



# FDP Update: Explore the New Website!

By Jamie Sprague, Sara Pietrzak, and Stephanie Scott

**O**n Research Administrator Day, September 25, 2023, the Federal Demonstration Partnership (FDP) officially launched a new website for its membership and the research community at large.

This achievement is the result of a multi-year effort in response to two recently developed FDP strategic plans. The FDP Phase VII Strategic Plan, finalized in May 2019, included Goal 5: Tell a powerful FDP story to internal and external audiences (FDP, 2019). This call to action included the development of a comprehensive communications and marketing strategy, with the leadership of the FDP Communications Committee obtaining expert professional support, to finalize a FDP Communications Strategic Plan in July 2022 (Vanguard, 2022). Among other priorities, this plan highlighted the need to ensure effective communication across all outlets, including the website, and to FDP's four main audiences: Federal agencies, FDP member institutions, FDP leaders and participants, and the non-member community in all FDP communications.

Using the framework of these plans, the FDP Website Working Group, led by (in alphabetical order) Sara Pietrzak, FDP Senior Program Assistant; Stephanie Scott, Columbia University; and Jamie Sprague, Cornell University, embarked on the effort to update and modernize the website starting in April 2022. With the support of FDP leadership and Vanguard Communications, a DC-based Hispanic woman-owned public relations and marketing firm, the team focused first on creating a new site map that prioritized ease of navigation by users and increased transparency of FDP's organization and operation, committees, subcommittees and working groups, and demonstrations and other resources. Once a new site organization was established, Vanguard's team created mock-ups of the home page and several main pages, working through an iterative process with the FDP Website Working Group to establish the look and feel of the new site. With approval from the Working Group and with the support of the FDP Executive Committee, Vanguard Communications started the site buildout on a new, modern content management system. Vanguard's team trained the Working Group on how to use the new platform, and the Working Group got to the lengthy process of revising and moving FDP's content from the old to the new site. At the first in-person meeting of the membership since the global pandemic, a professional photographer was in attendance in May 2023 to capture the joy of the gathering and our shared work for use on the new site. Over the course of Summer 2023 and with the feedback and edits from FDP committee and subcommittee leadership, the new site was populated by the Working Group with up-to-date information and pictures, and ready for launch in the days following the September 2023 virtual meeting of the FDP membership.

With the launch of this new site, FDP embarks on a new era of web-based communication. The new site is built for growth and adaptation as the membership and their needs grow and change. Additional modernization efforts include the expansion of the membership database and directory functionality, led by the FDP Membership Committee, to incorporate a robust member login page which will allow users to pay their member dues, register for FDP meetings, subscribe to mailing lists, and volunteer for open committee positions. The Financial Conflict of Interest (COI) Clearinghouse, which has been in existence since 2012 and one of FDP's long-standing utilized resources, is currently being evaluated for opportunities for modernization. With continued support of Vanguard Communications through 2024, plans are also being made for enhanced infographics to visually represent FDP's collaborations with the National Academies and federal partners, and FAQs that can be distributed to our different stakeholders. The FDP Website Working Group welcomes your feedback and suggestions. Feel free to reach out to [website@thefdp.org](mailto:website@thefdp.org). ■

## References

- The Federal Demonstration Partnership (FDP). (2019). *FDP Phase VII Strategic Plan*. <https://thefdp.org/wp-content/uploads/FDPPHA1.pdf>
- Vanguard Communications. (2022). *FDP Final Communications and Marketing Plan*. <https://thefdp.org/wp-content/uploads/2022-01.pdf>



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