

Municipal Website Case Studies



Shumaker Technology Group



Project Overview

- Population: 3,195
- Year Completed: 2023
- SummerfieldTwpMonroeMI.gov

- Website Revamp
- Drone Photo & Video
- Logo Design
- .Gov Domain

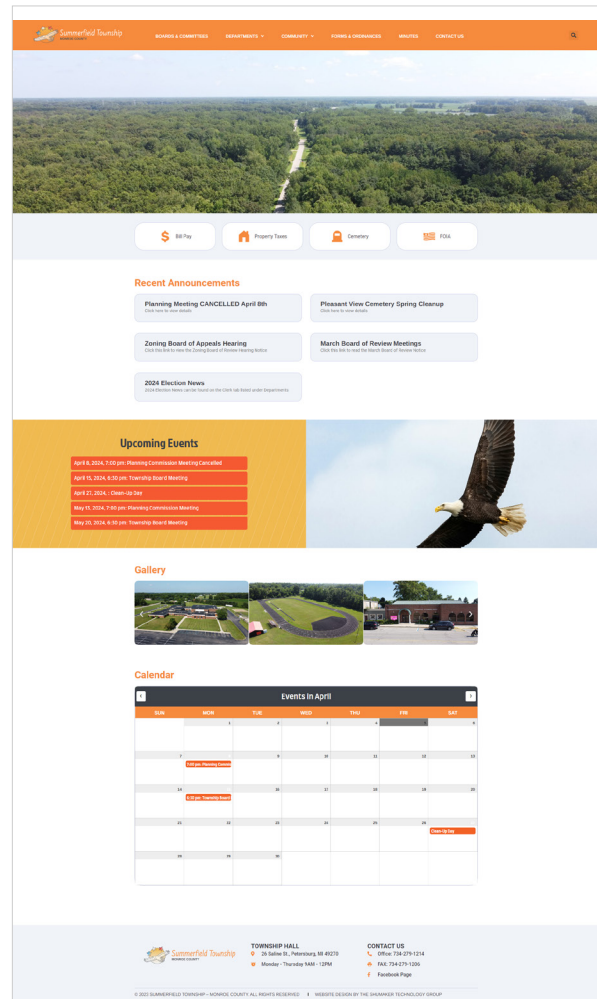
Redefining the Township

Summerfield Township, located in Monroe County, Michigan, recognized its need for a website that could better service the resident's of its growing community. The existing framework of their website had ballooned to its functional parameters, leaving a less than visually desired website that was difficult for visitors to navigate and even more challenging for the Township staff to maintain. To help achieve their accessibility goal and create a result the Township could be proud of, a plan was set into motion.

- The new framework of the website would utilize WordPress, a content management system (CMS) that was not only highly flexible and secure, but made backend maintenance a breeze to learn and edit with. Wordpress also allowed for fully responsive design across any device such as desktops, laptops, tablets and phones.
- Streamlining the page navigation from the ground up gives residents an intuitive path to find the information they needed, quickly.
- A library of modernized components and features that allow instantaneous digital communication and engagement with their residents through public notices, event calendars, fillable forms and more.
- A guided, step-by-step walk through of the .Gov domain application process for additional web security and control.

In conclusion, the redesign of Summerfield Township's website has created a robust yet

optimized municipal platform that showcases their brand effectively and delivers crucial information promptly.





Branding Identity

During discussions with Summerfield Township regarding design preferences for their new website, it was noted that the township had no current branding. While not obligatory for a municipal entity, we believe that a high-quality branding can greatly contribute to achieving one of our objectives: creating a website that reflects



the uniqueness of the community it represents.

As a result, our in-house graphic design team crafted a custom and unique brand identity that would define the project going forward. The precedent set for the initial draft would be a warm, inviting, patriotic themed refresh. Through a collaborative series of drafts and revisions, Summerfield Township landed on a logo and color scheme that they could be proud of. The logo was formatted to be adaptable for both their web and print needs.

Drone Footage

Beautiful, hi-resolution drone footage provides a unique and captivating aerial view of the Summerfield Township community. Video and Imagery were captured of their Town Hall, Fire Hall, Sheriff's Office, Schools, Library, Playground,



Cemetery, River Basin, Walking Path, and Game Area.

Reference

Clerk, Trudy Goodin

Phone: (734) 279-1214

Email: tgoodin@summerfieldtownship.org



City of Wayland

Allegan County



Project Overview

- Population: 4,423
- Year Completed: 2022
- CityOfWayland.org

Website Revamp

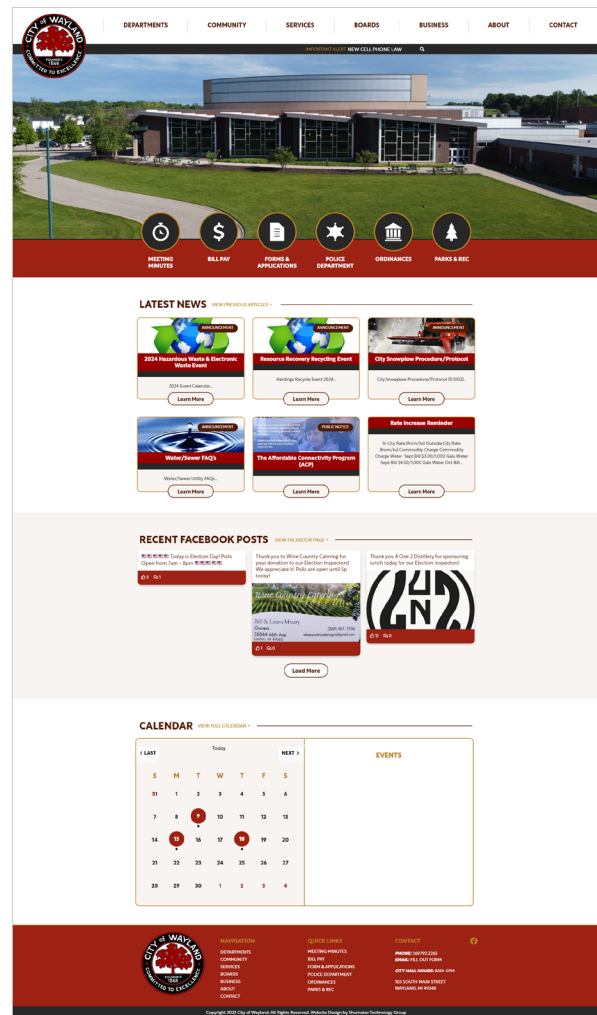
Drone Photo & Video

Pain Points & Goals

Shumaker Group began working with the City of Wayland in May of 2021 when we took over their Website from a former competitor that wanted to get out of the Website business in order to focus on their other core competencies. Our initial responsibilities included just taking over the existing site and providing hosting and support for it.

Since the site that we inherited was first built in 2014, there was plenty of room for improvement:

Problem: The initial site was setup in DotNetNuke (DNN). While there is nothing inherently wrong with that platform, by the time we inherited the site market share for DNN was estimated to be below 1% of all Websites so long



PHONE: (517) 325-3121

WEB: stgmunicipal.com

EMAIL: info@shumakergroup.com



term security and support for the platform were potential concerns.

Solution: We recommended and built the new site in WordPress which not only has an estimated 40+% market share, but also has an extremely robust network of plugins available to enhance it's functionality.

Problem: The initial site was built before it became generally expected that all sites would utilize SSL encryption and was causing warning messages in browsers that the site wasn't secure.

Solution: SSL encryption is built into all Shumaker Group Websites.

Problem: The initial site was not optimized for mobile. While it would load on mobile devices, the user experience was less than optimal.

Solution: One of the many benefits of the newer WordPress Content Management System over DNN is that it made it much easier for our developers to make the site look great on all devices ranging from a large TV screen down to a small cell phone.

Problem: The initial site was fairly plain and boring looking.

Solution: With help from our amazing graphic designers, user-experience experts, and aerial drone photos, Shumaker Group was able to turn what was a pretty plain and boring Website into an exciting representation of the City of Wayland.

Drone Footage

Given that one of the primary objectives of the City of Wayland's website overhaul was to enhance its visual appeal, acquiring quality photos became imperative for the project. Like numerous government bodies, their previous Website lacked an extensive collection of images, and those available were both outdated and of poor resolution. Hence, they became an ideal candidate aerial drone photo and video package.

Since Shumaker Group is located only about an

hour and fifteen minutes from the City of Wayland and has multiple FAA Part 107 Remote (Drone) Pilots on staff, we were easily able to pick a day with great weather and come out and get some spectacular aerial photos. Our team captured the downtown area, city hall, fire department, schools, parks, pavilions, splash pads, basketball courts, nature trails, and some local businesses to use in various areas around the Website.

While Web Development is something that "can" be done remotely, there are often benefits to choosing a company that is close enough to come and visit when necessary.



Reference

Kristin Engel, Billing Clerk
Phone: (269) 792-2265
Email: kengel@cityofwayland.org



Project Overview

- Population: 4,949
- Year Completed: 2023
- CityOfGibraltarMI.gov

Website Revamp

.Gov Domain

Objective & Goals

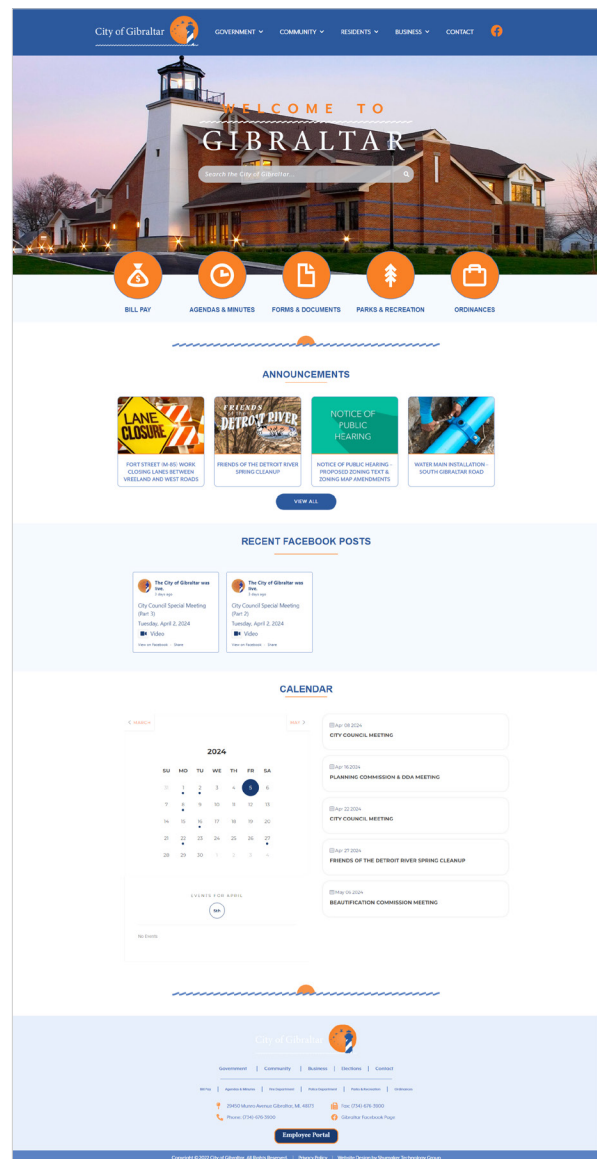
The City of Gibraltar embarked on a website redevelopment project aimed at transforming their outdated website into a user-friendly and interactive community hub. Our development team established 3 tenants to define the project going forward: modernizing the visuals, redefining the website structure, and implementing features to help better communicate with their residents.

The face of the new website underwent a complete overhaul to its design. By utilizing their updated logo and fresh color scheme, we were able to shine new light onto an older design. Large, clean font choices paired with high-resolution photos meant users were no longer forced to scan large sums of text paragraphs for the information they needed. With incorporation of icons and imagery that aligned with the City's lakeside theme, we helped establish a visual hierarchy of important content.

Our team aimed to create a visually striking design that strayed from the text-heavy flow of the old site. However, we understood that a contemporary design alone wouldn't improve community engagement. Key features were strategically integrated onto the front of the site to entice visitors to stay and engage with the content.

The incorporation of quick links immediately upon page load enabled residents to swiftly access the information they required. Introducing a tailored announcement section provided the

City of Gibraltar with a versatile platform for disseminating urgent public notices, upcoming





meetings, and community events in a convenient yet visually appealing manner. Additionally, integrating their public social media feed directly onto the website, along with a calendar, facilitated rapid access to the latest developments at a glance.

Furthermore, our development team has revamped the page navigation, making it more intuitive and up-to-date. We introduced a Government tab dedicated to vital information such as Elections, Assessing, and City finances. Additionally, a Community tab has been added to facilitate residents' engagement in diverse recreational activities, including access to the City newsletter, library resources, parks, and community groups.

.Gov Domain

Following guidelines from the US CyberSecurity & Infrastructure Agency (CISA) we recommended that the City of Gibraltar convert to a .gov domain name and coached them through the process for obtaining cityofgibraltarmi.gov.

As there is a formal vetting process whereby only legitimate US Government entities can obtain a .gov domain name, this helps the general public to be certain that they are on the correct Website. And, as staff and elected officials at the City change, it will also help to ensure that they never lose control of their domain name, which could subsequently cause them to lose control over their Website, Email, and anything else dependent on their domain name.

Since .gov domain registrations are free to qualified entities, the small hassle of going through the vetting process was well worth it for the added credibility and security benefits.

Drone Footage

Our team set out to capture and showcase

the community's picturesque landscape and waterfront charm from a unique aerial perspective.



Reference

Katie Tomasik, City Clerk
Phone: (734) 676-3900 x225
Email: clerk@cityofgibraltar.net



Project Overview

- Population: 5,939
- Year Completed: 2023
- MontroseTownship.org

Website Revamp

A Digital Transformation

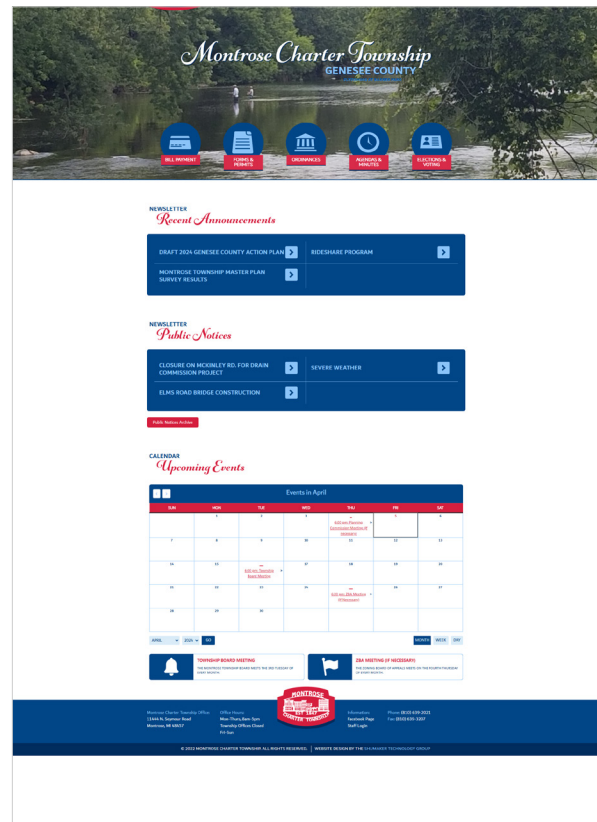
When Shumaker Group first approached Montrose Township, their existing Website was close to a decade old. According to Forbes*, "the average lifespan of a Website is 2 years and 7 months". While even we at Shumaker Group feel that is much too short of a lifespan for a professionally developed Website, we also agree that by the time a Website starts to reach the double digits in age it is definitely due for an update.

One of the most compelling factors to overhauling the website was a mutual desire to develop in a modern software that was feature rich, easy to edit and would have continued lifelong support. Choosing an open-source platform meant the Township was not tied to a single Web Development firm going forward. Based on these goals, Shumaker Group recommended and implemented WordPress as the Content Management System.

Current research indicates that WordPress powers over 40% of Websites across the globe, having an extensive ecosystem of plug-ins and community support for many years to come. Not only is WordPress an adaptable and reliant choice, but in tandem with the Elementor Page Builder, updating the website becomes a breeze. The drag-and-drop editing empowered by a library of 85+ professional widgets allow users to create everything from simple text, to videos, to calendars, to digital forms, and much more.

Reference

Mark A. Emmendorfer, Supervisor
 Phone: (810) 639-2021
 Email: memmendorfer@montrosetownship.org



*(Source: <https://www.forbes.com/sites/forbesagencycouncil/2021/03/01/your-websites-life-span-may-be-shorter-than-you-think/>)



Project Overview

- Population: 3,195
- Year Completed: 2023
- VillageOfConcord.com

Website Revamp

Mission & Goals

Shumaker Group collaborated with the Village of Concord to modernize their decade-old website, overcoming challenges posed by the outdated DotNetNuke (DNN) content platform. Together, we crafted a contemporary, customizable, and reliable digital platform while preserving the village's branding and identity.

Streamlined Navigation: By identifying key areas most sought by visitors, we integrated prominent "quick link" buttons on the homepage, ensuring easy access to vital information. These intuitive design elements, along with a search bar and new page structure, significantly speed up how fast users could access the information they needed.

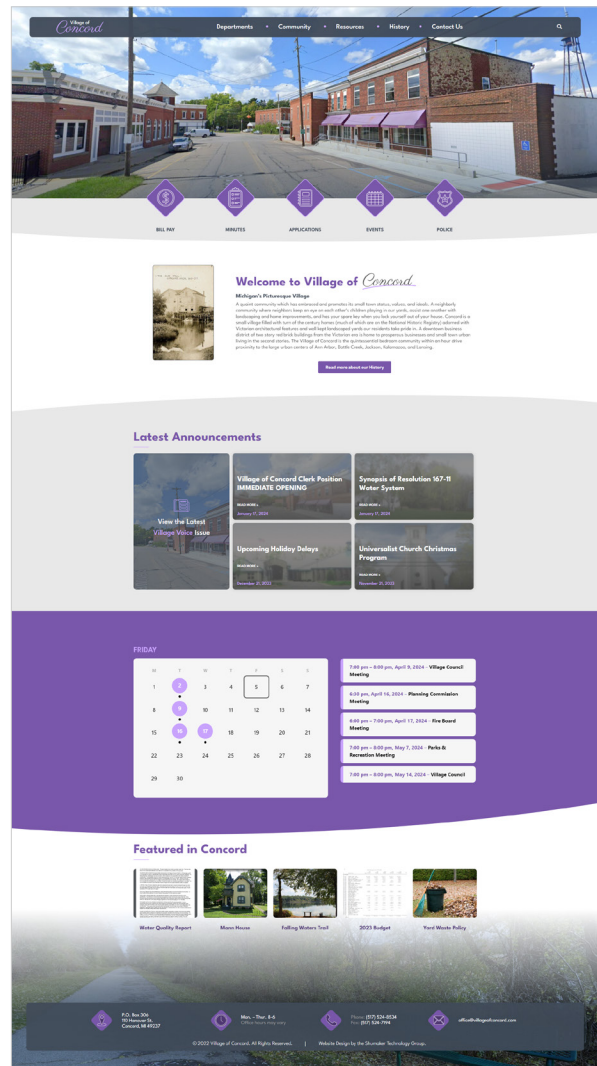
Enhanced Communication: The revamped website features a "Latest Announcements" section which facilitates timely and important messages. This became an effective spot for public notices and an upfront spot to post their "Village Voice" monthly issues.

Accessibility Initiatives: Recognizing the importance of inclusivity, we prioritized accessibility enhancements. We ensured mobile-friendliness for seamless browsing across any device.

Security & Encryption: A great website doesn't just excel in optimization and aesthetics but also prioritizes security. All of our websites utilize SSL certificates, which play a crucial role in ensuring the security, integrity, and credibility of the Village's website from outside threats.

Reference

Judy Lefere, Clerk
Phone: (517) 524-8534
Email: clerk@villageofconcord.com



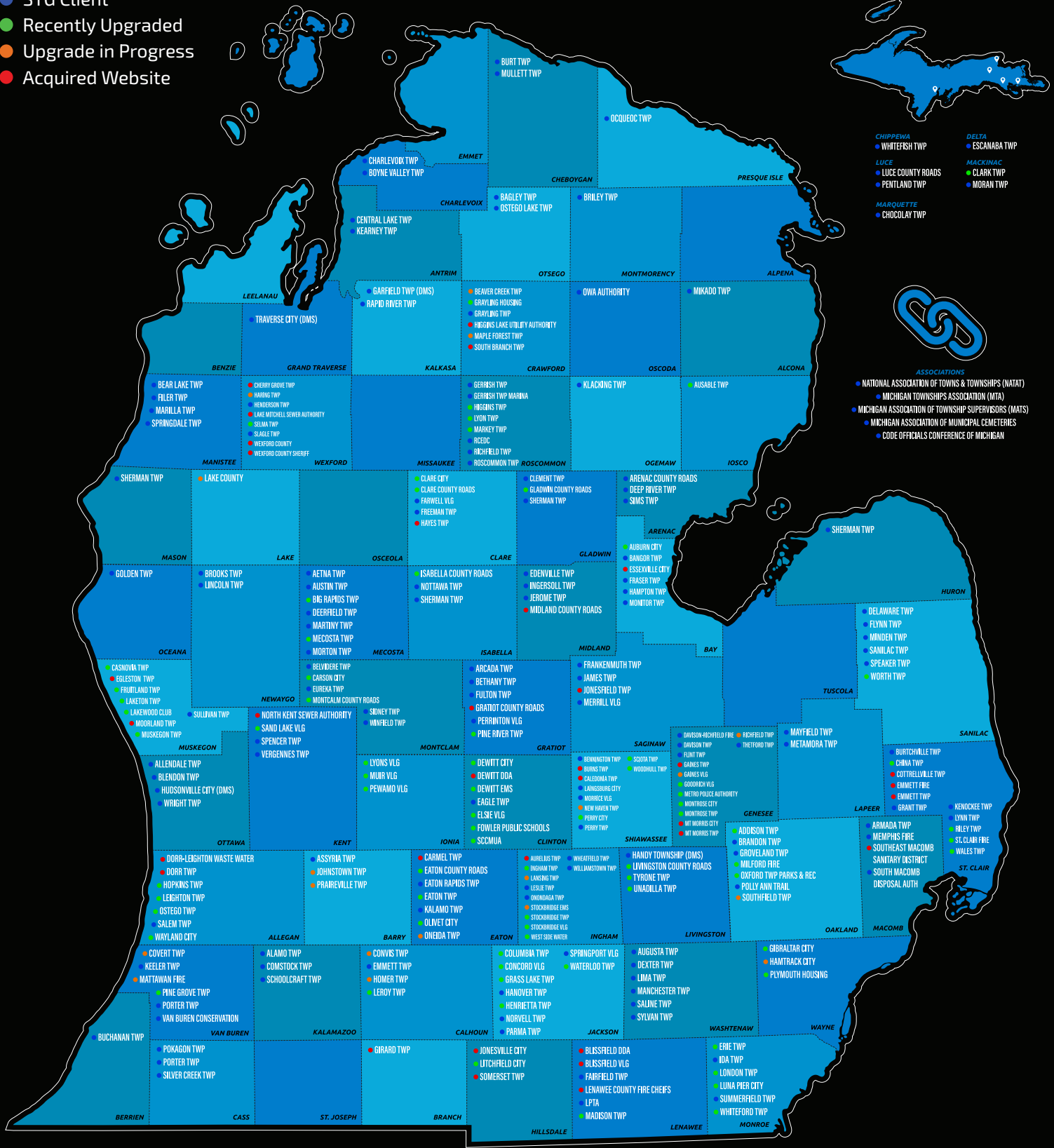
- STG Client
- Recently Upgraded
- Upgrade in Progress
- Acquired Website



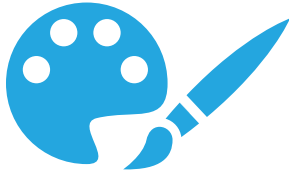
- CHIPPEWA
- WHITEFISH TWP
- LUCE
- LUCE COUNTY ROADS
- PENTLAND TWP
- MARQUETTE
- CHOCOLAY TWP
- DELTA
- ESCANABA TWP
- MACKINAC
- CLARK TWP
- MORAN TWP



- ASSOCIATIONS**
- NATIONAL ASSOCIATION OF TOWNS & TOWNSHIPS (NATAT)
 - MICHIGAN TOWNSHIPS ASSOCIATION (MTA)
 - MICHIGAN ASSOCIATION OF TOWNSHIP SUPERVISORS (MATS)
 - MICHIGAN ASSOCIATION OF MUNICIPAL CEMETERIES
 - CODE OFFICIALS CONFERENCE OF MICHIGAN



Visit STGPORTFOLIO.COM to view our client catalog.



Turn Ideas into Reality with Custom Logo Designs

At the Shumaker Group, we pride ourselves on delivering tailored branding solutions that uniquely represent your municipal identity.

Our expert team of designers meticulously craft custom logos with multiple variations, ensuring you have a diverse range of options to choose from. This guarantees your municipality has all the necessary input to accurately reflect what makes your area and residents unique.

View our complete collection at shumakergroup.com/logos



Summerfield Township
MONROE COUNTY

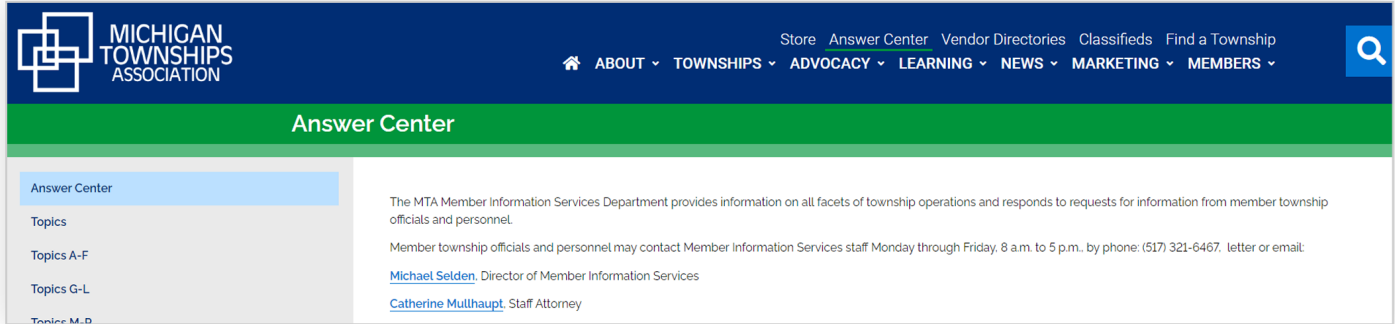


BETHANY
TOWNSHIP



Markey Township
ROSCOMMON COUNTY





The screenshot shows the Michigan Townships Association website. The header includes the logo and navigation links: Store, Answer Center, Vendor Directories, Classifieds, Find a Township, ABOUT, TOWNSHIPS, ADVOCACY, LEARNING, NEWS, MARKETING, MEMBERS. The main content area is titled "Answer Center" and contains information about the MTA Member Information Services Department, contact details for Michael Selden (Director of Member Information Services) and Catherine Mullhaupt (Staff Attorney), and a list of topics (A-F, G-L, M-O).

Your new crystal ball

You will now experience much easier use of our MTA website to find the information and resources you need. Calling it a crystal ball is only a slight exaggeration.

Try the new search function (click on the magnifying glass) and you'll see what I mean. MTA's **Emily DeRushia** was our project manager for the major undertaking of redesigning and revamping our popular www.michigantownships.org, and brought in many members and staff to contribute ideas for the design, development and testing of the final site. We have greater flexibility with the new system and will continue to make refinements—reach out if you have a suggestion (and turn to page 14 for a quick tour of the new features).

If you use Lansing-based **Shumaker Technology Group** (STG) for your township's website work, you now have that in common with your MTA association website. After soliciting proposals and quotes from several leading Michigan and Washington, DC website developers, MTA selected STG based on several factors—not the least of these were STG's long relationship with MTA and more than 250 of our member townships. Their understanding of our needs, familiarity with our other connected services (for example, our membership and education systems), and expertise in guiding us into independently using the leading website management system sealed the deal. MTA's positive experience led your national townships association, the National Association of Town and Townships, to also select STG this year with a similarly excellent outcome. STG is a long-time MTA exhibitor and sponsor; we thank them for their knowledgeable support of our work.

Many townships are undertaking steps from simple light bulb changes up to major investments to both save green and go green—not only lowering their costs in the long run but also taking action to improve their community's climate resiliency. New technologies, materials and processes are available to you that can also offer better performance, energy security/backup during grid problems, and reduced maintenance expense—while also benefitting the greater

community and our climate and environment. Our cover story presents these ways your township can achieve such positive results.

This month brings many newly elected officials into township service. We look forward to greeting them at the Gaylord or Lansing sites for our *Treasurer's Guide to Tax Collection* in November and our *New Officials Training* in mid-December. You can help us by registering them or sharing information about this important training (turn to pages 26 and 28 for more information and registration forms). Likewise, if you are moving into a new role on your township board, please consider coming to training and be sure to update your own profile so we send you the right communications for your new office.

Of course, this month will also see incumbent and new legislators elected to serve our state. To improve and build upon your relationships with your state legislators, take a moment to send or text them a congratulatory note, offer to be a resource for them on local issues and invite them to your township. Strengthening your connection to them is one of the most powerful ways you can help protect and advance township issues in Lansing. **Judy Allen and our Government Relations team** share legislation on the MTA watch list, recently enacted legislation impacting townships and other observations later in this issue.

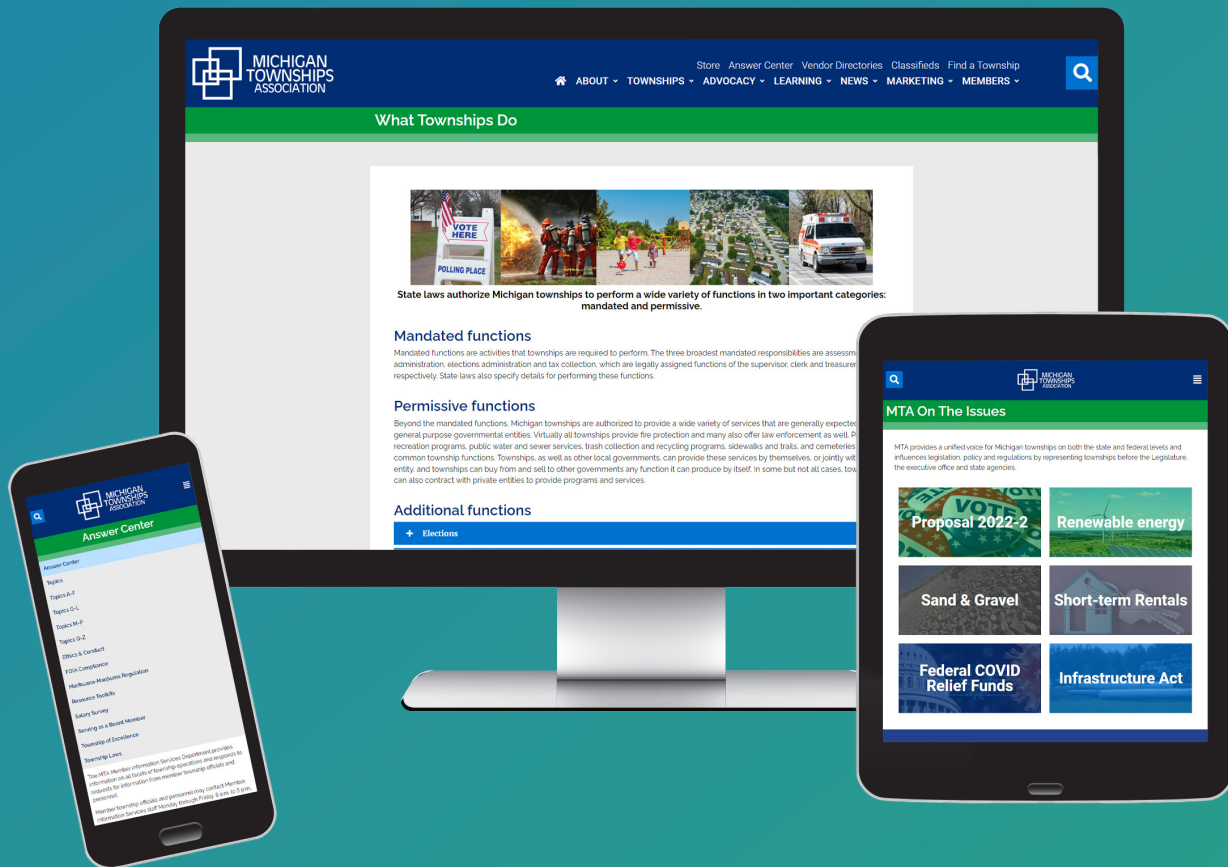
Finally, on behalf of our Board of Directors and your MTA professionals, we wish you and your families a warm, peaceful and fulfilling Thanksgiving with all the trimmings and football victories you could hope for.

Neil



Introducing MTA's newly redesigned website!

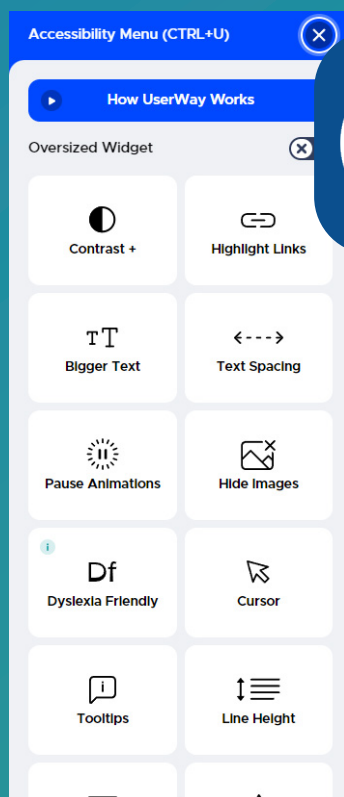
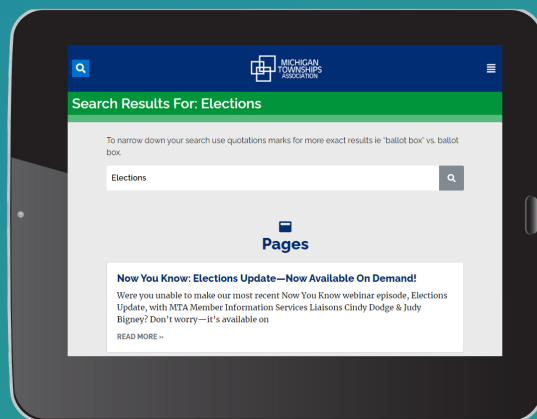
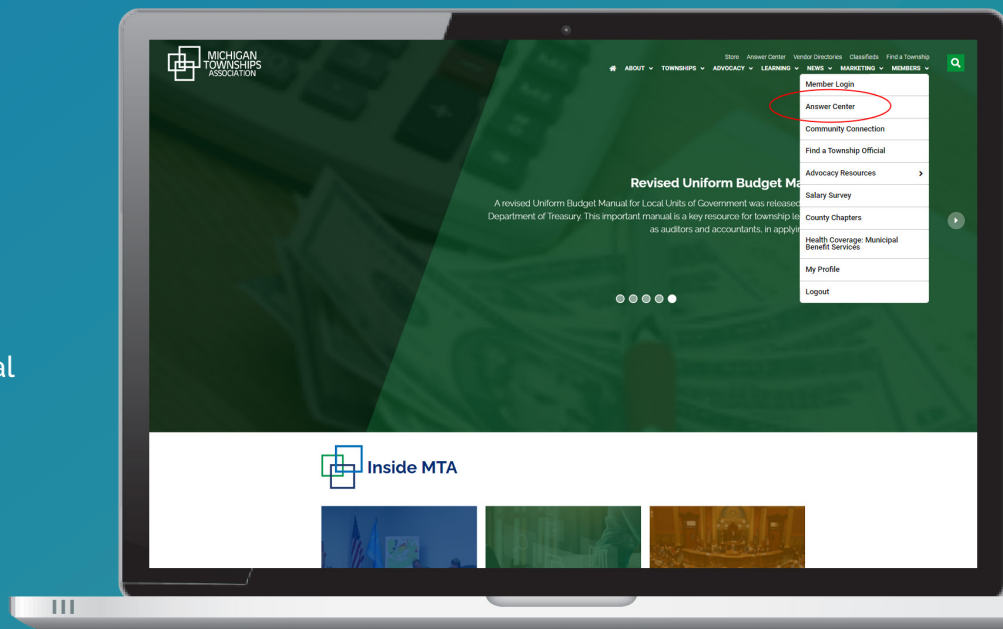
Every year, thousands of township officials and personnel visit www.michigantownships.org, seeking information, samples, data, and even connection with their peers, among the vast resources available on MTA's website. Residents, media, lawmakers and others also turn to the site to learn more about the government closest to the people. We know that many of our members look to the site, sometimes daily, for guidance and updates. In our mission to constantly improve our services on behalf of our membership, we are proud to share a completely revamped www.michigantownships.org—with all of the important content you rely on, in a new and improved way.



Our new site is more mobile-friendly than ever—making it easier to navigate on your smart phone or tablet, so you can access information on the go, in meetings—what you need, when you need it. New accessibility features allow you to customize the site for your viewing preference— including larger text throughout the site, adjusting line spacing or alignment, highlighting links so they are easier to see, and more. You can make the site even more user friendly—based on your needs.



In addition to a streamlined menu, we've made access to the members-only information even more accessible and convenient—with links to the "Answer Center," with its "Index of Topics" featuring hundreds of pages of township information, Community Connection, our social networking site allowing you to connect with your peers, the "Find a Township Official" look-up, with fellow officials' contact info at your fingertips, and much more—right on the homepage (look under the "Member" drop-down menu).



The redesigned website also includes a vastly improved and more robust search engine—allowing you to find even more accurate search results. It even searches documents, including past issues of Township Focus (an archive of full issues since August 2013, and cover stories back to 2006 are available on the site), giving you greater access with greater ease to the information you need.

Check out the new www.michigantownships.org today! Let us know what you think—share feedback and questions with emily@michigantownships.org. Happy browsing!

Our thanks to Shumaker Technology Group for their design and technical assistance in creating our new website, and to the following officials for helping test—and improve—the site:
 Kevin Beeson, Supervisor, Pine River Twp. (Griot Co.)
 Pauline Bennett, Clerk, Addison Twp. (Oakland Co.)
 Mary Eickholt, Treasurer, New Haven Twp. (Shiawassee Co.)
 Judy Kosloski, Clerk, Central Lake Twp. (Antrim Co.)

Harold Koviak, Supervisor, Burt Twp. (Cheboygan Co.)
 Diana Lowe, Trustee, Genoa Chtr. Twp. (Livingston Co.)
 Penny Nelson, Clerk, Springdale Twp. (Manistee Co.)
 Bret Padgett, Treasurer, Comstock Chtr. Twp. (Kalamazoo Co.)
 Glenn Rowley, Supervisor, Bangor Chtr. Twp. (Bay Co.)

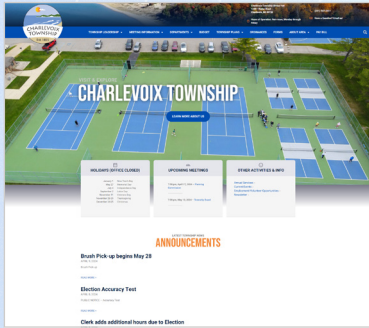
Make Your Website Stand Out. Soar Over It.

Capture breathtaking photo & video of your municipality.

SOAR
OVER IT

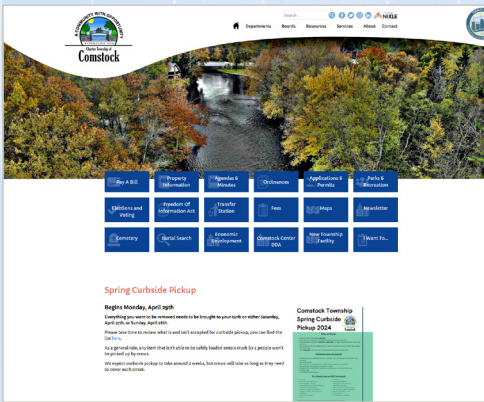


Testimonials



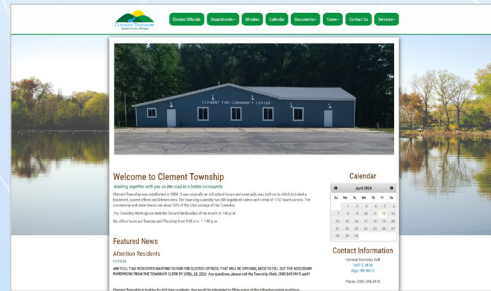
Charlevoix Township
JB Hoyt, Trustee

“We worked with Shumaker last year on a totally new website. We found them to be very valuable partners... they offered insights from their past work that improved on our design, the project was delivered on time and on budget. Feel free to reach out to me directly if you would like additional info.”



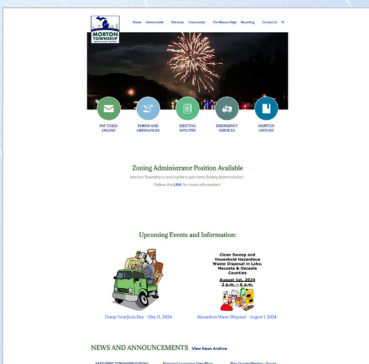
Charter Township of Comstock
Nicole Shook, Election Specialist

“Thank you for your team’s hard work on our website!! We have been getting a lot of compliments!!”



Clement Township
Karon Hoffman, Supervisor

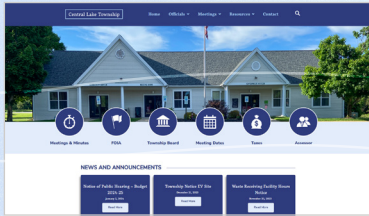
“I really appreciate all your help. Thank you for adding all the dates to the calendar also. You make my job much easier and go beyond what we expected. We are so happy we have your company and you supporting the website.”



Morton Township
Ann McFeggan, PMP

“I personally wanted to thank you for a WONDERFUL job on the Morton Township website. It looks terrific, and I have heard many rave reviews of how nice looking it is and its ease of navigation. We are all proud of the work that you have done for us. Great job. It has been a real pleasure working with your team. Thank you so much for making us stress-free and successful!!”

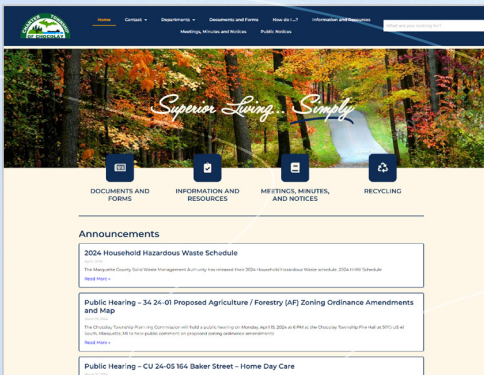
Testimonials



Central Lake Township

Judy Kosloski, Clerk

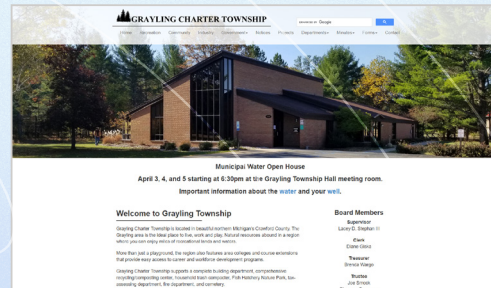
“Shumaker Group is fantastic and easy to work with. They are highly recommended by MTA . You will not be disappointed at all.”



Chocoley Township

Dale Troenle, Planning Director

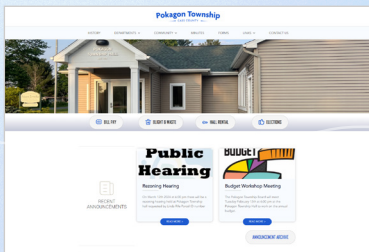
“Shumaker Group designed our site (chocoley.gov) and assisted in converting our email addresses from .org to .gov. We went live last year with the new site, and are able to tweak our own site as we need to (postings, pages, etc.). Absolutely great to work with, and their technical support is outstanding.”



Grayling Charter Township

Nancy Davis, Clerk

“We use Shumaker Technology Group and love them. great customer service and response time. Training was in our office and done at our convenience. We asked for a “home page announcement section” so we could post special alerts, announcements, special interests, etc. It took just one phone call and less than a day it was ready. We have had them for over 5 years. Very satisfied.”



Pokagon Township

Kevin Young, Treasurer

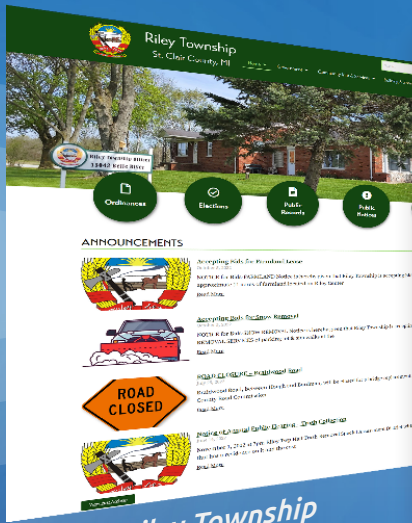
“We went with Shumaker Group and we are very happy. They are great to work with and they trained our Clerk to be able to do the managing of our site. They are there for any issues or questions that she might have.”



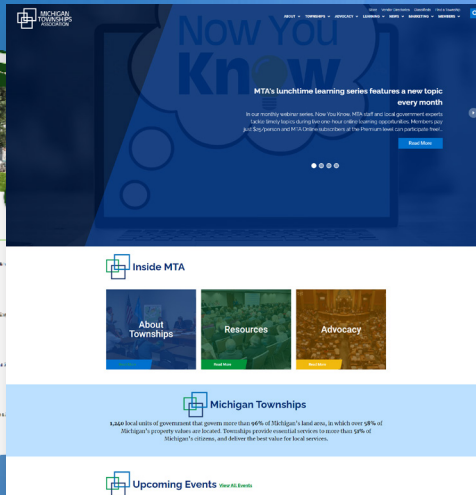
Shumaker Technology Group

SERVING OVER 300 MUNICIPAL CLIENTS

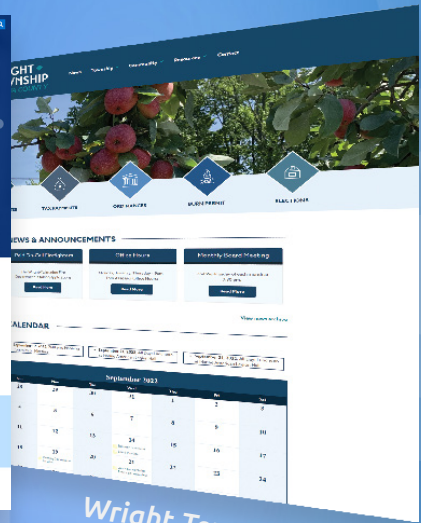
MICHIGAN'S WEBSITE EXPERTS



Riley Township




Michigan Townships Association



Wright Township



Website Development




Aerial Drone Photo & Video





Paperless Solutions


EMPOWER YOUR MUNICIPALITY'S WEBSITE

 Appealing & Modern Design

 ADA Accessible

 Mobile-Friendly

 Easy to Navigate

 Easy to Update

 Fast Loading

 .Gov Domain Assistance

 Fully Supported Services

 Secure

PHONE: (517) 325-3121

WEB: stgmunicipal.com

EMAIL: info@shumakergroup.com