

Attachment J: Cart Sorting Reminder

Subject: Reminder: Only xxx days left to complete the STLT Gateway Card Sorting Exercise
[This reminder will be sent twice: 7 business days after the original invitation, and 1 day before closing.]

Dear Colleague,

Thank you to everyone who already completed the STLT Gateway card sorting exercise! For those who haven't yet had a chance to participate, the online card sort will be open for only X more day(s). You can help us make this CDC website as easy to use as possible by giving your input.

This voluntary exercise should take about 45 minutes to complete and should be done in one sitting. It will be open until [Month] XX, 2017. See a copy of your original invitation below for more details.

Click the link below to begin.

STLT Gateway Card Sort

If you have any questions or need assistance, please contact Pamela Johnson at pjohnson7@cdc.gov.

Thank you in advance for your participation and support!

Warm regards,

Dagny E. P. Olivares, MPA
Associate Director for Program Planning and Communication
Office for State, Tribal, Local and Territorial Support
Centers for Disease Control and Prevention

[The original invitation with all relevant details will be inserted here, below the reminder email]

SUBJECT: You're invited: Help us reorganize CDC's website for public health professionals!

Dear Colleague,

Do you get frustrated when you visit a website but can't find what you need? Do you wish it were easier to locate CDC information and tools to support your public health work? If so, we need your input!

We are inviting a select group of public health professionals to participate in a fun online card sorting exercise to help us better organize our website. CDC's [State, Tribal, Local, and Territorial Public Health Professionals Gateway](#)—also known as the “STLT Gateway”—is a hub for public health data, information, and news for state, tribal, local, and territorial public health professionals. We are redesigning the site and want to make sure it is organized and labeled in a way that works best for you.

An online card sorting exercise is method used to assess and improve a website's structure and design. In this exercise, you will examine a list of web content topics—or “cards”—and then sort the cards electronically by “dragging and dropping” them into groups that make sense to you. You will then give each group a label or title that best describes the topics in that group.

You don't need to be familiar with the CDC website or STLT Gateway to do this exercise, and there are no wrong answers. The exercise should take about 45 minutes and should be completed in one sitting. You can complete it at your own convenience any time before 11:59 pm, [Month] XX, 2017.

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Will you join us? If so, please click the link below to begin.

[STLT Gateway Card Sort](#) *(This will link to the online instrument when available.)*

Completing this questionnaire is voluntary. Your responses to all questions will be kept secure, and CDC will share only aggregated data. If you have any questions or need assistance, please contact Pamela Johnson at pjohnson7@cdc.gov.

Thank you in advance for your input. Your participation would be an invaluable contribution to CDC.

Warm regards,

Dagny E. P. Olivares, MPA
Associate Director for Program Planning and Communication
Office for State, Tribal, Local and Territorial Support
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