

Draft Navigation Scheme for FMR Web Site Redesign

Principal Navigation Tree

Primary Navigation Scheme for FMR Web Site: The navigation displayed on the home page and each sidebar would include the top-level headings below. Each section will offer a section sub-menu with 2nd-level headings, and sub-sections will feature a menu of 3rd-level headings, etc.

=> indicate strong cross-link opportunities (and targets). [text] indicate notes or pseudo-names. [] indicates multiple templated pages.

The Mighty Mississippi **Mississippi River Information and Resources**

=> Field Guide

Featured Photo

Include archives of past Featured Photos.

Facts & Figures

The Mississippi Watershed

Plants & Animals

=> Bird Hikes listed in Events

This was "Birds & Wildlife," but that excluded plants.

Birds **Info on birds of the Mississippi**

Birding on the Mississippi **Info on birding and bird migration in the Twin Cities area**

This section absorbed the former "Mississippi River Flyway" item at the same level.

Bird Lists

From members and others.

Links

Links to additional resources

Fish **Info on Mississippi fish.**

People & the River **History**

=> Field Guide

Threats facing the River

Phenology

=> Mississippi Messages main page

This was called "Phenology Archives," but the archives presumes a frame of reference based on the Miss Mess. This site will use Miss Mess material, but Joe Average User does not need to know or care about that.

Get Involved **Individual Involvement/Volunteering/Participation. Perhaps naming it along the lines of "How you can help"**

=> Copy should remind viewers of Membership as a way to support our work.

Take Action **Citizen Action Alerts**

There is a strong case for moving this to the top level, depending on how we implement action alerts. If we will have a small number of hot issues at any one time, they could go in the News section of the home page. If all the alerts we want to keep alive do not fit on the home page, having a dedicated Action Center makes sense. Making that Action Center a top-level item makes it more visible. Card sorters were divided between top-level category (2), sub-section under Get Involved (2) and listing under Projects (1).

Action Alerts **[] Individual Action Alerts and results, past and present**

How Action Alerts Work

Understanding River Policy **Brief outline and gateway to two sub-items.**

Begin with just the glossary. If time and interest allows, this may be developed into a more comprehensive Guide to River Policy in the future.

Citizen Engagement Links

Links to Relevant Government Agencies, district finder.

River Policy Glossary

Dictionary of terminology and acronyms.

Mississippi River "911" **Who to call when you see bad things happening.**

River Events Calendar

Full calendar, including all activity types.

[unnamed] **Individual Event Pages**

Past events should remain accessible, with links to photo galleries, program pages, handouts and interpretive materials if appropriate.

=>Registration

Volunteer Events Calendar

Includes bugs for each listing for general categories.

=> Link to River Education calendar

=> Link to Volunteer Positions

[unnamed] **Individual Event Pages**

Past events should remain accessible, with links to photo galleries, program pages, handouts and interpretive materials if appropriate.

=>Registration

River Education Calendar **Interp Tours/Workshops/SPTs/Lectures**

Includes bugs for each listing for general categories.

=> Link to Volunteer Events Calendar

[unnamed] **Individual Event Pages**

Past events should remain accessible, with links to photo galleries, program pages, handouts and interpretive materials if appropriate.

=>Registration

Sign Up **Registration page for all events and activities.**

If accessed through an event, appropriate form fields will be auto-populated. If accessed directly, menus will list all the options.

Volunteer Positions **Ongoing Volunteer Opportunities**

=> Link to Volevents Calendar

River Heroes

Profiles of citizens who did good stuff.

Is the term Hero too much? Offered Friends as alternative.

=> Related Project page, if appropriate.

Support our Work **Membership and Donation Info**

Join FMR **Online donation portal**

Include information here on membership benefits or link to separate page.

Join by Mail

Scheduled & Planned Giving

Info about how to give monthly by automatic draft, bequests.

Legacy Society

Gifts of Stock

Fundraising Events

Info about fundraisers and how you can have one.

=> Events Listings with photo galleries

In-Kind Gifts

River Merchandise Merchandise

Right now, just Fish Posters.

Is "Swag" too casual or slangy?

Events & Activites Alternate channel to the river events calendar

I considered leaving this out when plan for main page to a graphic calendar that would be an obvious link to events and activities. We decided to remove the calendar, so we are putting this back for those who might miss Get Involved!

FMR Projects FMR Project Work

[Unnamed] [] Individual Project Pages

This area will be flexible enough to accomodate project sections - vital for Gorge Stewards area.

=> Projects that are event-intensive (stenciling, watershed workshops, etc.) must be easily findable as events or volops as well as projects.

=> Projects will be a common destination for people looking for past events. Strong linking between project pages and related event listings and photo galleries is essential.

About FMR FMR Organizational Info

A random sample of 3 sites showed About Us to be preferred.

Introductory page to include general description including mission and vision statement.

Program Areas Description of program areas with links to filtered project lists.

Board of Directors

Undetermined whether to have individual board member pages or short blurbs on one page.

Staff

Undetermined whether to have individual staff pages or short blurbs on one page. Include contact info.

=> Contact Us page

History & Milestones

Supporters & Funders

Partnerships Info on Partnerships, Collaboratives, and Organizational Memberships (MEP, etc.)

Includes links to Partners' web sites.

Employment & Volunteer Positions

Place for Job Postings.

Annual Reports List of Annual Report Downloads

Financial Summaries Financial Info Summaries from Annual Reports by Year.

News & Views

Coincidentally, several topic areas that had little convergence in the card sorting exercises all relate to "News" in some form or other. A News and Views page would let us nicely lump and highlight the following:

I stole this idea from the McKnight Foundation web page.

FMR in the News

Mississippi River in the News

Printed Newsletter

Includes general info about newsletter, note on how to request a copy.

Past Issues ☐ **Table of contents and links to features from each issue, pdf of full issue.**

☐ **Featured articles**

☐ **Issue PDF**

Mississippi Messages **Read archives and sign up to receive updates**

Display Current Miss Mess Right here. Feature section menu for archived issues, policies.

Note: Sign Up box is included in standard page template. No need to include it here.

=> Some card sorters put this under Get Involved. Cross Linking would be good.

Past Issues ☐ **Miss Mess archived editions**

List Info & Policies

Current News **Assorted incidental news titbits that need a home can live here**

This is going to house links from the home page for those items that do not have an obvious deep link (i.e. project page, event announcement, etc.)

Press Releases

Whether we have an extensive and comprehensive Press Releases page is still an open question. We have posted some press releases in the past, and so a slot for them is necessary at some level.

Contact Us **Contact info and form**

Auxiliary Navigation

The small stuff at the bottom of the page

Contact Us

About this Site

Information Privacy & Security

Include info on how web visitor info is used and protected.

Accessibility Statement

Notes on access tips and compliance. See sample at Dive Into Accessibility.

Design Notes

Details about web site design process and features, browser compatibility, print styles, w3c validation bugs.

Terms of Use

Update History

Site Map

Separately Branded Areas

Areas linked to from home page that have their own navigation and structure

Mississippi River Field Guide

This was placed under Mississippi River info by all card sorters. Field Guide bug should be included in Mississippi River info area and stressed in that page's text.