



## GOING PACIFIC

We are excited to begin our migration from FatWire to Drupal; the new content management system for the Colorado.gov websites. In the following pages, you will find sample communication that DPA used to promote their new website. Please note there may be more or other key stakeholders you would like to send communications to. This is simply a sampling to get you started with promoting your redesigned website.



## SUGGESTED COMMUNICATIONS

**EMAIL TO STATE PURCHASING AGENTS**

**EMAIL TO CABINET**

**EMAIL TO HUMAN RESOURCE DIRECTORS**

**EMAIL PUBLIC INFORMATION OFFICERS**

**EMAIL STAFF TO PROMOTE NEW WEBSITE IN THEIR EMAIL SIGNATURES**

**INCLUSION IN STATE PROCUREMENT NEWS**

**EMAIL TO STATE CONTROLLERS**

**SOCIAL MEDIA POSTS**

**EMAIL TO ALL STAFF WITH AN INVITE TO LUNCH & LEARN EVENT**

**JOINT NEWS RELEASE WITH SIPA/CI (SENT BY CI)**

## Connect With Us

During this entire process, SIPA will be in constant communication with all partners. Visit the Going Pacific website for FAQs, training videos and other resources. Also, be sure to follow us on Twitter and Facebook for continuous news and updates.

 @Coloradosipa

 /Coloradosipa



## SAMPLE EMAIL TO STAFF

Dear Staff,  
After much anticipation and many months of planning, we are pleased to announce that DPA will launch a brand new website next Thursday, Oct. 17. The main site will still be [www.colorado.gov/dpa](http://www.colorado.gov/dpa) and you can easily navigate to all nine of our division/statewide program websites from there.

We worked closely with the Statewide Internet Portal Authority (SIPA) and their partner, Colorado Interactive (CI), to develop a new site that is modern, easy to use and enables our customers to quickly get to the content they are looking for. We think you - and our customers - will be impressed with some of the site's new features, including:

- \* Division landing pages that include visually appealing photo carousels; quick links to most frequently visited pages, work units and resources; featured news items and a news archive; an alphabetical index of all the content on the site; frequently asked questions; and calendars of events.
- \* A single site theme (including the new Colorado and DPA logos) that provides an instant identity and consistent branding across DPA's divisions.
- \* Common top-level navigation across all DPA divisions including user personas (Job Seeker, Employee, Business, Local Government, Citizen) that personalize the user experience by providing relevant content across the department.
- \* Unique division-level home menus designed specifically for your content.
- \* The ability to publish content on-demand with no delays.
- \* Responsive design that allows site visitors to view content from a variety of devices, including mobile.
- \* The ability to easily share attached documents with site visitors.
- \* Social integration that enables users to like our pages on Twitter, Facebook, Google+, Linked In and other social media sites.
- \* Integrated search functionality that provides Google-like results for both content and attachments. Users also have the ability to use the Find (control F) function to search for text within a page on the site.

These are just a few of the many improved features our website provides. I encourage you to attend a lunch and learn event for a site demonstration and to ask any questions you may have. Demonstrations will be held from 11 a.m. to noon and noon to 1 p.m. Wednesday, Oct. 16 (In advance of the site's launch) and from noon to 1 p.m. Friday, Oct. 18 in conference room 2ABC at 633 171h St.

I want to take this opportunity to thank the 28 members of the DPA web team who worked so hard over the past year to make this new site a reality. They developed more than 600 pages of web content in less than a week I know and appreciate how much time it took to prepare for this, and I hope you will take the time to find out who your division's web team members are and thank them for their work.

Last but not least, we want to let you know that DPA is officially the first department to roll out the new Colorado logo alongside our new departmental "shield." We will reveal the new DPA on the website as part of the launch on Thursday, Oct. 18, so please be sure to visit the site. We look forward to your feedback.

Regards,  
Kathy Nesbitt



## SAMPLE EMAIL

Colleagues,  
After much anticipation and many months of planning, we are pleased to announce that DPA will launch a brand new website next Thursday, Oct. 17. The main site will still be [www.colorado.gov/dpa](http://www.colorado.gov/dpa) and you can easily navigate to all nine of our division/statewide program websites from there.

We encourage you to familiarize yourself with the site and check any links from your website to ours to ensure they still work properly. We worked hard to redirect as many of the old links as we could to the appropriate new content, but we undoubtedly missed a few. If you have specific links you need help relocating, please let us know so we can get the correct URL to you.

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- \* A single site theme (including the new Colorado and DPA logos) that provides an instant identity and consistent branding across the State and DPA's divisions.
- \* Common top-level navigation across all DPA divisions including user personas (Job Seeker, Employee, Business, local Government, Citizen) that personalize the user experience by providing relevant content across the department.
- \* Unique division-level home menus designed specifically for your content.
- \* Responsive design that allows site visitors to view content from a variety of devices, including mobile.
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- \* Social integration that enables users to like our pages on Twitter, Facebook, Google+, Linked in and other social media sites.
- \* Integrated search functionality that provides Google-like results for both content and attachments. Users also have the ability to use the Find (control F) function to search for text within a page.

We have also been pleased with the functionality the new content management system offers our staff in the creation of the new content, including:

- \* An easy-to-use web content management interface (Our team developed more than 600 pages of web content in less than a week!);
- \* Content that is easily shared among divisions and pages;
- \* The ability to publish content on-demand with no delays;
- \* A WYSIWYG (what you see is what you get) editor that allows content editors to easily edit and create content rich pages in a familiar interface resembling Microsoft Word;
- \* IFrames that deliver easy department branding integration by wrapping external sites used by the department (such as BIDS, CoJobs, Salesforce, Youtube.com, eFiling, etc.)
- \* The ability to create our own vanity URLs;
- \* The ability to create web forms allowing a user to enter data, which is then routed to DPA for processing, in this instance via email; and
- \* The time-saving ability to upload multiple files at one time.

We will reveal the new DPA on the website as part of the launch on Thursday, Oct. 18, so please be sure to visit the site. We look forward to your feedback.

Regards, Kathy Nesbitt