

CHAPTER 10 OFFICE OF STRATEGIC COMMUNICATION (OSC)

PART 1 DELEGATION OF AUTHORITY FROM THE ADMINISTRATOR TO THE ASSOCIATE ADMINISTRATOR FOR STRATEGIC COMMUNICATION

Nothing in this Chapter is intended to be in derogation of the authority given the Inspector General under the Inspector General Act of 1978, as amended. Therefore, the following delegations do not limit the independent authority of the Inspector General as granted by the Inspector General Act.

Delegated Authority		Limitations
1. Specific authorities		
a.	Issues press releases and official communications, and speaks on behalf of the agency.	
b.	Reviews and approves all official statements and talking points of significant agency policy.	
c.	Oversees the agency implementation of plain language requirements. (5 U.S. Code § 301 note)	
2. GSA Visual Information Program		
	Oversees the agency visual information program management of the agency visual brand, the GSA Star Mark; management of the agency design and visual system; review and approval of agency organizational contracts and purchase requests that include visual information services, hardware, or software; review and approval of multimedia and video products created by agency offices; management and enforcement of all federal, agency, and industry standard guidelines for visual information products as outlined in GSA Order 1808.3.	
3. GSA Digital Presence		
a.	Oversight of the GSA Digital Presence as outlined in GSA Order 2140.2 (E.O. 13571, April 2011; Presidential Memorandum, "Building a 21st Century Digital Government", May 2012; U.S. Digital Service Playbook, August 2014; OMB Circular A-130, July 2016; M-17-06,	

	November 2016)	
b.	Manages the agency's primary internet (www.gsa.gov) and intranet (insite.gsa.gov) portals	
c.	Approves and publishes content on www.gsa.gov.	
d.	Provides enterprise web governance, develops agency strategy, standards, policies, procedures, and guidelines applicable to web content and the presentation of that content.	
e.	Facilitates implementation of OMB and agency decisions concerning online content and its presentation to the public.	
f.	Monitors the overall branding and content integrity of the GSA digital presence.	
g.	Conducts ad hoc audits of any portion of GSA's digital presence for compliance with OSC developed standards, policies, procedures, and guidelines, and requesting that GSA IT close sites or apps that are noncompliant.	
2. Human capital authorities		
	(See Part 1, Chapter 2, of the Delegations Manual)	
3. Common authorities.		
	(See Part 2, Chapter 2, of the Delegations Manual)	
4. Financial Management authorities.		
	(See CFO 5450.1)	

**PART 2. DELEGATION OF AUTHORITY FROM THE ASSOCIATE ADMINISTRATOR
TO THE OFFICE OF STRATEGIC COMMUNICATION OFFICERS**

RESERVED