

Council Communication Team

(Members from USGS unless indicated)



Dan Sullivan



Cheryl Buchwald
Team coordinator



Barb Horn
(CO DNR)



Jen Bruce



Eric Eckl
(Water Words That Work)



Cathy Tate



Other participants not shown are:
Wendy Norton and Susan Holdsworth
(EPA)



Team Objectives



1. Expand the current website audience to the larger water quality monitoring community
2. Improve our messaging
3. Build brand recognition
4. Improve design flow
5. Freshen our website's content

Communicate -- Collaborate -- Coordinate



13-Step Work Plan

1

Examine original purpose and function of Council website & brand

- Messaging
- Define new purposes

2

Determine audience

- Type
- Reason for visit
- Flow (to and through site)

3

Seek audience/user input

- Messaging input survey inquiry
- NEMI user inquiry



Revised Mission Statement

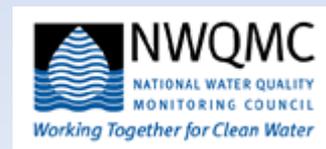
The National Water Quality Monitoring Council brings together scientists, managers, and citizens to ensure information about the quality of our water resources is accurate, reliable, and comparable. The Council fosters collaborative and cost-effective approaches to improve and advance the science of water-resources monitoring.

New Elevator Speech

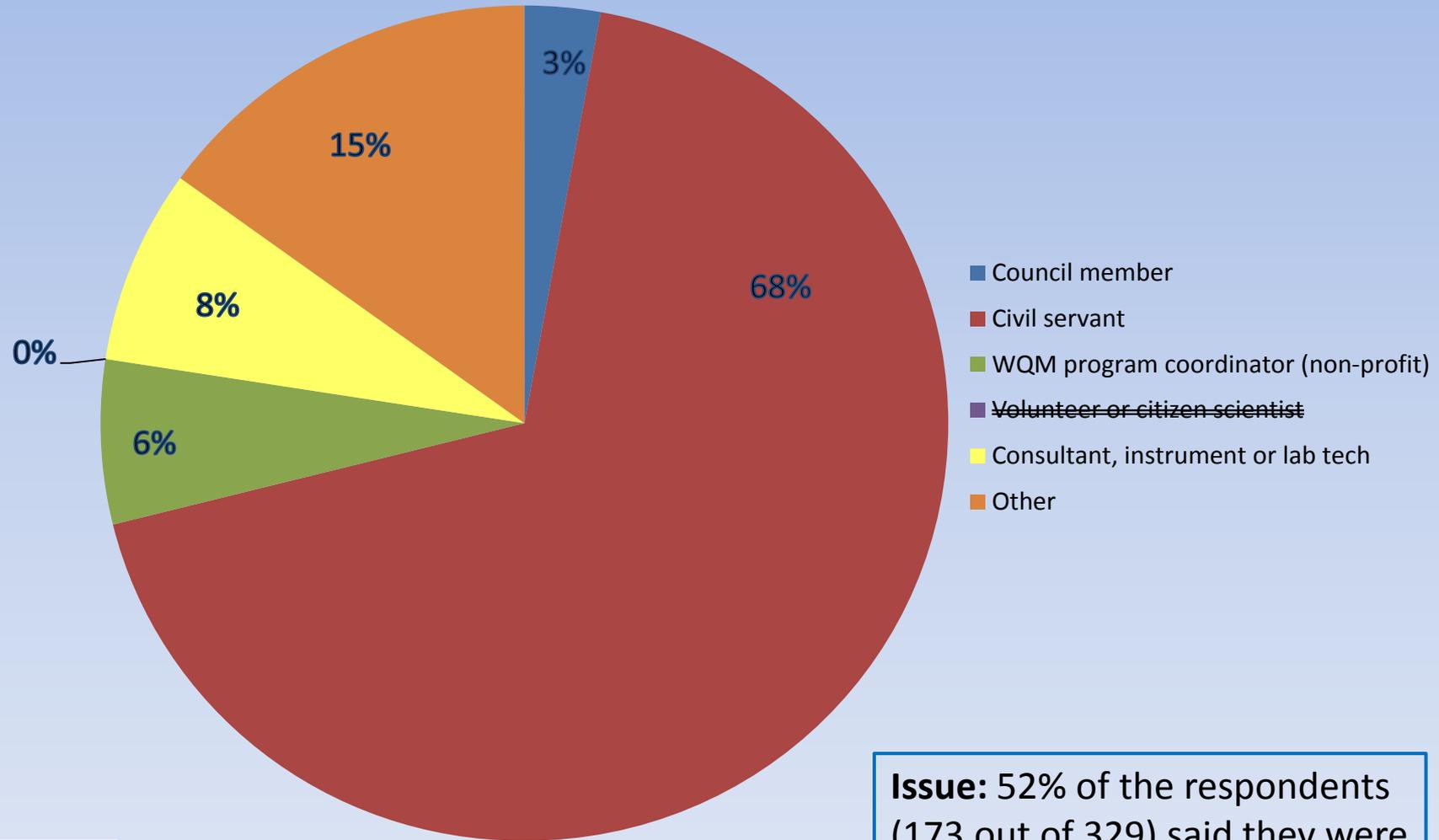
Every day, our Nation's water quality faces threats like population growth, changing weather patterns, and resource extraction. The Council's goal is to develop and implement strategies that advance the understanding and collection of our water-quality information. We promote communication, collaboration, and coordination among all stakeholders to improve decisions that affect how we protect and restore our water resources.

Slogan

“Working together for clean water”



Surveyed Audience Type that is Familiar with the Council Website



Issue: 52% of the respondents (173 out of 329) said they were somewhat or very familiar with our website



13-Step Work Plan cont...

4

List content for site
(draft list at end of presentation)

5

Discuss need for dynamic site features

6

Research other sites to analyze
successful design aspects

7

Develop a site map *(example
wireframes at end of presentation)*



13-Step Work Plan cont...

8

Design website & consistent brand materials

9

Content development

10

Discuss whether we will need to implement a Content Management System

11

Develop a timeline

12

Develop an outreach plan

13

Website Maintenance plan



Your thoughts for "Topical" Navigation

Audience Types:



Cara
Councilmember



Steve
Supervisor



Carl
Coordinator



Terry
Technologist



Vicky
Volunteer



Others



User Pathways:

1. Internal users
(Council and workgroup members)
2. 1° removed water-quality practioners
3. Bureaucratic types
4. Public



Website Design -Navigation-

Content "current" visitors are most interested in:

- Conference info (incl. abstracts)
- Newsletter (Council's)
- Presentations (not webinars)
- Publications (other than newsletter)
- Resources (statistical tests, software, design planning)

Discussion:

How do we direct visitors around our website by a topical approach?



What topics are



Website Homepage Wireframe

HOME news & events methods & protocols volunteers



about NWQMC
workgroups
products
publications
conferences

Welcome to the National Water Quality Monitoring Council

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NEWS AND HIGHLIGHTS



NEW PRODUCT: Water Quality Portal

Chemical, physical, and biological data from both NWIS (USGS) and STORET (EPA) are readily accessible online from the Water Quality Portal, a web service sponsored by the USGS, EPA, and the Council.



NEW PRODUCT: NEMI-SAMS (Statistical and Assessments Methods Search) Beta version

A new tool produced by the Water Quality Statistics and Assessments workgroup is currently soliciting comments and feedback. View an introductory Powerpoint or visit the NEMI-SAMS website.



CONFERENCE UPDATE: 8th National Monitoring Conference presentations now online!

Stakeholders exchange information and technology related to water quality monitoring, assessment, research, protection, restoration, and management in the premier national forum. Check out past conferences here.

UPCOMING WEBINARS

Oregon's Monitoring Summit

Nov. 14, 2012. 1:30 pm EST

In 2012, Oregon's Dept. of Environmental Quality held a monitoring summit. Aaron Borisenko, Water Quality Monitoring Manager, explores the reasons behind it and the lessons learned.

NEWSLETTERS & PUBLICATIONS

National Water Monitoring News

Fall 2012

Our biannual newsletter is out, with news and reports from around the world of monitoring.

COUNCIL INFORMATION

meeting minutes
ACWI meeting schedule
calendar
sharepoint

LEGAL

terms of use
accessibility
FOIA
privacy
policies and notices

CONTACT US

council members
partners
state and regional councils
ACWI
DOI



Website Secondary Page Wireframe

HOME news & events methods & protocols volunteers



- about NWQMC
- workgroups
- products
- publications
- conferences

Methods & Protocols

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RELATED PRODUCTS



NEMI (National Environmental Methods Index)

www.nemi.gov

Enim tation eros persto ad foras praesent pneum. Utinam duis autem caecus letatio pneum zelus mara, dolor autem illum pertineo turpis vereor molior.

RELATED PUBLICATIONS



Towards a Definition of Performance-Based Laboratory Methods

Technical Report 01-02

This paper presents the MDCB's position concerning the need for, and the issues regarding, the implementation of a performance-based system for water quality monitoring methods.

RELATED COUNCIL RESOURCES

Methods and Data Comparability Board (MDCB)

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COUNCIL INFORMATION

- meeting minutes
- ACWI meeting schedule
- calendar
- sharepoint

LEGAL

- terms of use
- accessibility
- FOIA
- privacy
- policies and notices

CONTACT US

- council members
- partners
- state and regional councils
- ACWI
- DOI



Site Content *(for discussion purposes only)*

Categorical Navigation

HOME	WORKGROUPS	ABOUT US	PRODUCTS	COMMUNICATIONS	OTHER ITEMS TO CONSIDER
search	Workgroup introductory page	Overview (about NWQMC)	Framework	Presentations:	Webinar blog
show breadcrumbs of path	Individual workgroup homepages:	Mission statement	NEMI (incl NEMI SAMS)	<ul style="list-style-type: none"> Webinars 	Sensors discussion board (registration only)
Featured products & stories	<ul style="list-style-type: none"> WIS = Water Information Strategies 	Organization (specific to the Council)	MEMO	<ul style="list-style-type: none"> Conferences (incl proceedings, award recipient) 	section for council suggested links (organize by type?)
Welcome. Must be clear about who we are and what we do	<ul style="list-style-type: none"> CnO = Collaboration and Outreach 	Workgroups overview (w/links to individual homepages)	WQ Data Elements (reports, timeline)		
Announcements (upcoming events, featured stories)	<ul style="list-style-type: none"> MDCB = Methods and Data Comparability Board 	History (explain relationship to ACWI here)	Reports	Written Communications:	Other Resources:
Breaking news (top 3 stories - provide link to all news)	<ul style="list-style-type: none"> NWM = National Monitoring Network 	Contact Us	Methods & Protocols	<ul style="list-style-type: none"> News archive (all news including top 3 stories) 	Glossary
What's happening (list upcoming events, webinars, conferences)	<ul style="list-style-type: none"> NNRW = National Network of Reference Watersheds 	Staff (photos & bios)	WQP (Water Quality Portal)	<ul style="list-style-type: none"> Newsletters (Ours vs Others) 	Case studies
	Former workgroups	Fact Sheet (Create)		<ul style="list-style-type: none"> Publications (incl journal/technical articles/memos, reports) 	
	Possible future workgroups			<ul style="list-style-type: none"> Council highlights 	
				<ul style="list-style-type: none"> Featured products & stories archive 	
				<ul style="list-style-type: none"> Events archive (webinars, conferences, etc) 	

Topical Navigation

WANT TO VOLUNTEER?	FIND A METHOD or PROTOCOL	READ NEWS & EVENTS	RESOURCES	Ideas for topical searches?	
If time allows: List elements for each topical page		Popular articles?	FAQs		
newsletter			RSS Feed		
Link to VM site			How to's...(e.g., video on how to use NEMI)		
			Photo gallery		
			Other social media or networking tools		

Footer Navigation

LEGAL	COUNCIL (inside user) INFO	CONTACT US	SUBFOOTER	OTHER ITEMS	
FOIA	Meeting minutes & agendas	Council members	Date page last updated	site map	
Accessibility (incl Adobe statement)	ACWI or NWQMC meeting schedule	Partners	Webmaster contact		
Policies & Notices (eg Disclaimers, privacy statements)	Calendar	State & Regional Councils	Reference of USGS	do we need a defined newsroom/media section?	
Terms of use (eg Photos)		ACWI			