

PADM 7360 Planning & Implementing Electronic Government

Valdosta State University
College of Arts & Sciences
Political Science Department
Public Administration Program
PADM 7360 Planning and Implementing Electronic Government
Spring 2009 Syllabus

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<http://www.valdosta.edu/pa/>

Course Description

The focus of this course is to familiarize public administration students with the knowledge, skills, and abilities required to establishing and maintain a Web presence. This course provides an introduction to the methods and the process for planning and implementing a Website for a government entity or a nonprofit organization. Students will learn how public and nonprofit organizations utilize the Web to meet the needs of their constituents.

Expected Outcomes

1. Describe and explain the Stages of Electronic Government.
2. Explain the significance of e-democracy and the digital divide, and other current issues in E-Government.
3. List and describe legislation effecting the Internet and statutes that affect the implementation of E-Government.
4. Describe at least five ways the Internet can help a government or nonprofit improve the organization's responsiveness to its constituents.
5. Explain how a government or nonprofit organization establishes a unique domain name and specify the appropriate top-level domains for each type of entity.
6. Outline the process for determining the advantages and disadvantages of using in-house staff vs. outside contractors for Web design and hosting.
7. Describe ways in which government and nonprofit organizations involve internal and external constituents in needs assessment for the Web presence.

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8. List problems, concerns, issues and possible solutions related to Internet security for government and nonprofit organizations.
9. Explain the importance of using the Internet for recruiting new employees.
10. Outline the ways government agencies collect fees and/or taxes and the ways nonprofit organizations raise funds through the Internet.

Required Textbooks

Garson, G. David (2006). [*Public Information Technology and E-Governance: Managing the Virtual State*](#). Boston: Jones & Bartlett. ISBN: 0763734683.

Sahlin, Doug & Claudia Snell (2007). [*Building Web Sites All-in-One Desk Reference For Dummies*](#). Hoboken, NJ: John Wiley & Sons, Inc. ISBN: 978-0-470-00994-9.

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the personnel at the VSU Access Office for Students with Disabilities. Also, please discuss this with the instructor (via e-mail) at the time of the first class. You may contact the office at www.valdosta.edu/access/ or at 229-245-2498 (voice) or 229-219-1348 (tty).

General Policies

Incomplete Policy: An incomplete grade (grade I) will only be assigned in cases where the student had a lengthy illness or an unexpected obligation such as extended military service or jury duty. The grade of I will not be assigned because the student is not satisfied with a low grade. It will only be assigned in cases where the student could not complete a substantial part of the course work due to factors beyond the student's control.

Academic Misconduct: Plagiarism is prohibited, and may result in a failing grade for the assignment or for the course, and in extreme cases suspension or dismissal from the program. All assignments must be the original work of the student. If any items are submitted that are not the original work of the student, a failing grade for the assignment and the course will be given.

Attendance—from the VSU Bulletin: "The University expects that all students shall regularly attend all scheduled class meetings held for instruction or examination. . . . It is recognized that class attendance is essentially a

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matter between students and their instructors. Instructors must explain their absence policy in the course syllabus. All students are held responsible for knowing the specific attendance requirements as prescribed by their instructors and for the satisfactory make-up work missed by absences. When students are to be absent from class, they should immediately contact the instructor. A student who misses more than 20% of the scheduled classes of a course will be subject to receive a failing grade in the course."

The attendance policy for this course will be applied in keeping with the concepts of an online course. Students must log in to WebCT Vista at least two or three times weekly and maintain regular contact with the professor and others in the course. This will include responding to email within two or three days of the message from the professor. Students should also respond to discussion threads in a timely manner. Submitting assignments on time and keeping up with readings and other activity will be considered as part of the attendance routine expected of a student in an online course. The 20% policy will be in effect based on a combination of these measures.

Assignments

- 10 % Develop at least five Web pages from scratch and post them on the personal space provided to each student by VSU. All links must work. (Details on setting up personal Web space are available on the VSU site at: <http://www.valdosta.edu/helpdesk/guides/internet/www/>)
- 15 % Research a topic related to E-Government and develop a presentation for the class. Examples include, but are not limited to: establishing a domain, arranging hosting, evaluating 508 compliance, current design guidelines, etc.
- 25 % Case Study – Report on a Government Website and use either an evaluation of the site or develop information about recent updates depending on the site being used.
- 40 % Tests on processes, methods, stages, and other aspects of E-Government (see expected outcomes for more details and examples). For online versions of the class weekly discussion threads might replace the testing typically required for traditional classes.
- 10 % Participate in a class research project related to evaluation of best practices in E-Government. Responsibilities will be assigned in class and performance will be measured based on the quality and accuracy of the completion of the tasks.

A penalty of 10 % will be applied on any grade for the assignments above if the student misses the deadline for the task.

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Class & Reading Assignments Schedule

Week/ Unit	Reading Assignments: Garson	Sahlin
1	Ch 1: The Vision of E-Governance Ch 2: A Brief History of Public-Sector Information Technology Policy	Book I: Preparations Ch 1: Planning a Web Project. Ch 2: Build a Web Team or Go It Alone. Ch 3: Developing the Content. Ch 4: Creating Relevant Site Content.
2	Politics & Policy Ch 3. E-Democracy	Book II: Site Design. Ch 1: Conceptualizing Your Site. Ch 2: Creating Effective Layouts. Ch 3: Organizing Your Content. Ch 4: Ensuring Visual Appeal.
3	Ch 4. Information Equality & the Digital Divide	Book III: Site Construction. Ch 1: Pulling Together Tools/Materials. Ch 2: Making a Web Page with HTML. Ch 3: Creating a Web Page Layout with HTML and CSS. Ch 4: Introducing Web and Graphics Software.
4	Ch 5. Information Access and Governmental Transparency	Ch 5: Getting Started with Dreamweaver. Ch 6: Using Dreamweaver: Advanced Techniques. Ch 7: Creating a Web Page from a Photoshop File.
5	Ch 6. Information Technology and Privacy	Ch 8: Meeting HTML's Powerful Friends. Ch 9: Web Site Usability and Accessibility. Ch 10: Publishing the Web Site.
6	Ch 7. Security Policy	Book VI: Audience Interaction. Ch 1: Adding Basic Interactivity with HTML Forms and JavaScript. Ch 2: An Introduction to ASP. Ch 3: Introduction to PHP. Ch 4: MySQL and PHP. Ch 5: Additional Site Interactivity.
7	Ch 8. Regulation and Taxation Issues	Book VII: E-Commerce. Ch 1: An E-Commerce Primer. Ch 2: Building an E-Commerce Site. Ch 3: Maintaining an E-Commerce Site.
8	Management Ch 9. The E-Government Business Model	Book VIII: Site Management. Ch 1: Helping a Site Succeed. Ch 2: Maintaining a Web Site. Ch 3: Expanding a Site.
9	Ch 10. Partnering, Outsourcing, Contracting, and Procurement	Book IX: Case Studies. Ch 1: Personal Web Sites. Ch 2: Blog Site. Ch 3: Online Newsletter. Ch 4: Photographer/Portfolio Site.
10	Ch 11. Planning for Public Information Systems	
11	Ch 12. Needs Assessment and Project Management	
12	Implementation Ch 13. Implementation Success Factors	

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| 13 | Ch 14. Evaluation of Public Information Systems | Viewing and Discussion of Website Projects |
| 14 | Ch 15. Public Information Technology. Organization Behavior, and Organization Theory | |
| 15 | Presentations | |

Internet Resources:

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| http://www.firstgov.gov/ | FirstGov – Official Site for US Government Information, Services, Transactions, and Forms |
| http://www.whitehouse.gov/omb/egov/ | The Official Web Site of the President's E-Government Initiative |
| http://www.usa.gov/ | Electronic Government and Information Technology (IT) For federal employees |
| http://www.ieg.ibm.com/ | IBM's <i>Institute for Electronic Government</i> |

Online Journal Article(s):

- Dutil, Patrice A., Howard, Cosmo, Langford, John, and Roy, Jeffrey (2008). Rethinking Government-Public Relationships in a Digital World: Customers, Clients or Citizens?
http://www.jitp.net/files/v004001/JITP4-1_Rethinking_Government_Dutil_et_al.pdf

Note: Additional Websites and articles will be added during the class.