

COMMISSION MEETING AGENDA BRIEFING

Meeting Date: November 8, 2024

Agenda Number: 7

Presenter: James Pitman

Corroborator:

Agenda Title: Overview of Department New Website and Marketing Efforts

1. Summary of Agenda Item

The Department will provide a general update and information on the new website launched earlier in the year, an update on the new marketing and communications plan developed earlier in the year, and will provide information on recent and current marketing efforts and outreach initiatives of the Information and Education Division.

2. Background Information

The new website was launched in early July 2024 to provide a more modern and streamlined website in a more user-friendly format for improved customer interaction and use. This new website wildlife.dgf.nm.gov replaced the old website wildlife.state.nm.us which had been in place in its current design and format since December 2015.

The marketing and communications plan was developed in 2024 to provide clear guidance and direction regarding marketing efforts to Information Section staff, including the Marketing Manager, the Communications Director, the Newsletter Editor, and the Public Information Specialists. The plan is designed to align and synchronize our marketing and outreach efforts across positions and Department-owned media including the e-newsletter and e-blasts, podcast, website, and social media channels, in addition to paid media and marketing efforts.

3. Strategic Plan References and Possible Impacts of Agenda Item

No impacts. This is an informational presentation only.

4. Considerations Regarding Duplications and/or Conflicts with Existing Rules or Statutes

No duplications or conflicts. This is an informational presentation only.

5. Description and Summary of Public Involvement Process and Results

This is an informational presentation only. No public involvement process on the agenda item is needed. Public comment on any observed website issues is highly encouraged. Public participation in marketing plan surveys is forthcoming.

6. Suggested Motion

No motion needed. This is an informational presentation only.