

From: [Brian Aviles](#)
To: [Roth, Aaron](#)
Cc: [Frank Dean](#); [Michele Gee](#); [Nancy Hornor](#); [Camey Yeh](#)
Subject: Re: website and GMP recommendations
Date: Tuesday, September 17, 2013 10:44:46 AM

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
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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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