

[Narrator] You've tuned in to another edition of The Breakroom, a

weekly conversation about how the City of Saint Augustine

works from those who do the work every day. Hosted by the

City of Saint Augustine's communications director,

Melissa Wissel. The Breakroom offers a closer look at the

different city departments and provides updates on current and

upcoming projects and events and now, your host, Melissa

Wissel. [Melissa] Welcome to The Breakroom. Thanks for tuning

in. We've got some changes coming to the city's website.

Not only will you see some changes to the basic design but

all improvements to navigation

and search functionality. So

this week I've invited the

newest member of the

communications team to join us.

Allow me to introduce Kymberlyn

McCrea the city's first website

administrative coordinator. Kym

welcome to the break room.

[Kym] Thank you so much for having

me. [Melissa] So I'm excited to have you

here. Um I bring you in you

joined us in November. I said

welcome to the team. We need to

have a website redesigned. Here

you go. [Kym] Yeah. [Melissa] So how's it been

going? Yeah it's let us know

what we have to look forward

to. [Kym] It's been going great. It's

been quite a process quite the

undertaking that has evolved as  
the process has gone on as I've

learned more about the city and  
the departments and how the

city operates and tried to come  
to an understanding of exactly

what our residents need out of  
a website. It's been a total

process that has begun with  
first, we just wanted to give

the website a facelift. We  
wanted to up the design, make

it a more modern design and  
then, we decided that we wanted

to change the navigation to  
make it more intuitive for our

users based on analytics and  
what our users are requesting

with their feedback. So, it's  
it's evolved and you know,

website's never done but we're  
we're very excited about the

direction that it's going. [Melissa] I'm  
excited to have you. Um I can

speak to that because when I  
first started in twenty

fifteen, my job was to take the  
nation's oldest city who had

the nation's oldest website and  
bring it up to speed with a new

vendor and we fast forward four  
years from that and we got a

new vendor and the website like  
you just said is something it's

constant and our residents rely  
on it and as a department

communications we've become  
more and more reliant on using

the website as a place for  
people to go for information.

[Kym] Mm hmm. [Melissa] And you're exactly  
right. We hear a lot of I can't

find it. I don't know where it  
is. We, you and I had a meeting

recently with a staff member  
who said, I can't find anything

and we, you know, too much of  
our shock but we realized

that's our search engine  
optimization. Can you talk a

little bit about how what are  
we doing to try to improve that

searchability, that search  
functionality 'cuz we recognize

that that's really important to  
use that search box. [Kym] Yeah,

absolutely. So, there's some

techniques that we can use to

make things easier to find on  
our website using tags on our

pages with the popular search  
queries that people use to find

certain information that you  
might not think. You know, the

specific verbiage that people  
use when they're searching for

something, we can take that  
verbiage and we can use it as a

tag in the page to make a page  
easier to find even if

specifically what is being used  
to search isn't the title of

the page they can still find  
what they're looking for so

there are some techniques that  
we're going to be using like

that meta tags that sort of  
thing over the next months to

try and make things easier to  
find for everybody. [Melissa] And our

naming on our pages helps too  
so that when that search result

comes in again we have versions  
and backdated versions so it's

a matter of archiving things so  
that three versions ago doesn't

necessarily come into those  
search results so that what I'm

finding is really what's  
relevant not something from

five years ago but the most  
current version of something.

[Kym] Yeah, absolutely. Um because  
I'm the first one in my

position for the city. It's  
fallen to the departments to

take care of their departmental  
content and everybody's done a

wonderful job but that means  
that there was no real

standardization of how pages  
were created and tags were

added and that sort of thing.

So that's going to be part of

what I'm doing is adding some  
basic standardization to all of

our pages to make things easier  
to access. [Melissa] And to that end

you're also like you just said  
you're working with our

departments. We have a lot of  
content managers. Um that is

also evolving. And talk a  
little bit about the mega menu

design changes you were talking

about when we talk about the

mega menu that's when you go in  
and you see what is it? It's

communities Services  
Government. We're going to

change that up but not all at  
once. [Kym] Yeah. [Melissa] Tell us what our

what our users can look for on  
that. [Kym] Yeah so we're going to be

making some pretty significant  
changes to our navigation the

way that it works. Right now  
it's very organizational chart

based and it's very it makes a  
lot of sense when you're

working in the city of Saint  
Augustine. You kind of

understand where everything is  
placed and why but from the the

perspective of a user we looked  
at analytics to see what people

were looking for and what pages  
they visited the most and what

what is important to our  
residents and we've created a

whole new site map based on  
that. Um it's going to be

implemented in parts. So, our  
redesign is going to launch for

the City of Saint Augustine on  
April 2nd and we're going to a

be doing a partial  
implementation of this mega

menu update where the  
organization of departments and

government is going to look  
slightly different. The hope is

that it's more intuitive for  
users to find what they need.

Um no nobody really cares much  
for change. [Melissa] Right. [Kym] But

hopefully that it it will be so  
intuitive to find what you need

that despite this change it's  
it's not going to be hard to

see what you're looking for and  
we also have some other things

to in in store to make finding  
what you're looking for easier.

Um for example on our homepage  
we're going to have a new

section called popular  
resources where our popular

resources are going to have  
quick links where you don't

have to go to any menu. You  
don't have to search. You

should be able to scroll and

then the major Things that

people are looking for when  
they come to our website, we'll

have a link right there. [Melissa] I call  
that the above the fold. [Kym] Yes.

[Melissa] Everybody wants to be on the  
homepage. My stuff is the most

important and everything is  
important but not everything is

popular. So, I love that  
popular resources. It's taken

me a while for you to ingrain  
that into my head but I would

say yes. So, folks should look  
for the popular resources. It's

very easy to find. It's a big  
section bar about halfway down

what you would call the  
homepage. The other one, tell

us a little bit about the  
department header that are not

not police, fire, and marina  
but our heading that we're

going to call departments,  
right? That's that's the one

big change and that's going to  
happen first. [Kym] Yes, that's

going to be one of the things  
that comes out April 2nd. So,

all of our departments in our  
divisions are going to be

organized alphabetically and  
you're going to be able to see

them categorized very clearly  
in the tab. You go over to

departments and whatever  
department you're looking for

is going to be clearly stated  
in the organization that way,

the some pages for each of  
these departments will not be

visible there. It's going to  
help your eye go straight to

what you need, help, help with  
your visual scanning, and it's,

it's going to be hopefully less  
confusing for people to find

the exact department or  
division that they're looking

for. [Melissa] So, if I want to find  
mobility, I can just go to

departments and under M is  
going to be mobility. I don't

have to go to public works and.

[Kym] Precisely. [Melissa] I don't necessarily

know the mobilities in public  
works. [Kym] Yes, one Yeah. One of

the best web practices that we

have tried to stick to in this

redesign is you want to be able  
to find what you're looking for

in three clicks or less. Um so  
this will really help. You

don't even have to click to get  
to the mega menu. You just

hover over it and then you go  
to M and you see mobility and

you know exactly where you need  
to be. [Melissa] Voila. If you're just

now tuning in, you're listening  
to The Breakroom. I'm Melissa

Wissel, communications  
director for the city and this

week in studio, I'm talking  
with Kymberlyn McCrea. She is

our city's first ever web admin  
coordinator. I'm so glad that

you're here in the city helping  
with the redesign. Um there's

so much to it. I think  
sometimes folks figure oh it's

a website you just update  
somebody's picture or your

directory. You know update a  
little bit of this and that.

There's a lot to the website  
that's potential. [Kym] Mm hmm. [Melissa] And

one of the things I would love  
for you to talk to us about a

little bit. There's two things.  
One is the integrating of some

of those internal programs and  
then also we get this question

a lot. What about mobile app.  
[Kym] Mm hmm. [Melissa] There's a difference

between a mobile app and what  
you and I would refer to or

technology people would  
recognize as what do we call

it? We call it mobile friendly.

[Kym] Mm hmm. [Melissa] Or so talk to me a

little bit about that so that  
our our users can understand

it's not just mobile  
responsiveness. What are we

doing about mobile apps and  
integrating? [Kym] Sure. [Melissa] Now, it's

coming down the road but talk  
to us a little bit about that.

[Kym] Yeah. Um so, to start with the  
first ones, we have some

internal applications that we  
use to take care of certain

things like something called  
City Works for service requests

in our area and we're trying to

find ways to integrate that

into the website to make it  
easier for you to request you

know to have a pothole filled  
that sort of thing. [Melissa] Sidewalk

repairs. [Kym] Exactly. [Melissa] Streetlight  
is out. [Kym] Mm hmm. [Melissa] Right? [Kym] Um we're

going to kind of integrate that  
with the website so it goes

directly to the request system  
and you be able to see your

requests and that that's  
something that's currently in

the works. Um there's a lot of  
ideas that we have floating

around since I've started.  
There's a lot of things I

really want to tackle to make  
easier for our users online

payment systems that sort of  
thing. We we have a lot of

ideas that we want to integrate  
with our website to make it

user friendly for everybody who  
prefers to just go online and

take care of something easily  
and quickly. [Melissa] And it's coming.

[Kym] Mm hmm. [Melissa] Don't look for that.  
Don't look for that on April

second but just know we're  
we're thinking about a We're

talking about it. We're working  
internally and then how about

the idea of a mobile app? [Kym] I'm  
so excited about the idea of a

mobile app. I love the idea of  
a mobile app. I think that it

it helps bring our city forward  
into the future and it makes

things so much easier for our  
users because when you design a

website, of course, in  
2024, we make sure

that our website design is  
responsive so that it can be

seen on both a computer browser  
and on your cellphone but when

you're trying to do both  
something does tend to get lost

in the mix when you are  
designing a mobile application

that is specifically for your  
phone the user interface is a

lot easier to navigate and we  
can put specific functions into

that application that  
streamline the process of

whatever the application is for

if you're trying to find

documentation if you're trying  
to submit some kind of request

if you're trying to submit some  
kind of payment it it makes

things so much easier so that  
is in that is something we're

talking about at length right  
now we're trying to really come

up with the best application  
possible that's not just a

mobile browser application  
which is kind of just like a

like a downloadable version of  
the website almost which which

had definitely has its uses but  
I think that we can do

something a little more  
tailored to our our community

and make it as as sophisticated  
as we possibly can. [Melissa] And easy to

use. [Kym] Mm hmm. [Melissa] But it's not here  
yet either.[Kym] No, not just just

so you guys know, it's it's  
something that we're Talking

about. It's it's something that  
we're hopeful to get working

on. [Melissa] Well and I think that you  
know before we run out of time

I do in in closing I guess  
what's so great about having

you and having this position  
filled. It was created in this

year's budget cycle which I  
want to thank the commission

for for approving that but it's  
so important to have a

dedicated web admin coordinator  
because not only is it the

information and working with

staff and working with

departments to make sure that

the customizable information

within each department is

readily available but it's that

longer vision of what is

technologically advancing. What

can we do that's better. We

didn't even really talk about

the the bot, you know, the chat

bot and we're almost out of

time but I do want our

listeners to know be patient.

Um what's our what's the web

address? If they've got

questions or they need to get

in touch with you real quick,

what's the easiest way for them

to reach you? [Kym] Yeah, you can

just shoot me an Email at

webmaster at City StAug.

com with any questions,

comments, concerns, thoughts. I

I want to hear your feedback. I

love this city. I was born and

raised in the city. I went and

got my master's degree in

software development and came

back and I I got into this job

and I'm so thrilled to be part

of the city and we just want to

make it the best web experience

it possibly can be. [Melissa] Well and

with that, I think that's a

great summation. So, thank you

for coming down the break room.

Great first interview. [Kym] Oh,

thank. [Melissa] And we're glad to have  
you with us and when when we

get a little further down the  
road, I think we'll have you

come back and we'll talk about  
what's been implemented, what

folks can look for, and then,  
you know, what we have coming

ahead. [Kym] Sounds great. [Melissa] Great.  
Thanks for coming, Kym. [Kym] Thank

you. [Melissa] If you missed part of this  
broadcast and want to go back

and listen from the beginning,  
you can find your favorite

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importantly that you hear it  
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work to make it happen every  
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Aug. Until next time. Thanks  
for tuning in. [Narrator] You've been

listening to The Breakroom, a  
weekly program addressing

projects and programs offered  
by the City of Saint Augustine.

Join us each week as the city's  
communications director,

Melissa Whistle, has in-depth  
conversations with the people

who make our town work to meet  
the needs of our community. See

you at this time week for  
another edition of The Break

Room.