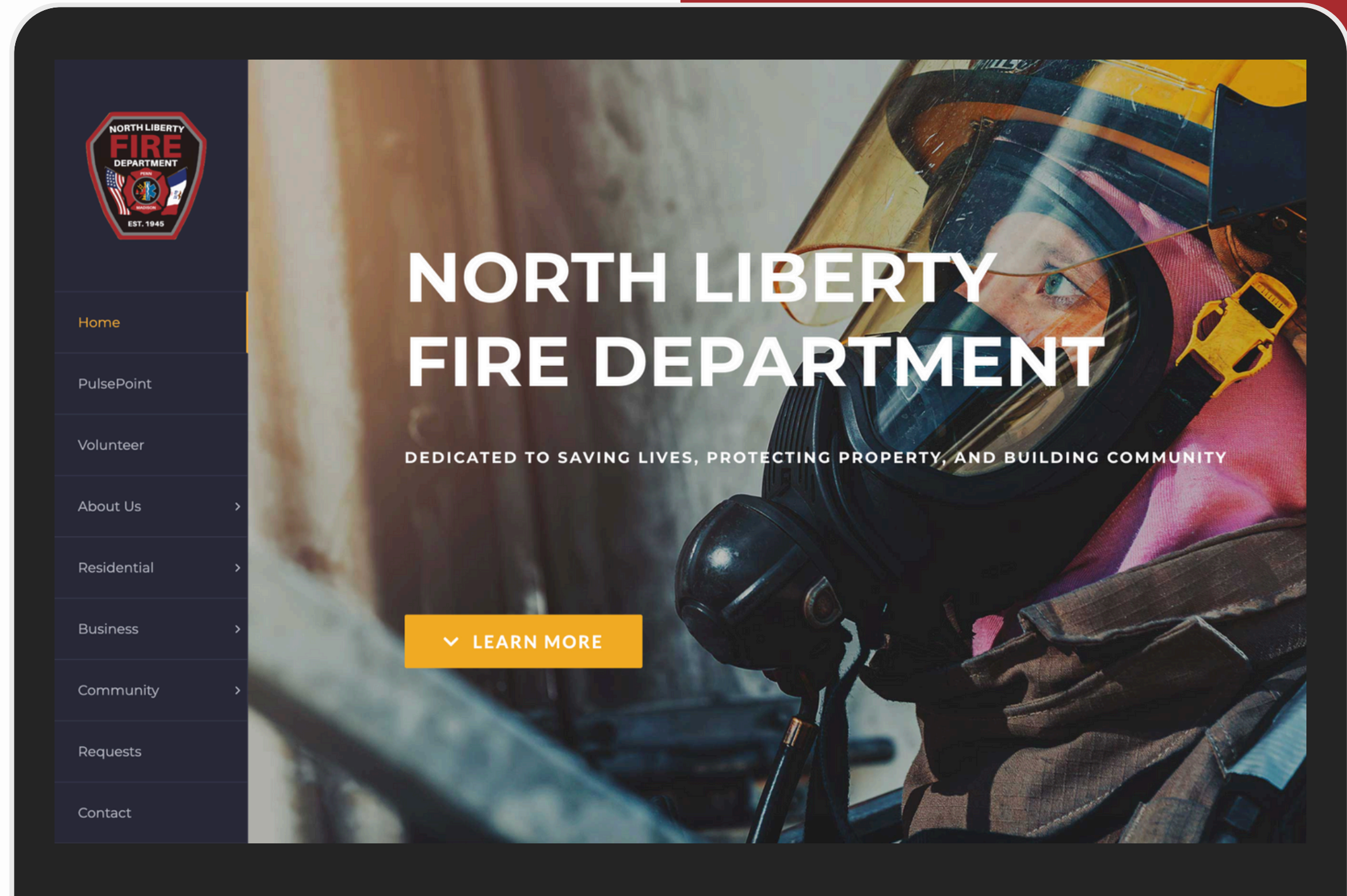


NLFD Website Rebrand



Overview

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Introduction

Fire service is built on courage, community, and commitment. As the needs of the North Liberty community evolve, so must your relationship with it. This proposal outlines a website rebrand for the North Liberty Fire Department, designed to strengthen recruitment efforts and emphasize the role of volunteer firefighters.

Goals

- Create a digital platform that resonates with individuals ready to serve the community
- Strengthen NLFD's identity, impact, and culture through a modernized online presence
- Enhance community engagement
- Create a foster a sense of belonging



Strengths

Our Culture

BE PART OF SOMETHING GREATER.

The North Liberty Fire Department has been serving with pride and professionalism since 1945. We strive to provide the citizens and guests of North Liberty, Penn, and Madison Townships with the best in Fire and EMS services and value the sacrifice and dedication of our volunteers. We serve with pride, we serve with professionalism, we serve with purpose. Volunteer with us!



Engaging home page

The NLFD's landing page is visually appealing with a high-quality photo taking center stage. This can be brought into other areas of the site through additional Photos and graphics. The home page also sets up the department's emphasis on culture with a drop-down to its culture statement.

IOWA CITY

A UNESCO CITY OF LITERATURE

SERVICE FINDER

to subpage...

us and Facilities

g a Firefighter

s Information

n and Resources

Independent website

The surrounding fire departments' websites are located within the city's website. Having an independently run platform for information about the department its services, and its culture gives NLFD a leg up in recruiting.

[Cedar Rapids](#) | [Iowa City](#)

Volunteer

About Us



Residential



Organized menu

The NLFD website has a lot of information. The drop down menu that appears when the website opens is a great tool to help visitors find the information they need.

Visual appeal

Firefighting has a lot of potential for engaging visuals. While the NLFD website has a selection of photos, the number could be greatly increased and their content could be diversified.

Along with diversifying the photos used, the website would benefit from a more diverse medium of visuals. This could include Video, graphics, and community contributed materials.

Video

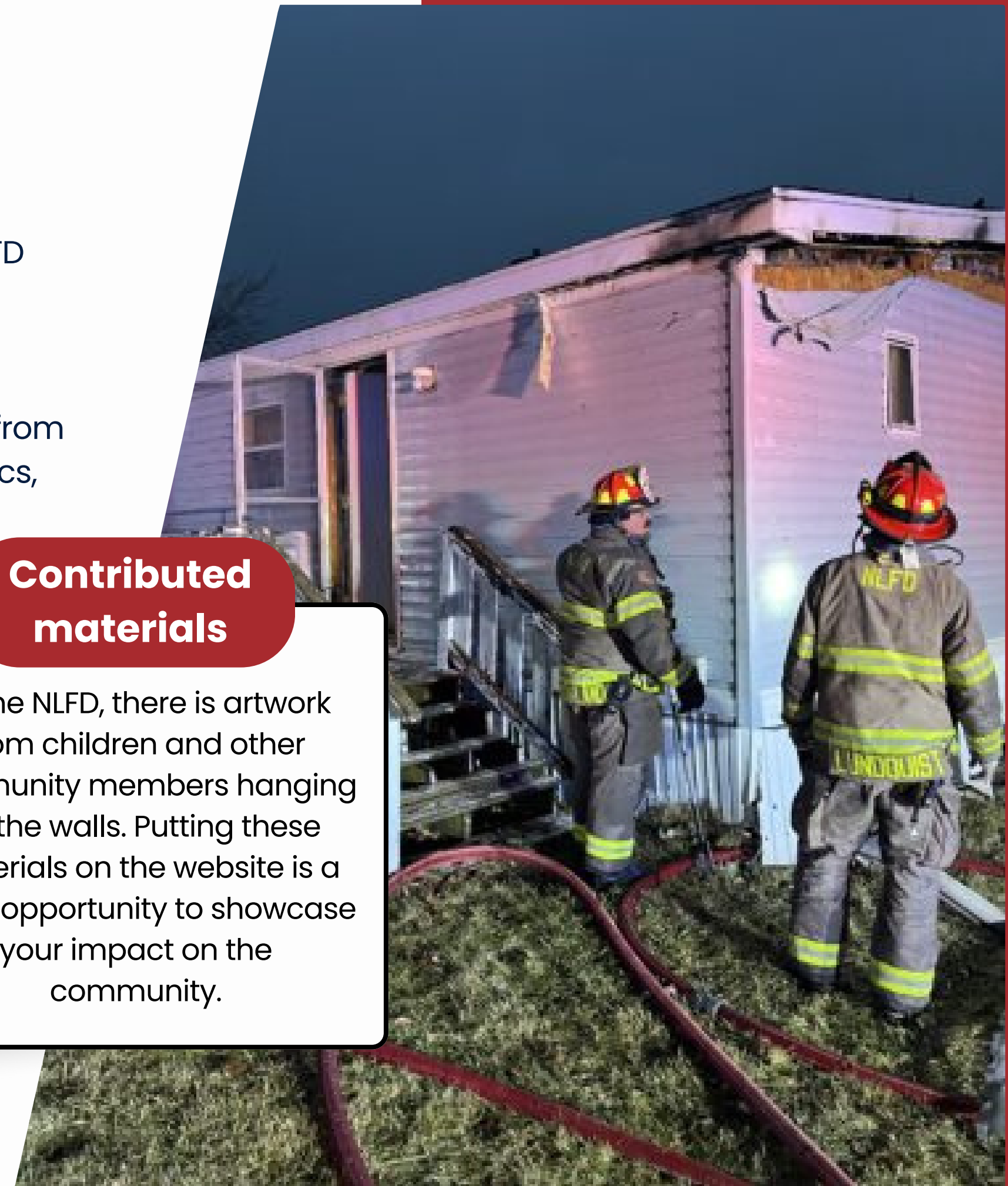
The NLFD firefighters can wear cameras when they go on jobs. Footage from jobs and training simulations can give recruits more insight into what they will be doing.

Graphics

Statistics about how firefighters impact their community are compelling to the persona you are targeting. Using information and data visualization gives a comprehensive display of the impact they can have.

Contributed materials

At the NLFD, there is artwork from children and other community members hanging on the walls. Putting these materials on the website is a great opportunity to showcase your impact on the community.



Recruitment

The Volunteer page of the NLFD website has a lot of information and is a great resource for people looking for more information. However, the abundance of information on the page makes it a long read. Here are four ways the page can be reworked.

01

Organization and layout

02

Focus on audience

03

Social media promotion

04

Include testimonials and day-in-the-life content.

01

Organization and Layout

- **Introduce information:** There is a lot of information on the volunteer page of the website. While bullet points are a useful tool to condense the surplus of information, having an introductory sentence or two can help sum up what a viewer would get from reading each section.
- **Visual variety:** The page is on the right track with the use of visuals, however, the organization of the photos could be done more effectively using more variety in shape, content, and size.
- **Platform continuity:** While the layout is easily traversed on the desktop version of the website, it is less functional on the mobile version. In the redesign, both versions should be taken into consideration.

02

Focus on audience

- **Center the persona:** Cater information to the recruitment persona rather than just stating facts about the position. Ways this can be done are:
 - Focussing on the connections recruits make within their community and the department.
 - Using visuals to showcase the adrenaline-inducing work.
 - Emphasizing the NLFD's reputation as a career builder.

03

Social Media Promotion

- **Why does it matter?:** Social media can be used to provide insight into the department's culture and paint a picture that viewers want to be a part of.
- **Increasing promotion:** The social media channels appear on the home page and as small icons on the Volunteer page, but could be emphasized as a pop-up or featured item. Having a social media feed that starts playing a video or scrolling through content when the page is opened can catch viewers' attention and create immediate interest.
- **Know your brand:** You want the impression recruits have of the department to be the same across platforms. Make sure the content being posted on social media is aligned with the messages being pushed on the website.

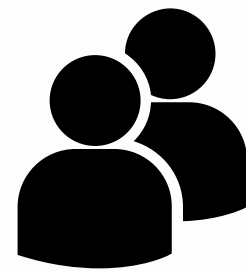
04

Include Testimonials and Day-In-The-Life content.

- **Use the foundation:** The website already features staff photos and bios. These could be strengthened by adding testimonials about why they joined the department, why they like it, and advice they have for future recruits.
- **Visual opportunity:** Filmed testimonials can be incorporated for higher-ranking members of the department to increase visual variety.
- **Day-in-the-life:** A video about what a day looks like for a member of the department can give viewers a new perspective on firefighting. Even if it is not the most exciting day of their career, the department culture will come through.
 - Example: [I'm 35 & I'm an LAFD Firefighter For a Living](#).

Messaging

Overall, the NLFD website can be improved by aligning the messaging across all pages. In doing so there are three themes that should be kept in mind.



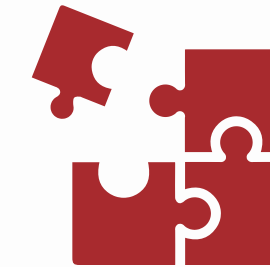
Humanity

Firefighting is risking one's life not for recognition, but out of compassion and duty to protect others in their most vulnerable moments.



Excellency

The NLFD exemplifies excellence through high-quality training facilities, a commitment to positive department culture, and recognition from the communities you serve.



Community

The NLFD has developed a reputation of trust, service, and presence in moments of crisis and every day with those you serve.

Key takeaways



Visual variety

All around visual variety is a simple step that will greatly improve the appeal of the website and the recruitment opportunities it presents.



Audience

By focusing on including the audience persona in the messaging, the likelihood of viewers becoming interested in a volunteer position increases.



Culture


One of the biggest selling points for your audience is the opportunity to be part of a culture of like-minded people. This should be emphasized across all pages of the website.

WRAP UP



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Photo Credits

<https://nlfire.org/>

<https://nlfire.org/about-us/north-liberty-fire-department-team-photo/>

<https://northlibertyiowa.org/category/fire-reports/>

<https://www.kcrg.com/content/news/North-Liberty-Fire-Department-looking-for-more-firefighters-decrease-response-time-562450301.html>