

**Consortium Webpage**

**Development Overview**

**TToo**

Industry Solutions - Regional Implementation

CEWD has worked with its website vendor to develop a website template and domain name that can be used by State Energy Workforce Consortia interested in creating a consortium-specific webpage. This is a cost-effective approach for CEWD members. The content of the homepage and any other webpages that are developed can be personalized to the state or region. A consortium webpage is an opportunity to bring together statewide data that is not readily/easily found, such as the anticipated number of openings by job classification over a five year period across the state, a listing of colleges/institutions in the state that provide technical energy training, a link to all the energy companies in the state that are part of the consortium, as well as linking to CEWD’s Get Into Energy site to help the target audience better understand each of the key in-demand jobs. It can also serve as a vehicle to share consortium events that are occurring in the state, such as those that occur during Careers in Energy Week.

**Critical Elements for Success**

There are several critical elements a consortium must consider before deciding to create a consortium webpage.

* What is the purpose of the webpage?
* Who is the targeted audience?
* What are the key messages the consortium would like to convey?
* Who will maintain the website to ensure data is accurate and up to date?

Ownership of the website is critical to success. If the webpage is outdated, it will not be beneficial and may send a completely different message to the audience than you were originally targeting. Therefore, someone will need to make sure that the website is maintained and information is kept current. This can be assigned to one person or to a taskforce or subcommittee within the consortium.

**Website Setup**

The setup of the site is in WordPress, which will allow consortium members to do their own updating of text, images, and videos. The cost of setting up the consortium website includes the following:

* Templates - logo, menus, etc.
* Placing of initial content (homepage and 1 webpage)
* Tutorial (training) via conference call of WordPress usage and features (with additional opportunities for help at no extra cost)
* Live launch of site, including working with EEI to set up domain name
* Any additional troubleshooting/support to get the consortium website owner started

There is the standard template for $900 and the enhanced template for $1,500. This is a one-time fee and there is no annual maintenance fee. The enhanced template includes more images and more design features. For those consortia with a standard template who wish to move to the enhanced template, the cost would be a one-time fee of $1,200.

Below are links to sample websites that have been created using both templates. (Please note that the photos shown on the websites can be replaced with photos of the consortium’s choice.)

Wisconsin (standard template): <http://consortia.getintoenergy.com/wisconsin/>

Florida (standard template): <http://getintoenergyflorida.com/>

Carolinas (enhanced template): <http://carolinas.getintoenergy.com/>

**Timeline**

We recommend beginning work on the website at least three months prior to launch. There are three phases to the project:

* ***Phase I: Content Development:*** The consortium team would define the purpose of the website, the targeted audience, the key messages the consortium would like to convey, as well as identifying the content and all links that will be placed on the site.
* ***Phase II: Website Design:*** The website designer will need approximately 4 weeks to design the site using the consortium content, adding photos and all links, and allowing time for the consortium to review the content and make any changes prior to launch.
* ***Phase II: Website Training, Communication and Launch:*** The website designer would train the key consortium members and any back-ups who would be responsible for updating and modifying the content. The consortium would also develop a communication strategy for a successful launch of the website. The site would then be launched on the designated date determined by the consortium.

For additional information, or if you are interested in developing a webpage for your consortium, please reach out to your CEWD regional consultant, or send an email to [staff@cewd.org](file:///D:\cewd\cewd\staff@cewd.org).