



MINUTES  
Delaware Government Information Center (GIC)  
MWGD Biannual Meeting

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Date and time: 03/06/19 10:00AM-12:00PM

Present: GIC Team and Delaware Municipal Representatives

Location: Dover Public Library, 35 Loockerman Plaza, Dover, DE 19901

Project/Tags: Municipal Web Developers Biannual Meeting

#### 10:00AM-Welcome from GIC Team

Julianne- Welcomes and presents an ice breaker to the group, a short introduction about themselves and their favorite restaurant local to their municipality or nearby if not associated with a municipality.

#### 10:17AM- Ice Breaker Concludes and Creative Director, Matt Campbell Introduces Delaware Portal Website Redesign

Matt Campbell- Matt discusses ways in which the current Delaware portal website can be improved by providing a streamlined experience for users to access information faster and in a more intuitive accessible manner. First, we look at the current portal website then Matt displays images of the redesign. The redesigned portal website is a scroll down experience and features in order:

- Video on landing page (front page) featuring local Delaware locations.
- A Search bar on landing page allowing users to easily research inquiries. Matt mentions this search bar will be an improvement to user accessibility as it is similar to Google's approach.
- Featured information showcasing weekly or monthly announcements or events. This section will have images with a social media icons ear marked on the images to "like" or share on different platforms.
- Guides to services presented in a grid, once the user clicks on a service the user will receive more information on that service.
- A call to action to receive idea suggestions and proposals to solve a solution. This is very engaging and can bring insight as to what Delawareans want and need, as well as receive insight from local organizations or individuals to create interesting solutions to state challenges.
- "Discover Delaware," a portion of the page featuring interesting facts and places to discover while in Delaware.
- 302 Fellowship photos. 302 Fellowship allows residents to have their beautiful photos of Delaware showcased on Delaware websites and more. This section of the website will show the photos.
- Latest news and public meetings will be listed
- Links for services featuring services for job seekers, residents, visitors, and businesses. The links are accompanied by illustrations.
- "Delaware by the Numbers," presents Delaware's uniqueness and interesting facts.
- Branches of government and links to each specific website presented in a grid form and image links.
- A find my legislator research tool. Type in your location to find your local legislator.
- Give feedback button. This allows users to quickly and easily make comments and suggestions to improve the accessibility of the website.



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10:30AM-Matt Campbell discusses the municipality page and how municipality representatives can suggest what they expect to be on the page and how they would like the page to represent the municipalities. Currently the municipality page is a scroll down experience and has links to each municipality in Delaware. We discuss adding explore guides and more user friendly guides to show each user where they need to go to find certain information. Today we will try to gage the question, "What goes a good municipality guide page or website look like?" What do we need to improve accessibility and engagement.

The floor is open for questions:

Sarah Pragg Q: How do you choose what to add to the guide, have you used google analytics or other data to research what users look for?

A: Dana- We looked at other states for examples like PA, Boston, and NYC. We also discussed every possible option that needs a how-to then expanded on that. We picked 5 to start with and will adjust after the alpha Delaware Portal website is launched so we will see what needs to adjusted.

Catie: We encourage collaboration and input. We continue to reach out and seek information.

Jim from Magnolia Municipality: After updating website calls inquiring about weather or not their home is located within the municipality lines reduced. The website features municipality borders and information for frequently asked questions.

Jeff Q: When is the launch date and how long was the development process?

A:Dana- There is no current launch date however we plan to implement the new website within the next few months.

Matt- In terms of development, we used bootstrap techniques and wordpress. This was a 6-8 month long process with two programmers on staff.

Sarah Pragg Q: In terms of contrast and accessibility does this redesign pass the test? The landing page with the video and white text could be an issue in terms of contrast and visibility.

A: Matt- Balance between style and readability is very delicate. We looked at other states for example such as Utah. Utah has a "contrast button" which allows the user to go from a styled page to a high contrast page to prevent style from getting in the way of accessibility.

Sarah Pragg Q: Did you look at analytics to decide what to choose to show on the Delaware Portal Website?

A: Catie- Yes we used a mixture analytical data and ranked data from the Delaware search archive and Google inquiries.



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Dana- We also “round tabled” with communication officers and others to see what seasonal topics are and discuss frequently asked questions.

Sussex County Q: Will you apply a “sticky header?” The page seems long, we may need to access header information as we scroll.

A: Matt-Yes we will have a header and sidebar accessible.

Question: Will we be able to access this site to test it out before it launches?

A: Matt- Yes, the site will be in an alpha stage where you can view the side alongside the original site. This stage will be implemented and we will not transition for a few months so we can get feedback and get users familiar before we transition to the new site.

10:46- Everyone breaks for a about 10 minutes.

11:00- Reconvenne for a group activity to brainstorm what all the municipalities want and need and everything in between.

All participants count off into four groups. The groups are then encouraged to discuss what additions to their websites can help their municipalities develop and grow.

11:35- Groups present their discussions and talk about the highlights. The group with the voted most interesting or impactful topic will win a prize! Bellow are the chosen topics from each group.

Group 1: Advertising to increase tourism by suggesting that tourists or travelers use byways to discover more about what delaware municipalities have to offer.

Group 2: Planning and creating awareness for the 250 suster centennial. (250th anniversary of the incorporation of Delaware and also the United States!)

Group 3: Create an interactive map that will be able to show the user information about their municipality, tax information, FAQs, and more.

Group 4: Spanish translation of all websites to make the information more accessible.

Group 4 is voted the winner and wins a page of vinyl 302 Fellowship stickers.

12:00- Everyone says farewell, meeting is concluded.



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