

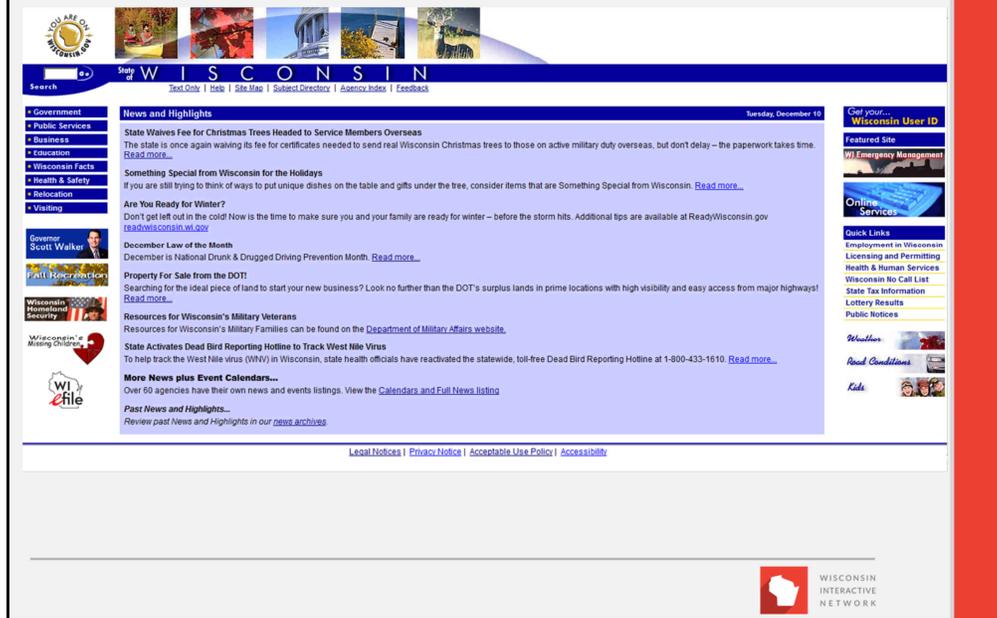
Wisconsin Interactive Network

Overview of Wisconsin CMS and Agency Templates



These slides provide an overview of the Wisconsin Agency Templates for those agencies, boards and commissions considering adopting them.

Wisconsin.Gov Before...



WIN was engaged to redesign the State portal, Wisconsin.Gov, which had not been revised in about ten years.

...After

- April 2014
- >4.5 million visitors
- Wisconsin CMS
- Mobile-responsive design
- Google Search



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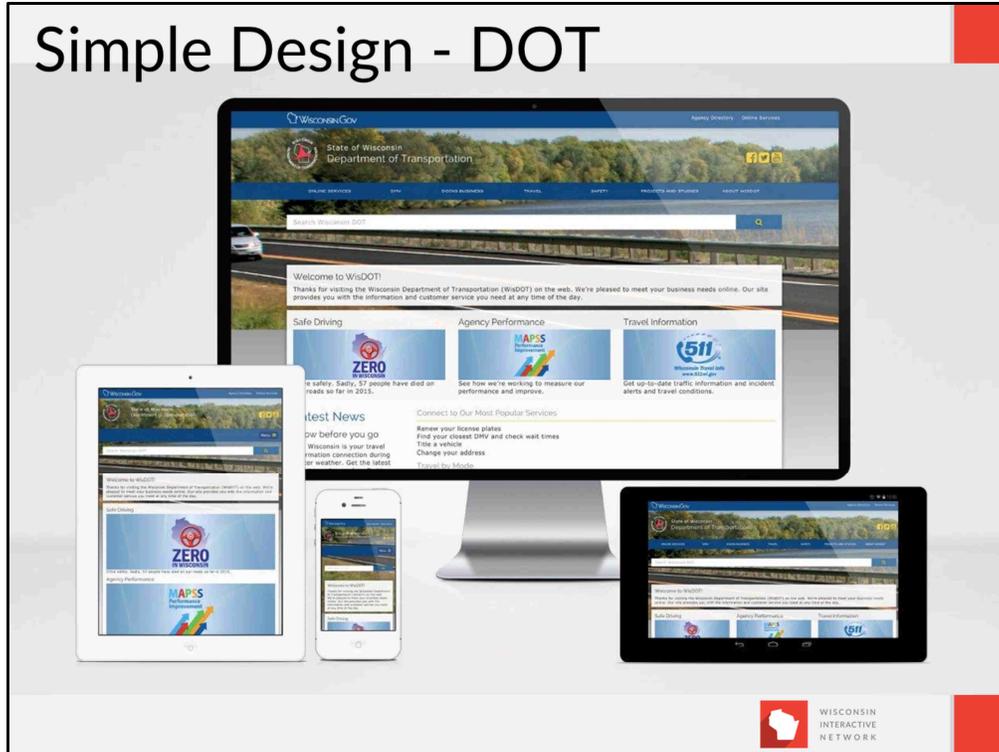
WIN redesigned Wisconsin.Gov using the Microsoft SharePoint platform. The new site features a mobile-responsive design, the power of the SharePoint CMS, and a brand new information architecture.

Simple Design Template



As an output of the Wisconsin.Gov redesign effort, WIN also delivered two design templates for use by any agency/board/commission site, at no cost. Template “1 “Simple Design” features prominent search (powered by Google), global three-tier navigation, three Call To Action areas, social media icons at the top, and a “tall footer”. Search bar, global navigation, background image, agency logo, social media icons, and footer appear on every page of the site. The agency manages the rest of the page/site content directly after training from WIN. Minimal technical expertise is required to create and populate pages with text, images, and links.

Simple Design - DOT



Wisconsin Department of Transportation adopted the Simple Design template for their large site, which went live in the early summer of 2015.

Tile Design Template



The second template, “Tile Design” features six areas reminiscent of the Microsoft “Metro” design. The design also features global three-tier navigation, social media icons in the “narrow” footer, and a search bar at the top right of the page. Search bar, global navigation, background image, agency logo, and footer appear on every page of the site. The agency manages the rest of the page/site content directly after training from WIN. Minimal technical expertise is required to create and populate pages with text, images, and links.

Template Advantages

- Responsive, mobile-first design
- Three-tiered navigation
- Google Search API and prominent search
- Google Analytics
- 508-compliance (accessibility)
- Enterprise-class CMS (SharePoint 2013)
 - Hosting, patching, DR
- Content separate from design; easier maintenance
- Editing and publishing processes and permissions
- Content management, reuse and governance
- Templated layouts
- Jump-start Agency site web projects



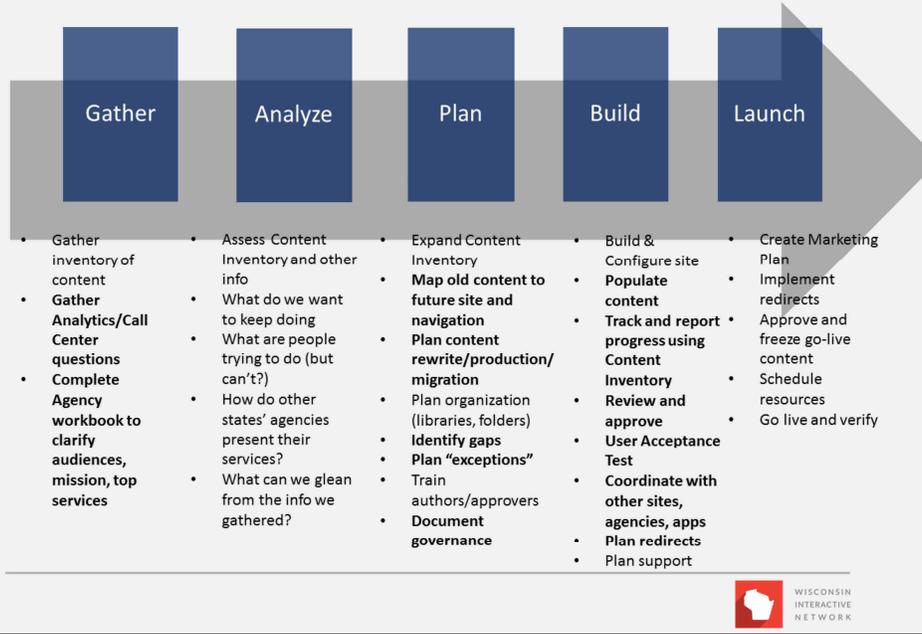
Advantages of adopting one of the templates include the mobile-responsive design and architecture, which accommodates the variety of mobile devices more than 70% of citizens use to engage with the State. Three-tiered global navigation (also mobile responsive) organizes content to help users navigate.

Google Search powers the search experience, and Google Analytics provide insights into how users engage with the sites and where they come from, and on what devices.

Templates are reviewed annually for 508 Accessibility compliance.

Other advantages come from the robust Content Management platform, not the least of which are the use of an enterprise-class web CMS at no cost. Since WIN manages hosting, disaster recovery, backups, and patching, the templates are a significant savings in cost and technical overhead.

Revitalization Process: More Detail



WIN leads agencies/boards/commissions through a mature project management process to identify scope, plan for the disposition of content, architect the site, populate content, go live, and market the site.

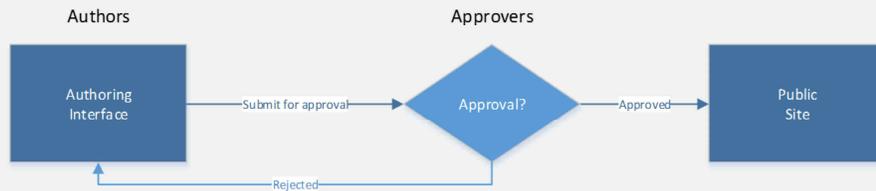
Critical Success Factors

- Ability to disseminate and enforce standards
- Dedicated resources
 - Authors
 - Experts/Content Stewards
 - PM
- Ability to inventory content
 - Map old to new
 - Maintain accuracy and completeness
 - Track and report status
- Ability to formalize content organization
 - Decisionmakers
 - Governance
- Identifiable peripherals
 - Documents
 - Images/videos
 - Special features
 - Included sites
 - Affected sites, apps, agencies



Because the agency/board/commission populates the content into the site, and because web projects are often a new undertaking, there are a number of key factors which can help ensure the success of agency template projects. Key among these include a designated Project Manager, clear tracking of content and reporting of progress, and defined and enforceable standards and decision making and escalation processes.

Authoring and Approval



The Content Management System ensures content does not appear on the public site until and unless it has been formally approved in the system by one of a designated set of Approvers.

Next Steps?

- Interagency Agreement (IA)
- eGov Approval and Prioritization
- Scheduling
- Statement of Work



Agency Template projects are subject to approval by the eGov team prior to kickoff. After a project is approved by eGov, WIN will work with your agency/board/commission to establish a schedule, and will present a Statement of Work for signature.



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Contact WIN CMS Product Manager Lisa Woods to learn more about the templates, or about the other WIN offerings, including custom service and app development, ePayment solutions, and custom websites.