

Press Release

For Immediate Release

February 26, 2007

Rep. Maloney's Website Wins "Gold Mouse Award," the Top Prize for Congressional Sites

615 House and Senate Web sites examined by Congressional Management Foundation, only 18 won the Gold Mouse

WASHINGTON, DC – The website of Rep. Carolyn Maloney (D-Manhattan, Queens) has been honored with the top prize for Congressional websites. Today the Congressional Management Foundation, a non-profit, non-partisan management consulting and research organization in Washington, D.C., awarded the Maloney website with its coveted Gold Mouse Award.

Maloney's site (<http://maloney.house.gov/>) was one of 615 evaluated in The 2006 Gold Mouse Report: Recognizing the Best Web Sites on Capitol Hill, which analyzed congressional websites including those of all Senate and House Members, committees (both majority and minority sites), and official leadership sites. 85 websites were recognized in 2006, with 18 winning Gold, 27 winning Silver, and 40 winning Bronze Mouse Awards.

"My goal is to make my office's website as informative and useful to my constituents as possible," said Maloney. "I have a very active office, and I try to make sure that material about my work and Congress is just a few clicks away. I'm thrilled that the Congressional Management Foundation has recognized my website, and look forward to keeping it as up-to-date as possible."

The Gold Mouse Report and Awards are part of the Congressional Management Foundation's broader research project, "Connecting to Congress," funded by a grant from the National Science Foundation. For this project CMF partnered with researchers from the John F. Kennedy School of Government at Harvard University, University of California-Riverside and Ohio State University to study how Members of Congress can use the Internet to improve communications with their constituents and to promote greater participation in the legislative process.

"One of the key purposes of the awards is to highlight best practices so offices can improve their sites by learning from those doing a good job," said Beverly Bell, executive director of the Congressional Management Foundation. "Websites that garnered an Award in 2006 illustrate the best practices that we hope can serve as examples for others to follow."

“Rep. Maloney’s website shows that she has identified the needs of her various constituencies and has developed easily accessible content that meets their needs online,” said Bell. “Rep. Maloney is to be congratulated for having among the best of the best websites on Capitol Hill, and the Congressional Management Foundation is pleased to present Rep. Maloney with the 2006 Gold Mouse Award.”

“The 2006 report shows that websites are an increasingly critical channel through which Members communicate to, and hear from, constituents. In a time when people can do everything online from renewing their driver licenses to paying their taxes, they understandably expect to find information on the web about legislation and congressional assistance with federal agencies, as well as the opportunity to communicate their own views,” Bell said.

Background

Websites were graded on how well they incorporate five basic building blocks that extensive research has identified as critical for effectiveness: audience, content, usability, interactivity, and innovation. Using these building blocks, an evaluation framework was developed by CMF and their research partners at Harvard, Ohio State, and the University of California-Riverside that would be fair and objective, while still taking into account important qualitative factors that affect a visitor's experience on a website.

CMF will be assessing congressional websites again in 2007. All House and Senate Member, committee and leadership websites will be evaluated during the summer of 2007 and another report is expected to be released by the end of the year.

A full copy of the report, the 2006 Gold Mouse Report: Recognizing the Best Web Sites on Capitol Hill, is available on the Congressional Management Foundation’s website at www.cmfweb.org.



Representative Carolyn B. Maloney (D-NY)

www.house.gov/maloney

Congresswoman Carolyn Maloney's Web site exemplifies how to use advances in technology and the Internet to better serve the growing number of constituents that are online. The content is comprehensive and cross-referenced. The wealth of features provides users with a sense of the work the Representative does, her accomplishments, and the services she provides.



One of the keys to a successful Web site is the use of **INNOVATION** to enhance a user's visit and Congresswoman Maloney's site does exactly that. RSS feeds, three e-mail update options, and both traditional and e-mail newsletters enhance the interactivity. Menus and links on each page lead to related content and ensure that users can find the information they are seeking. While the sheer volume of information on this site could be overwhelming, its innovative layout makes it thoroughly usable.

Other successful practices:

- **AUDIENCE:** Her site provides targeted information on her accomplishments and priorities such as her extensive efforts on 9/11 recovery.
- **CONTENT:** Her site has an amazing breadth of content, including information about topics contained in issue-related press releases, summaries of specific legislation, and links to other relevant topics.
- **USABILITY:** A site map and links to related content that are specific to each section allow users to easily find what they are seeking.
- **INTERACTIVITY:** E-mail updates and Web forms allow users to interact with the office online.