

Wisconsin Council on Forestry Website Redesign

November 14, 2023

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(Bri Miulli, Elliot Syvertsen)

Overview

Goals of Website Redesign:

- Increase usage
- Easier navigation
- Mobile usage
- Pictures/aesthetics
- Highlight critical info

Addressing these goals:

- Working with Profile Committee
- Updated website template
- Statistics and analytics

Example - DATCP

- Navigate to site

Timeline

Date	Task
November 14 (TODAY)	Review process with Council
December 4	Working meeting with Profile Committee
December/Early Jan	Review of Mockup
January 23	Review Website Updates – Final input
February	Launch updated website
May 29	Check-in on usage and feedback

Dec. 4 Profile Committee meeting

- Review current layout and usage stats/analytics
- ID pages to be combined or moved
- ID best layout options
 - Photos
 - What to highlight
 - How to organize
- ID any other needs/wants

Outcome: DNR IT has feedback needed to draft mock-up for review

Next Steps

- Send in any ideas/comments/etc.
 - Amanda Koch: AmandaAKoch@Wisconsin.gov
 - Jim Kerkman: highknollroad@centurylink.net
- Profile Committee Members (and others), come ready to discuss the feedback on December 4.