Worksheet 3: SET PRIORITIES AND PUBLICATION TARGETS

- In **column 1**, list all the content items you identified as your inventory, on Worksheet 2.
- In **column 2**, note whether this information is on the website currently (C), exists in some form but is not on the website (E), or has to be developed (D).
- In **column 3**, note whether the information is:
    - **Priority 1**: required by law, regulation, Presidential directive, or other official directive or national security.
    - **Priority 2**: mission-critical and essential for program operations, but not required by law, regulation, or Presidential directive (i.e.-information or services that are directly tied to your mission and/or strategic plan)
    - **Priority 3**: frequently requested information or services that would improve organization business processes and/or customer service to the public (e.g., most commonly used forms, documents, applications, transactions, etc.)
    - **Priority 4**: other information
- Some inventory items may fall into more than one priority. Assign them the highest priority.
- In **column 4**, assign a publication target for every inventory item that is not already posted on the website.

Content	Status	Priority	Publication Target

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