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FOR IMMEDIATE RELEASE

CONTACT: Megan Silverstrim, Communications Specialist
717.729.7019 - Cell
717.218.2915 – Desk

Cumberland County's Website Wins CCAP's Award of Excellence

Cumberland County, Pennsylvania- At their public meeting today, the Cumberland County Commissioners announced the County received the Website Award of Excellence, in the category of 1st-3rd Class Counties, from the County Commissioners Association of Pennsylvania (CCAP) for its newly launched website. The Award honors counties for outstanding communication through the use of innovative website design and practices. Cumberland County was recognized for communication strategies that represent the County's ability to effectively communicate with its staff, the community and other audiences. Cumberland County launched its new site in March 2015 as part of its Mission Review process in an effort to improve communications and create more opportunities for community engagement.

An improved web presence enables the County to have a digital engagement tool that serves as a resource to streamline business processes, increase public awareness of programs and services, facilitate open government, and improve both internal and external communications. Website communications are an important component in achieving the overall goals and objectives for Cumberland County Government as part of its operational mission. The County has also expanded its reach through the use of social media venues; establishing Facebook and Twitter profiles and blogs that help engage citizens as well as provide real-time information. Additionally, the County has expanded its use of videos through multiple YouTube channels of both live and archived public meetings, informational and training videos.

The modern redesign utilizes a responsive design capable of displaying on mobile devices and brings a more user-friendly design along with improved functionality and navigation. The organizational structure allows the County to maintain more than 1200 active pages of content while providing a cohesive, current and well-structured experience for the end-user. Cumberland County is honored to receive this website (www.ccpa.net) recognition highlighting the importance of website communications in county government.

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