



OFFICE OF THE STATE CHIEF INFORMATION OFFICER

J. Clark Kelso
Chief Information Officer

January 22, 2007

To: Agency Secretaries
Agency Undersecretaries
Agency Information Officers
Department Directors
Chief Information Officers
Webmasters

Subject: California Portal

I am pleased to announce that the redesign of the California Portal (www.ca.gov) has been completed and was released today, January 22nd. The redesign is part of an effort to expand and refresh California's on-line presence, and to help visitors find the information they need as quickly as possible. Some notable changes include a new look-and-feel, the reorganization of the navigation and structure of the home page, the Google search engine, and a statewide brand.

Agencies, departments, commissions and boards within the State Executive Branch are requested to comply with the new design by November 2007. To help departments make this transition, tools, templates, and other resources are available in an on-line Webmaster's Toolbox at www.eservices.ca.gov. Some of the required elements follow:

- Logo and Banner – A new logo and banner have been established that use less space and facilitate co-branding. The header helps signify to users that they are on an official State site, and is a required element for every State web site.
- Tabs – For the State web sites, the primary navigation will transition to tabs, versus left hand sub-navigation. A variety of color combinations are available.
- Footer – The footer should appear at the bottom of all State pages. The footer contains links to the policies of www.ca.gov, contact information, and other information.

The redesign was based on feedback from citizens, businesses, and State departments that the portal was not meeting their needs. This was confirmed through a usability study and search engine review conducted in the summer of 2006. As a result, the organization of the information has been improved and content has been updated. To provide more relevant search results, California's search engine is powered by industry-leading Google. Additionally, we made extensive changes to ensure that the site is accessible to people with disabilities.

January 19, 2007

Page 2

I am very excited about the work that has been done to make it easier and more convenient for citizens, businesses, and visitors to do business with the State of California. This redesign has been a significant undertaking, and it represents the work of many cross-departmental committees, workgroups, and user groups over the last year. This first step puts California in an easier position to implement future improvements and features.

If you have any questions about the redesign, please contact the eServices Office at info@eservices.ca.gov or visit www.eservices.ca.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Clark Kelso". The signature is written in a cursive style with a large initial "J" and "K".

J. Clark Kelso
Chief Information Officer
State of California