

From: [Gee, Michele](#)
To: [Frank Dean](#)
Cc: [Brian Aviles](#); [Roth, Aaron](#); [Nancy Hornor](#); [Camey Yeh](#)
Subject: Re: website and GMP recommendations
Date: Tuesday, September 17, 2013 11:42:22 AM

Hi all,

This link is a good example of what our webpage looks like and how the GMP would look. <http://www.nps.gov/goga/planyourvisit/index.htm> Basically, the national wrapper and the top of our park wrapper on the side stays. We would lay out by section and each section you could click and take you to a separate page. Searching just the GMP would not be possible.

Aaron's suggestion of the google site is good one and what I was thinking of as well. They come with templates you can choose from and we can make it look like NPS. We would host the link in the Management section of our site. These are static pages so easy to maintain. It is doable to search just this site. We could embed links back to our website for anything that we want to refer them to anything on our site. Now I do not think there is an issue with using google if ads do not pop up. WASO banned us using google maps on our site for that reason.

The Conservancy could be a better fit, but from my understanding they are locked into their own template and I agree it would be strange to host our GMP on their template. Cost for their designers to create a different template would be high.

Michele

On Tue, Sep 17, 2013 at 7:56 AM, Frank Dean <frank_dean@nps.gov> wrote:

Hi Brian,

The poster clearly did not resonate. We should explore a Google site arrangement for GMP and other issues as I am not confident nps.gov can ever meet our needs. Perhaps with a bit of GMP funding and completion impetus we can finally determine what that would entail? Michele O'Herron's biological site works well. Might be a nice legacy for GMP to get us launched.

Frank

On Sep 17, 2013, at 7:44 AM, Brian Aviles <brian_aviles@nps.gov> wrote:

Aaron,

Good suggestions for moving ahead with the concept of a simpler web version. Let me get the team together to hash out.

I think I also heard strong interest in a short printed summary document similar to the one for the draft GMP, and an announcement that's simpler than the poster.

Brian

Sent from the field
415.624.9685

On Sep 16, 2013, at 8:19 PM, "Roth, Aaron" <aaron_roth@nps.gov> wrote:

First option -

Perhaps the solution might be to have the Parks Conservancy host it but could it be branded NPS at the top? Even if we just had the black band with arrowhead and then underneath the website that you had featured? That would be workable.

I think my main uncomfortableness was with the parks conservancy branding mixed up with the GMP, doesn't quite convey this is an NPS Agency core planning document and to the un-initiated or the folks in PWR, WASO, confuses the roles even more than they are already.....

Second option -

If that does not work, or if PC is unwilling to host NPS content under an NPS wrapper/banner, then I recommend looking at Google Sites. Recently, I noticed the URBAN MATTERS <https://sites.google.com/site/urbannps/home> used [google.com](https://sites.google.com/site/urbannps/home) sites effectively exactly like I would recommend. Looks and feels like an NPS site, with black banner, but with much greater content and navigation flexibility. Google sites+ Media Intern could equate to a pretty good 3rd party site at minimal investment with little to no maintenance/hosting costs, etc. Google sites will probably be around for a while and with our email changing, could be considered a trusted partner. I recommend that we develop a google sites capability - either George or his interns or volunteers, so we can role custom websites out for specific purposes without having to go through a large start up costs or maintenance costs.

Third option -

Consider our very own CMS/nps.gov. Wont be as good as the other options but will get the job done of having a permanent GMP website that is user friendly. With some thought and diligence it can be made to work, although I agree with the other assertions it wont be as high level of interactiveness. But it is a static document for the most part.

Hope that helps!

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Michele

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