

To: Victoria Family Court & Youth Justice Committee
From: Ryan Labelle / Pixel Makers Creative
Date: April 24th, 2025
Subject: Proposal for Enhancing Digital Engagement and Website Infrastructure

Dear Committee Members,

I am writing to propose a series of improvements to the Victoria Family Court & Youth Justice Committee's digital tools and website infrastructure. These enhancements are designed to strengthen engagement, improve usability, and support the Committee's mission through modern, efficient technology.

Proposal Summary

1. Boost Member Engagement

- Introduce subscription options for blog and resource updates via email or text messages.
- Add members-only commenting and discussion areas to facilitate meaningful dialogue and collaboration.

Benefit: Increases active participation, strengthens connections among members, and ensures timely communication on key topics.

2. Enhance Library Tools and Resource Organization

- Upgrade the site's search functionality with keyword tagging and related content links.
- Reorganize resource content for improved clarity and accessibility.

Benefit: Enables users to find relevant information faster and more intuitively, supporting both internal use and public access.

3. Improve Advocacy Through Online Tools

- Allow users to compose and send advocacy letters or requests directly from the website.

Benefit: Simplifies the advocacy process and empowers the community to take meaningful action on issues that matter.

4. Encourage Application Submissions

- Replace downloadable PDF forms with user-friendly online applications.

Benefit: Streamlines the submission process, reduces administrative workload, and encourages more timely, complete applications.

5. Improve Overall Usability and Content Organization

- Conduct a usability review and restructure the site's content to prioritize user-friendly navigation and accessibility.

Benefit: Enhances the overall user experience, ensuring the site serves a wide audience including youth, families, and justice stakeholders.

6. Upgrade Website Infrastructure

- Implement a modern website theme and a live page builder for future flexibility.

Benefit: Provides a visually appealing, mobile-responsive platform that staff can easily update without relying on technical support.

Conclusion

These proposed enhancements offer practical, impactful solutions to modernize the Committee's digital presence, encourage greater engagement, and amplify the effectiveness of its advocacy work. I welcome the opportunity to discuss this proposal in more detail and look forward to supporting the Committee in bringing these improvements to life.

Sincerely,
Ryan Labelle
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