

Discussion We continue to collect public feedback about our sites through our American Customer Satisfaction Index (ACSI) online surveys of our web sites and major application interfaces, such as our Archival Research Catalog (ARC) and Access to Archival Databases (AAD) systems. The results of these surveys continue to help guide enhancements to our public web site, archives.gov, making it more helpful to our customers. The Presidential Libraries consistently outperform the overall ACSI e-Government satisfaction score and other benchmarks. We plan to continue to respond to customer expectations by following this successful model and building upon the success of the collective Presidential Library web sites.

In accordance with the President's Management Agenda, which aims to expand electronic government, NARA has aggressively looked for opportunities to make more of our services, for both Federal agencies and the public, available electronically. To meet this challenge and the requirements of the Government Paperwork Elimination Act (GPEA), however, we must be able to support a wide variety of complex electronic transactions.

Our web sites assist the public in navigating our services from their homes; visiting virtually the National Archives, Presidential Libraries, Regional Archives, and the Charters of Freedom (the Declaration of Independence, Constitution, and Bill of Rights); and using resources available in our facilities nationwide. The sites also provide information about the varied and numerous public programs offered at all of NARA's locations, including those in the Regional Archives and the Presidential Libraries, as well as components of the National Archives Experience in Washington, DC, such as the William G. McGowan Theater and the Public Vaults permanent exhibit.

In FY 2007, we enhanced the educational aspect of our public web site, *archives.gov*, providing more engaging ways for our visitors to learn about the use of historical documents and the services we provide. The Presidential Libraries continued to digitize and post historical materials online, including the launch of a Presidential Timeline initiative, and a new site for the Richard Nixon Presidential Library, which launched July 11, 2007. Two major online exhibits were developed and launched – “Eyewitness” and “The Way We Worked” – based on the physical exhibits displayed at the National Archives Building.

Performance Data	2003	2004	2005	2006	2007
Online visits to NARA's web sites (in thousands).	–	–	21,859	31,897	34,871
Cost to provide NARA services online per visitor.	\$0.16	\$0.13	\$0.17	\$0.10	\$.05
<i>Performance target for web sites score at or above the benchmark for excellence as defined for Federal government web sites.</i>	–	–	72.1	71.3	72.3
Web sites score at or above the benchmark for excellence as defined for Federal government web sites.	–	–	69*	69	TBD
Percent of NARA services available online.	30	40	52	52	52
Number of NARA services online.	36	48	62	62	62

*NARA won “Best Practices, Best Web Design in 2005,” a peer award voted by Federal web managers throughout Government service.

FY 2008 Performance Plan Evaluation NARA will evaluate the need for a redesign of the *archives.gov* home page. A new design of the Federal Records Center Program pages will be launched, as well as a redesign of our online “National Archives Experience” to offer a

