and transparency, Member websites should provide information on all roll call votes, including how the Member voted and the outcome of the vote. The best websites highlight key votes and provide explanations for why Members voted the way they did.

Questions to ask:

- What is the Member doing legislatively in Congress? What actions have been taken on key issues?
- Does the website link to the Member's voting record or include access to all of the Member's votes?
- Does the website highlight key votes and explain why the Member voted that way?
- Does the website link to or discuss the Member's sponsorships and cosponsorships for the current Congress?

The specifics CMF looks for in evaluations:



- The Member's voting record, particularly those with an easy-to-read format that lists every roll call vote, how the Member voted, and the outcome of each vote.
- Explanation of how to read a roll call vote.
- Explanations of key votes on high-profile legislation and where the rationales for these votes are located on the website.
- A list of (or a link to) the legislation the Member has sponsored and cosponsored.
- The Member's specific accomplishments.

Use as checklist for self-assessment

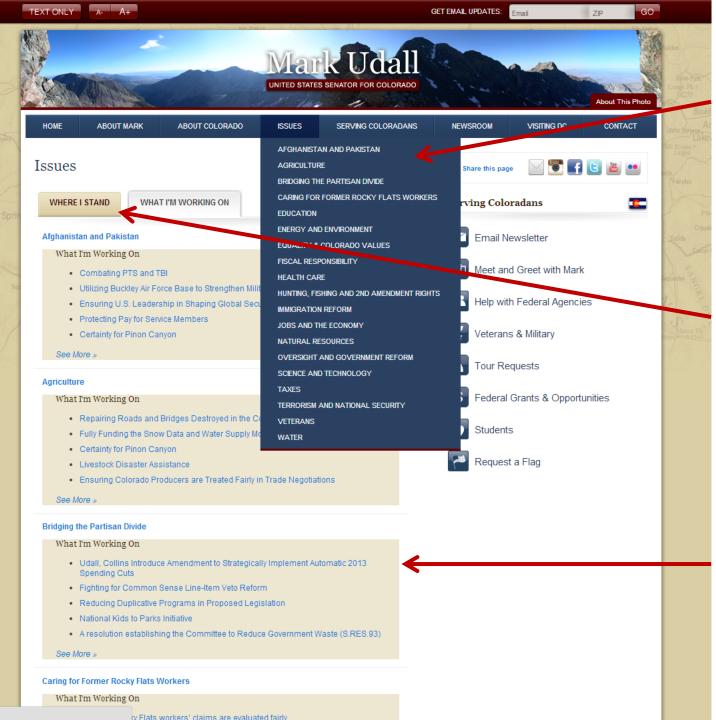
Award-Winning Examples: Sen. Mark Begich (D-AK) and Rep. Paul Ryan (R-WI)

Characteristic #1

Informs Constituents of Legislative Positions and Actions

Information on Issues

- Does the site reflect key issues and current topics before Congress?
- Does the site include information on the Member's priority issues and issues important to the district/state?
- What is being done in Congress and what action has been taken by the Member on these issues?
- How easy is it to determine where the Member stands on various issues?



Site includes national issues, Senator's priorities, and state issues

"Where I Stand" tab has paragraph overviews

"What I'm
Working On"
tab has
scannable
bullets/links on
subtopics



Brief write-ups on main page reference Vermont, demonstrate constituent focus

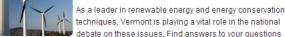




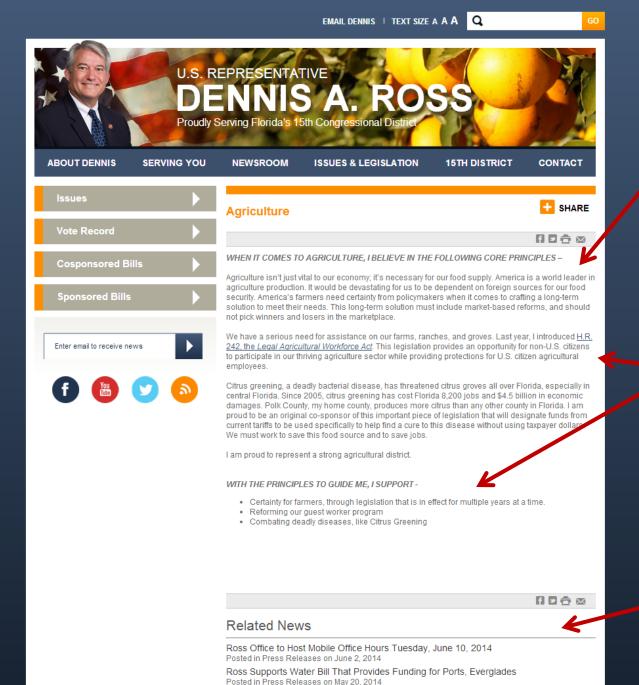


secondary education systems, bringing better food into school cafeterias with farmto-school programs, and ways to deal with the rise of college tuition. Read More »

Energ



about current energy issues and legislation. Read More »



Posted in In the News on April 11, 2014

Lakeland Ledger: Ross Cites Examples of Bipartisan Cooperation on Capitol Hill

Descriptive narrative, rather than generic text

References specific bills, data points, and areas of support

Related press releases, articles, blogs

Characteristic #2

Demonstrates Accountability and **Transparency**

Demonstrations of Accountability

- What is the Member doing legislatively in Congress?
 What actions have been taken on key issues?
- Do you link to the Member's voting record or include access to all of the Member's votes?
- Do you highlight key votes and explain why the Member voted that way?
- Do you link to or discuss the Member's sponsorships and co-sponsorships for the current Congress?



Committee

Congressman and Budget Committee Chair Paul Ryan joined Hugh Hewitt on Wednesday's show to discuss the establishment of ...

May 5, 2014

Paul Ryan Discusses the First District Mobile Office and Ways to Fight Poverty Congressman Paul Ryan spoke with WLIP's Bill Lawrence about the First District Mobile Office, which will visit several s...

May 5, 2014

Ryan outlines philosophies on poverty BY Deneen Smith, Kenosha News U.S. Rep. Paul Ryan is focusing on poverty in recent months, looking to bring a focus to a...

View More News

Voting Record

>> How Our Laws are Made

>> Legislative Resources



Issues of the

Week

relating to votes, legislation, what's going on in the House

Many pages

Voting Record on home page

See More

WORD OR PHRASE

Search Legislation

Washington, DC Office

BILL NUMBER

Students & Kids Page

Visiting Washington, DC

PRIVACY ACT RELEASE

Janesville Office

20 South Main Street

Phone: (608) 752-4050



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Home » Legislative Work

Vote Rationale

Rep. Levin believes it is important to provide constituents up to date information on how he votes on legislation, as well as his reasons for doing so. Below is a list of a few pieces of legislation that he has voted on this year. By clicking on the dates below, you will find his reasoning behind his vote. For background information on the legislation - including a summary, legislative history and full roll call - please click on the bill number.

To view additional votes, please see my <u>Voting Record</u> Page or the <u>Washington Post's Vote</u> <u>Database</u>.

Date Bill		Title	
<u>5/9/2014</u>	H.R.4438	American Recognition and Competitiveness Act of 2014	
2/11/2014	<u>S.540</u>	Temporary Debt Limit Extension Act	
10/16/2013	H.R.2775	Continuing Appropriations Act, 2014. (This legislation ended the government shutdown, and extended the debt ceiling).	
9/20/2013	H.J.Res 59	Continuing Appropriations Resolution, 2014	
8/2/2013	H.R.2009	Keep The IRS Off Your Health Care Act of 2013	
6/28/2013	H.R. 2231	Offshore Energy and Jobs Act	
6/20/2013	<u>H.R. 1945</u>	Federal Agriculture Reform and Risk Management Act of 2013 "Farm Bill"	
5/26/2013	<u>H.R.45</u>	To Repeal The Patient Protection and Affordable Care Act And Health Care-Related Provisions In the Health Care and Education Reconciliation Act of 2010.	
5/9/2013	H.R. 807	Full Faith And Credit Act	

Preventing Greater Uncertainty In The Labor Management Relations



Links tostatementson key votes



Home » About Me » Events

Week of February 24- 28, 2014

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Start: February 28, 2014 11:31 am
End: March 2, 2014 11:31 pm

Feb 28, 2014

Monday, February 24, 2014

· No votes in the U.S. House

Tuesday, February 25, 2014

- The U.S. House met at 2:00 p.m. for legislative business with votes postponed until 6:30 p.m.
- · Spoke to the Credit Union National Association Legislative Conference.
- Attended President's announcement of the Advanced Lightweight Metals Innovation public/private partnership in Michigan.

Wednesday, February 26, 2014

- The U.S. House met at 12:00 p.m. for legislative business.
- Attended weekly meeting of Democratic Members of the House.
- Participated in a Conference Call to release a report on the jobs impact of currency manipulation
- Executives from Southeast Michigan Surgical Hospital visited the office to discuss health care reform.
- Michigan Association of Broadcasters visited the office to discuss television and radio issues.
- Met with members of the National Association of Real Estate Investment Trust to discuss real estate issues.



Highlights from the legislative calendar & personal schedule

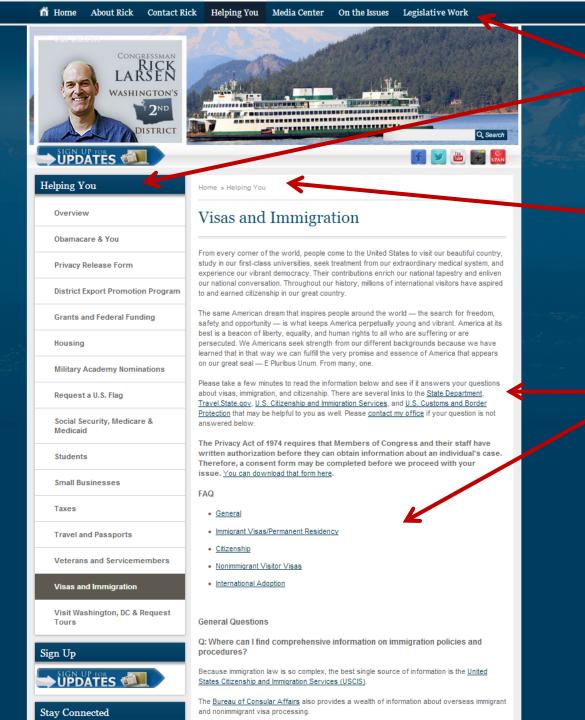
Notes specific groups and topics of meetings

Characteristic #3

Follows Best Practices for Usability

Usability

- Can users quickly move through the site using the navigation tools, menu options, and links provided?
- Is the information arranged logically? Is content where users would expect it?
- How easy is it to read the content? Is it written for the Web?
- How would you describe the look and feel/design of the website?



Consistent and clear menu options

Breadcrumbs help orient users

Text, links, menu options are clear and easy to read

CONGRESSMAN DUNCAN HUNTER PROUDLY SERVING CALIFORNIA'S 50TH DISTRICT

About M

50th District

News Room

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Issues

Economic Recovery

Education Reform

Family Values

Federal Budget

Health Care

Immigration

National Security

Second Amendment

Social Security and Medicare

Tax Reform

Veterans

Legislation

Tags in Issues

budget economy education family values health, care immigration national Security second amendment social security and medicare bareform veterans

Home » Issues » Education Reform

Education Reform

Principles

- · Promote choice, flexibility and portability
- Empower parents and students
- Streamline programs

As a member of the House Subcommittee on Early Childhood, Elementary and Secondary Education, I am committed to making the proper investment in education while moving forward with reforming the Elementary and Secondary Education Act. In doing so, it is imperative that the federal government works to provide flexibility, expand local control, allocate funding for what works, and increase potions for students and parents.



Spending time with third graders at Rio Seco Elementary School

That is why in the 112th Congress, I authored the Empowering Parents through Quality Charter Schools Act, which streamlines the charter school program and provides opportunities to expand and replicate successful schools with added emphasis on accountability. This bill passed with overwhelming bipartisan support in the House.

I also recognize the importance of ensuring our children receive a quality and well-rounded education. At the same time, I believe it's necessary that we revaluate the federal footprint on education, promote better data collection, and encourage states and local school districts to make the decisions that impact child development.

To prevent financially burdensome out-of-state tuition costs for active duty military personnel and veterans, I am a cosponsor of H.R. 367, the G.I. Bill Tuition Fairness Act of 2013. This bill would alleviate an unnecessary hardship on our veterans by requiring public higher education institutions to charge in-state rates.

Eliminating unnecessary regulation is critical, especially for our military personnel seeking higher education. That's why I cosponsored H.R. 331, which would recognize such multi-college community colleges as one institution, and remove a time-consuming burden for veterans to complete numerous school applications for colleges within one community college district. This bill is endorsed by the Grossmont Cuyamaca Community College District and the Riverside Community College District.

What are your thoughts on education?

Are you a student, parent or teacher? I want to hear your thoughts on what improvements are needed for schools and our education system. Please click here and let me know.

Resources for you

- Federal Student Aid provides thousands of college students with financial assistance. To learn more, visit my webpage, Student Financial Aid.
- Interested in applying to a military academy? I have the privilege of nominating a limited number of applicants to four of the five service academies. Visit my U.S. Service Academy Nominations page for more information.

Uses bolded headers, bullets, and short paragraphs of text

Easy access to all issues (no need to use back button)

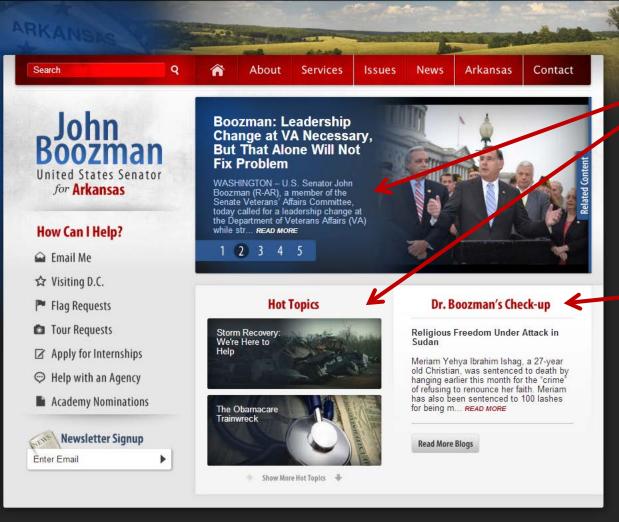
Links to other parts of site with related information

Characteristic #4

Provides Timely Content and Updated Links

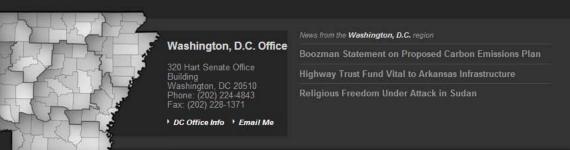
Timeliness

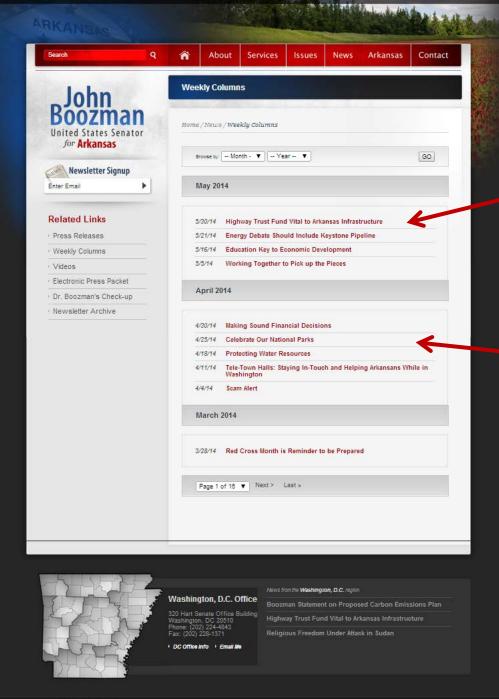
- How generic is the narrative in the issues section?
 Can a user easily determine if the information is current?
- Does the amount of information posted in the issues section detract from its usability?
- How current is the information and media in the press section?
- Have all links been updated for the current Congress, including sponsorships, votes, etc.?



Homepage reflects several current events

Also publishes regular blog articles and weekly columns





Columns are published weekly

Topics reflect current and state events



Specific actions, legislation, and votes taken for current Congress

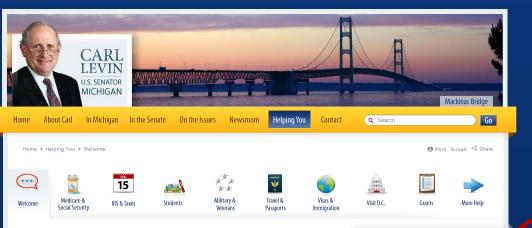
Related content linked below is current and not just press releases

Characteristic #5

Helps Constituents Resolve Problems with Federal Agencies

Casework

- Do you explain what is and what is not casework?
- Do you explain how the office can assist them and how to open a case?
- To what extent can constituents find answers? Must they contact your office or visit third party sites to get assistance?
- Do you link to specific answers on agency websites or just their homepages?



Welcome

I first went to Washington as a United States senator committed to helping people solve problems and to serving the people of Michigan. This is a commitment I continue to take seriously.

My staff and I spend much of our time assisting Michigan residents who are having problems with federal agencies. Whether it's Veterans Affairs, the Social Security Administration or any other federal agency, my office can help you understand your rights and responsibilities relative to various federal programs and help you work through a problem you may have with a federal agency.

This is sometimes referred to as "casework." Often we identify recurring problems that lead to legislative initiatives. Please read the guidelines on this page for information on how my office may be able to assist you in dealing with a federal government agency. Clicking on one of the tabs across the top e.g. Medicare & Social Security, will take you to the page with detailed information about that specific issue. From that page, you can click on the Request Help link to fill out a simple online form and privacy release.

If your issue is time sensitive, please call my Detroit office at (313) 226-6020 or TTY/Voice toll-free (800) 851-0030 (in state).

Carl Levin

Quick Links to Privacy Release Forms »

GUIDELINES

Before my office can help, we need the following »

My office will refer you elsewhere for the following issues >

State Issues

Some issues are handled at the state and local level, such as motor vehicles, Medicaid and workers' compensation. For help with state issues, you can contact your Michigan state senator or state representative.

Michigan gov, the official website of the state of Michigan, offers links to every state agency as well as information on education and career development; family health and safety; travel and recreation; business services; and licensing, certification and permits.

Judicial Issues

Due to the Constitutional separation of powers, my office cannot help you with court matters. If you need a lawyer, you can contact either a private attorney or, if you are low-income or a senior, you can seek help from the Michigan Legal Assistance Network, a guide to free civil legal services for low-income persons and seniors in Michigan. The Michigan Indian Legal Services provides civil legal services to low-income Native Americans and tribes. The State Bar of Michigan Lawyer Referral Service can be contacted at (800) 966-0738.

Child Support

If you have a problem with child support enforcement, the office of the Attorney General of Michigan has a

My office can help you if

- You are a Michigan resident. If you are a resident of another state, please contact your U.S. Representative or U.S. Senator.
- Your problem is with a federal government agency.

My office can

- Help you find basic information in the federal government.
- Assist you with applying for federal benefits such as Social Security or Medicare.
- Initiate an inquiry with a federal agency on your
- Request information or a status report
- Act as a liaison with the federal agency.
- Encourage a federal agency to give consideration to your case.

My office cannot

- Force a federal agency to expedite a case or act your favor.
- Overturn or influence a judge's decision.
- Provide legal advice.

Succinct bullets provide general overview of assistance

Links and contact information for issues the office cannot help with



U.S. Citizenship

Services

and Immigration

Home » Service

Immigration and USCIS



(1) Contact U.S. Citizenship and Immigration Services or the U.S. State Department on your behalf; (2) Inquire about the status of the case; (3) Urge a full and fair consideration consistent with U.S. immigrant law.

Immigration Applications

U.S. Citizenship and Immigration Services (USCIS) oversees a majority of the lawful immigration services. USCIS may be able to answer your questions regarding the immigration process or citizenship and naturalization.



- · Who is eligible to immigrate
- The immigration process (application information, where to file, etc.)
- · How to apply for a Green Card (permanent residence)
- · Citizenship requirements
- · Working in the U.S.
- · Finding legal services
- Finding a medical doctor for an immigration medical exam
- · Adopting children from another country

Where is the nearest USCIS Field Office?

The nearest USCIS Field Office is in San Jose. Please note that you must first schedule an INFOPASS appointment. They are located at:

USCIS San Jose Field Office 1887 Monterey Road San Jose, CA 95112 Public Office Hours MTWF - 7:00am to 4:00pm Th - 7:00am to 12:00pm

Where can I check on the status of my immigration application?

The USCIS My Case Status is a place to check your case status, processing times, change your address, find office locations and make e-Requests.

What do I do if my application is pending for longer than the projected processing time?

If your application is pending for longer than the projected processing time on your receipt, and you have not received any notice or update from USCIS, please call the National Customer Service Center at 1-800-375-5283.

Items to have when you call:

- Your A-number
- · Your receipt number
- Your receipt number
 Your most recent notice from USCIS.

IMMIGRATION INFO

Citizenship Interview and Test



Deferred Action for Childhood Arrivals



Beware of Immigration Scams



-Verify: Employee Rights & Responsibilities



E-Verify: Responsibilidades del Empleado



Answers to questions are onsite, rather than just linking to federal agency homepages

Extra information in videos

Characteristics #6-10

- Provides Easy Access and Guidance on Other Constituent Services
- 7. Focuses on District/State Needs and Interests
- 8. Explains Congress and the Legislative Process
- 9. Maintains Diverse Communications Channels
- 10. Offers Diverse Communications Content

Fast Fixes for Your Website

- 1. Update sponsorship/co-sponsorship links
- 2. Add links to chamber schedule & floor proceedings
- 3. Add press contact information
- 4. Test the search feature(s)
- 5. Check for broken links (or use 3rd party tool)
- 6. Add guidance on how to best communicate with your office
- 7. Add links or guidance on how Congress works
- 8. Link your "Resources" and "Services" sections

Website Q&A

Website Panelists

- Patrick Creamer, Sen. John Boozman (R-AR)
- Ken Scudder, Rep. Mike Honda (D-CA)

Social Media Methodology

- Offices self-nominated
- Submissions received Oct-Dec 2013
- Initial review by CMF staff
- Finalists reviewed by expert panel

Final Selection of Social Media Winners

Based on specific practices rather than platforms that:

- Demonstrate an effort to be transparent and accountable;
- Focus on constituents and constituent service; and
- Attempt to keep constituents informed of, and engaged, in the work of the Members and of Congress.

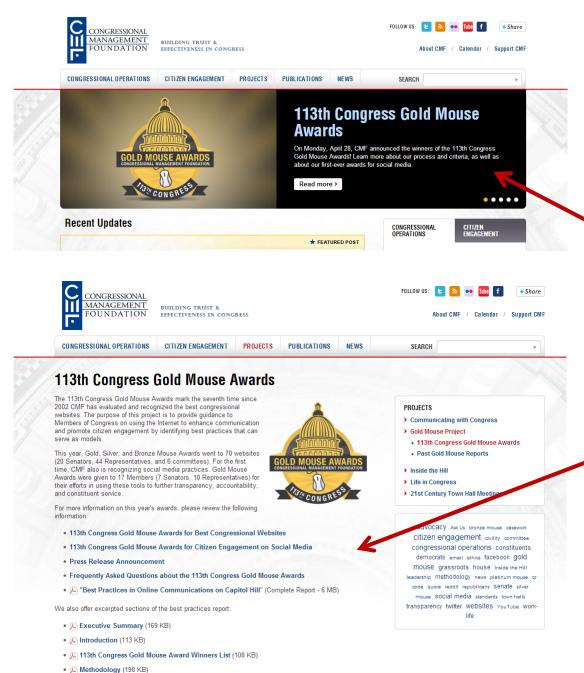
Principles of Strategic Communication

- 1. Who is your audience?
- 2. What content does your audience want and need?
- 3. How does your audience want to interact with you?
- 4. How can you make your content easy for your audience to use?
- 5. How can you make your content more interesting and valuable to your audience?

Social Media Q&A

Social Media Panelists

- David Carle, Sen. Patrick Leahy (D-VT)
- Drew Griffin, Rep. Erik Paulsen (R-MN)
- Brett Morrow, Rep. Mark Takano (D-CA)
- Jessica Seale, Rep. Darrell Issa (R-CA)/
 House Oversight & Government Reform



Go to CongressFoundation.org

"113th Congress
Gold Mouse Awards"
is first item in slideshow
on homepage

Links to winners, best practices report, slides from today's program



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