

# District Dispatch Redesign

## BEFORE:

The screenshot shows the old website layout. At the top, there is a header with the site title "District Dispatch" and subtitle "The Official ALA Washington Office Blog". Below this is a navigation bar with links like "Home", "#LibrariesMatter", "About", "Contact Congress", "E-Rate", "Library Text Alerts", "NLLD", "Policy Revolution!", and "Subscribe". The main content area features a large article titled "ALA launches educational 3D printing policy campaign" with a sub-header "Progress in the Making". To the right of the article is a search bar and a "Categories" dropdown. Below the article is a "Stay in touch" section with social media icons for Facebook, Twitter, Pinterest, Tumblr, and RSS. At the bottom, there are two large graphic buttons: "Text Alerts" and "Take Action".

## AFTER:

The screenshot shows the redesigned website. The header is cleaner, with "District DISPATCH" in a larger, more prominent font. The navigation bar is more organized, featuring a "Home" icon and dropdown menus for "Policy Issues", "Legislation", "Take Action", "Washington Events", "Policy Publications", and "Press". A prominent "TAKE ACTION" banner is at the top, with the text "Ensure the Future of School Library Funding - Join Others in Telling Congress that School Libraries Can't Afford to Wait". The main content area features a large photo of a group of people at a legislative event, with the caption "WHAT TO EXPECT: PHOTOS OF NATIONAL LIBRARY LEGISLATIVE DAY 2014". Below this is a "TELECOMMUNICATIONS" section with a featured article "Net neutrality battle continues in new venues". To the right, there is a "TAKE ACTION FOR LIBRARIES" form with fields for "First Name", "Last Name", "Email Address", and a "REGISTER" button. At the bottom, there is a "RECENT POSTS" section with a list of recent articles.

### Website redesign:

- Includes a clean and clear homepage that articulates the mission of the ALA Washington Office
- Prioritizes content to increase repeat engagement
- Improves website responsiveness to mobile tablets and devices
- Offers opportunities for users to share content via social media icons