County Extension Theme Project
CAHNRS Office Hours | February 17, 2016
Who We Are

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What’s different?

What is a theme?

- A theme is the front end styling of your WordPress site.

What’s changed?

- Front End - added features, new layout for the home page, new pages that target audiences
- Backend Editor - moving from just a text box to the page builder.
Design team spent 6 months researching, creating, and testing the new County theme

- This theme incorporates new features to promote and market county programs
- Ability to connect to the Learning Library, WSU People Directory, and syndicated news content.
- **THIS IS NOT ANOTHER MIGRATION!**
Advisory Group Members

Chris Benedict
Ag Extension Faculty
Whatcom County
Agriculture & Natural Resources

Trevor Lane
Director
Ferry County
Community & Economic Development

Kate Halstead
Ag Workshop Coordinator
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Curt Moulton
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Lisa Harness
4-H Program Manager
Klickitat County
Agriculture & Natural Resources

Kevin Wright
Director
King County
Youth & Families
The intent of this project is to design a new WSU extension county office website theme that has high visibility, clarity, and content of value to our external audiences that is also tailored to meet the needs of the extension county office staff.

This project will help to increase the functionality of the extension county offices web presence with the ability to aggregate content, syndicate information, recruit external constituents, and will be easy to maintain.

It will provide a more effective tool for engaging key audience groups so that WSU county Extension is the first place they look for local information on a broad range of skills and life knowledge.
Process Steps

**STAGE 1**  
**PREP**  
- Advisory Group  
- Core Statement  
- Scope of Work

**STAGE 2**  
**RESEARCH**  
- Comparison websites  
- Current Extension County Websites

**STAGE 3**  
**AUDIENCE & MOTIVATION**  
- Identify Audience Groups  
- Use Cases/Scenarios  
- User Flows

**STAGE 4**  
**DESIGN & DEVELOPMENT**  
- Wireframes  
- Feature set  
- Development site

**STAGE 5**  
**TESTING**  
- Beta Sites  
- Feedback Period

**STAGE 6**  
**PRODUCTION**  
- Rollout  
- Conversion
Audience & Motivation

Audiences by needs & motivations.

- Program Interest
- Community Partners
- Government Agencies/Funders
- Youth & Young Families
- Internal County Staff & Volunteers
Program Interest

**Scenario:** Bobbie wants to sign up for a master gardener class. First she wants to see if it’s what she’s looking for and if the time works for her schedule. After she decides to attend, she will need to register, pay for it (if a fee is required), and receive event logistical instructions.

**Audience Motivations:**

- Needs *information* about 'x' program.
- Wants to sign up for a *class*.
- Wants to get *involved* with 'x' program.
- Needs to know *event logistics*.
Youth & Young Families

**Persona:** Sage, 13 years old, 4-H participant

**Scenario:** Sage is heading to the fair to show his horse. He needs to quickly print out a 4-H record form for the competition.

**Audience Motivations:**

- Needs information about 'x' program.
- Needs to find this record form.
Wireframes
Rollout Period

Production Schedule

- Start on March 1, 2016
- Majority converted by July 2016
- Update process will take 4-5 days
Initial Contact
The CAHNRS webteam will contact you 2 weeks prior to the start date to schedule the first phone call with your staff.

First Call
On this call, your county will learn more about the update, review your current website, answer questions to help tailor the update to fit your needs. This call can take between 45 minutes to 1.5 hours depending on the size of your website.

CAHNRS Communications Work
The webteam will copy your current site to a staging area. It will be updated as discussed, making minor formatting changes. Once done, we will send this to your county for review. No county staff time required during this phase.

**No updates to the live website should be made during this time.**

Review Call
After we’ve finished the update, we will schedule another call to review the updated copy with your team. Once you’ve approved the updated copy, we will launch the new version. This call will take about 1 hour.

Update to New Theme
Once approved, the webteam will make the updated copy live.
Training Options

- Bi-weekly online trainings
- Online training videos
- Access to the development website
County Contribution

What we’ll need from you:

➔ **Delete:**
  - Old/outdated images and documents in the media library
  - Old/outdated pages
  - Old/outdated posts

➔ **Time to meet with us by phone twice**
County Theme Demonstration

County Demonstration Website

http://m1.wpdev.cahnrs.wsu.edu/county/
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Questions?

Join the project listserv:

http://eepurl.com/bQU92v

Send us your feedback:

http://counties.wpdev.cahnrs.wsu.edu