NAVIGATOR is...

A customer-focused system to engage Oregonians and deliver information across multiple channels.

It enhances and expands our relationships and engagement with all audiences.

By using technology to help people connect with relevant, timely information, expertise, and opportunities.
Components

1. Web framework

2. Content strategy, CRM planning

3. Content/CRM integration: Enhance engagement
Progress

1. Web framework
   - Centralized site
   - Searching, sharing
   - Display many places

2. Content strategy and CRM planning
   - Managing workflows
   - Quality assurance
   - User-informed plans

3. Integration and engagement
   - Measure engagement
   - Personalized content
   - Audience loyalty
Timeline

Start: 2016

1. Web Framework
2. Content strategy and CRM planning
3. Integration and engagement

Steering committee
Research
Strategy decision

We are here
What to know and do *right now*

And highlights since May

1. Know we're working to bring you better tools and help you better use the tools we have.
   - Collecting feedback directly from website visitors
   - Continued work on county page designs, local focus area feature, “In your community” automated map (+ recorded webinar)
   - New program page designs and related training materials
   - New tagging fields on educational content (e.g., season, audience, diversity/inclusion, social media)
   - Video guide to navigating the site and “how to use this site” help page
   - Copyediting articles for readability, accessibility
   - Regional in-person web trainings (Sept/Oct)
What to know and do right now
And highlights since May

2. Ensure your web profile is current, add a photo, and select expertise.
   • Profile pages can auto-display Digital Measures awards and publications

3. Engage with your web groups: content, program, county
   • Ongoing content strategy conversations with many groups
   • Updated website group contact lists

4. Look forward to CRM (Salesforce).
   • CRM discovery conversations
“Hey Siri...”
https://beav.es/navigator