

Wisconsin State Council SHRM  
Developing Professionals | Serving the HR Profession



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Website Objective and Goal

- **Objective:** Create a user-friendly website with a consistent brand that is easily maintainable by the volunteers of the state council and their management company.
- **Goal:** Become the online resource for human resources information for the state of Wisconsin. By becoming the online resource for HR issues, the state council website will help to facilitate communications between HR professionals across the state.

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Considerations

- Updated look
- Intuitive navigation
- Consistent organized flow
- Up to date and timely information
- Content owners have ability to make changes 24-7

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## Who We Are



- New logo
- New tagline
- People centric design
- Designed with volunteer maintenance in mind

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## What We Do

- State Council
- Local Chapters
- National Membership




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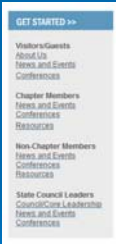
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## Get Started

- Segmented by Audience
- Provide relevant information to new users to the site
- Managed by the State Council




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## Current Happenings

- Publicize Upcoming Events
- Promote New Initiatives
- Provide visibility to important information

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## Resources

- Resources at your finger tips for council leaders, chapter members, members-at-large, and guests.

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## Vendor Directory

- Paid listings allowing companies to advertise their products and services HR professionals.

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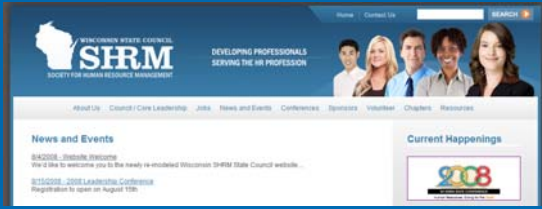
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### News and Events

- Listing of news and events



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### Job Board

- Online submissions
- Online payment
- Expiration notifications



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### Council and Conference Nominations

- Online nomination forms
- Online nominee questionnaires
- Nominations and nominee responses tracked online



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### Accomplishments

- Site went live on August 6<sup>th</sup>. On time and within budget.
- Mark at Skyline was instrumental in the project success.
- Site maintenance training was provided to content owners.
- Want the site the best it can be for the unveiling at the State Conference on October 16<sup>th</sup> session
- Content owners now play a role in the success of the site.

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### What's Next?

- Content owners are responsible for site maintenance.
- Skyline will provide support to content owners until the State Conference.
- Session at State Conference promoting the new site and there will be a website call out in the conference program.
- Morgan Data will update users and profiles and provide support to content owners after the State Conference
- Communications Director will work with content owners and Morgan Data to provide direction as needed.
- Formulating a plan to monitor website and link website and Eblast communications to members.

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### Questions and Contact Information

- **Questions**
- **Any questions or need help contact:**
  - Doralyn Retzlaff – Council Project Manager, [doralyn.retzlaff@ministryhealth.org](mailto:doralyn.retzlaff@ministryhealth.org), 414-359-3103
  - Mark Lezotte – Skyline Project Manager, [MLEzotte@SkylineTechnologies.com](mailto:MLEzotte@SkylineTechnologies.com), 920-257-2091

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