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On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

Secretary Baumbach Announces Launch of Improved DWD Website

Updated look, simpler menus, clear language offer users quicker access to information

MADISON – Department of Workforce Development (DWD) Secretary Scott Baumbach today announced the launch of DWD's new public website at <http://dwd.wisconsin.gov>, which provides job seekers and employers with quick and easy access to information they need, plus other features to improve communication overall and strengthen job creation efforts.

"For all who visit our homepage on a regular basis, the changes will be welcome," Secretary Baumbach said. "In addition to a new look, the website is designed to provide easier access to the many services we provide, and to help ease the way for users to get to the information or sections they need to do business with DWD."

Secretary Baumbach said that, when he arrived in January to lead DWD operations, a top priority was getting information to the public in a faster and more complete way, which prompted the web redesign. The project was completed in house by a team of DWD employees from across divisions. As part of the redesign, DWD surveyed staff along with job seekers, employers and other visitors to the public website.

"For new or occasional users, we've simplified language and site navigation by helping customers self-select to view information most relevant to them," he said. "We've created new pages geared to businesses, to individuals and to other large groupings in order to break down silos between our Divisions."

In addition to maintaining a link to the companion Facebook page for www.JobCenterofWisconsin.com, DWD's new website also features a new Twitter account and a news ticker alerting visitors and customers to the latest developments involving DWD programs and services.

"A greater social media presence and real-time information updates will help us connect more with job seekers, employers and others involved workforce development," Secretary Baumbach said. "At the Department of Workforce Development, we want to do a better job of bringing information to the public, and we believe these new tools will do just that."

DWD will be reaching out to businesses, education and training partners and other organizations to seek photographs of Wisconsin's workforce that can be featured on the agency's website. Additional details will be forthcoming.

"The website redesign is one of the many steps we are taking to help make Wisconsin the workforce of choice," Secretary Baumbach said. "Under Governor Walker's leadership, we are committed to doing all that we can to help Wisconsin create jobs and provide people with employment opportunities."

DWD public website: <http://dwd.wisconsin.gov>