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## Annex E - Capability Building Policy

This Capability Building Policy is an annex to the **Government Web Hosting Service (GWHS) Memorandum Circular** of the Department of Science and Technology's Information and Communications Technology Office (DOST-ICT Office).

### Content

1. Governance Structure
2. Roles and Responsibilities
3. Competencies
4. Educational Resources
5. Manpower Resources

### Purpose

For sustainability of the Government Web Hosting Service (GWHS), there should be a continuous capability and knowledge exchange conference involving security experts, accredited developers and trainers, and agency web developers.

### Scope

This Capability Building Policy shall cover:

- National government agencies (NGAs)
- Government financial institutions (GFIs)
- Government-owned and -controlled corporations (GOCCs)
- Inter-agency collaborations, programs and projects
- State universities and colleges (SUCs)

### Issuing Authority

This document has been created by the Department of Science and Technology's Information and Communications Technology Office (DOST-ICT Office) and Advance Science and Technology Institute (DOST-ASTI), through the Integrated Government Philippines (iGovPhil) Project.

### Contact Information

Policies and associated publications under iGovPhil Project can be found at <http://i.gov.ph/>. Queries, suggestions and clarifications with regard to this policy may be forwarded to [inquiry@i.gov.ph](mailto:inquiry@i.gov.ph).



## 1. Governance Structure

The GWHS stakeholders are encouraged to develop their own Governance Structure. The agency's web team shall be composed of the chief information officer, who will act as the head of a web team, and a webmaster, who will manage and maintain the website.

## 2. Roles and Responsibilities

### 2.1 Webmaster

Generally, it is the responsibility of a webmaster to handle the Content Management System administration page. Specifically, the tasks are:

- To ensure that the site is operating properly.
- To manage CMS user accounts.
- To migrate the current site's contents to the Government Website Template CMS.
- To manage or revise the site codes.
- To ensure the site's security.
- To manage the databases.
- To handle the CPANEL administration.
- To develop, upload, and update

### 2.2 Content Managers

- To manage contents and queries.
- To develop, upload and update contents.

### 2.3 Chief Information Officer (CIO)

It is the CIO's responsibilities to:

- Approve contents to be uploaded in the website.
- Act as a contact person for GWHS concerns.

## 3. Competencies

The basis for the needed competencies, or the fundamental set of knowledge and skills for the webmasters shall be based on the National ICT Competency Standard for Webmasters (NICS-Webmasters) formulated by the DOST-ICT Office.

Selected indicators from Skill Set Divisions A, B, and C of the NICS-Webmasters and some identified indicators to address the need of website migration to GWHS shall be adopted. These standards cover competencies related to Internet Access, Web Content Management, and Website Maintenance and Administration.

The following are the standards and indicators for Skill Set Division A, which particularly covers skills linked to Internet access:

- Demonstrate knowledge of the different applications of Internet



- Navigate the web using a browser
- Use net search tools to retrieve information from remote sites
- Use software applications and file maintenance as required
- Send, read, print, forward, reply to email messages, and maintain email files

Skill Set Division A Underpinning Knowledge:

- Internet Web Standards
- Basic Workings on the Internet
- Web Browsers
- Basic Workings of email/Webmail
- Web Technologies, Helper Applications, and Plugins
- Internet Searching
- Search Engine Optimization

Skills Set Division B pertains to the Web Content Management skills. This skill set covers standards related to Markup and CSS, web multimedia, basic web programming and RDBMS. These skills are:

- Design, develop, publish, and present web pages using different technology resources that demonstrate and communicate information to users.
  - Identify and differentiate among the various generations of Content Management System (CMS) platforms available.
  - Author web pages incorporating hyperlinks graphic images, tables, and forms.
  - Optimize website for speed of access.
  - Regulate and control website content access through user account management.
- Demonstrate basic knowledge on the use of different graphic tools, web multimedia and techniques.
  - Design the arrangement and style treatment of elements (content) on a page using relevant CMS platforms.
  - Identify and incorporate video and audio files into a website.
  - Identify various types of multimedia available and be able to incorporate multimedia elements into website development.
  - Install plugins to extend the features of the website.
- Apply the different web programming languages and relational database management systems, and Implement efficient coding practices.
  - Change variables and control the layout of the page to affect the look and function of HTML page content.
  - Enhance content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting, and reduce complexity and repetition in the structural content.
  - Build or install a small application module or applet for use as part of a web page
  - Develop web pages that are not affected by the type of browser the website visitor is using and enable to make dynamic and interactive web pages.
  - Apply basic server-side scripting, command line scripting and desktop



applications, such as those that collect form data, generate dynamic page content, or send and receive cookies, if the need arises.

- Authenticate, track session and remember specific information about users.
- Access the environmental variables on the server. Read, write, manipulate, update, and delete files. Run programs, such as graphics or database programs that reside on the server.
- Regulate access on the files residing in the server.

#### Skill Set Division B Underpinning Knowledge:

- HTML/XHTML
- CSS
- JavaScript and CGI
- CMS Platforms, e.g., Joomla, WordPress, Drupal
- Web Audio and Video
- Generic Web Designing Tools
- Current Multimedia Standard
- Sound and Video File Types
- Web Style Guides
- Relational Database Concepts and Design
- MySQL, MariaDB, or other relevant RDBMS (optional)
- PHP (optional)

For technical issues, Skill Set Division C presents skills related to website management, web accessibility and usability, and legal issues, with the following indicators:

- Maintain and administer a website
  - Describe basic network components and principles of protocols.
  - Install and configure a web server.
  - Evaluate various web servers and platform dependencies.
  - Identify web security concerns and ensure that a website contains the level of security that is necessary.
- Conduct electronic financial transactions better and faster, and enhance level of customer satisfaction by providing customer support *if applicable to the nature of the website*.
  - Provide capability in the distribution of information, products, and services online.
  - Delegate customer queries to appropriate personnel.
  - Offer useful downloads.
- Create strategies for the web business to excel, *if applicable to the nature of the website*.
  - Identify the organization structures and resources needed to deploy business.
  - Define the functional requirements for computerized assistance to business processes.
  - Select the commercial programs to meet functional requirements.



- Oversee and support the implementation of programs to deploy needed business capabilities.
- Secure transactions.
- Design websites that are accessible and provide equal access and equal opportunity to people with different needs.
  - Develop websites that can be used by people with disabilities.
  - Design websites that are flexible to meet different user needs, preferences, and situations.

#### Skill Set Division C Underpinning Knowledge:

- File structure and organization
- Basic networking
- Basic site security
- Other nonfunctional qualities: reliability, scalability, availability, performance, usability, capacity, etc.
- Web presence strategies
- Meta data and tags
- Search engine optimization
- Marketing plan (if applicable)
- E-commerce, e-payment (if applicable)
- Strategies for developing an e-commerce Site (if applicable)
- Web design accessibility recommendation checkpoints
- Planning and coding for accessibility

#### 4. Educational Requirements

To assist the NGAs, GOCCs, GFIs, SUCs, the ICT Office shall tap the pool of accredited trainers and developers who passed the accreditation exam administered by the Project Management Office (PMO) of the iGovPhil Project.

#### 5. Manpower Resources

The following educational resources can be used as references in writing web content:

- The PCDSPO Style Guide (which can be found at [pcdsp.gov.ph](http://pcdsp.gov.ph)).
- Online Writing Guide (which can be accessed from [i.gov.ph/ao39](http://i.gov.ph/ao39)).
- Multimedia materials such as videography, digital photography.



## Related Documents

Name	Reference	Location
Administrative Order 39 (s. 2013)	Official Gazette	<a href="http://www.gov.ph/2013/07/12/administrative-order-no-39-s-2013/">http://www.gov.ph/2013/07/12/administrative-order-no-39-s-2013/</a>
Government Web Hosting Service (GWHS) Memorandum Circular of the Department of Science and Technology Information and Communications Technology Office (DOST-ICT Office)	Integrated Government Philippines Project Website	<a href="http://i.gov.ph/">http://i.gov.ph/</a>

## References

Name	Location
National ICT Competency Standard for Webmasters (NICS-Webmasters)	Information and Communications Technology Office (previously, the Commission on Information and Communications Technology)

## Modification History

Version	Effective Date	Changes
1.0	August 30, 2013	
1.1	September 6, 2013	Formatting; Related information were added
1.2	October 2, 2013	Added minor changes
1.3	October 10, 2013	Revised some portions
1.4	August 7, 2014	Revised some portions
1.5	November 12, 2014	Changed the letterhead