Mississippi Procurement Technical Assistance Program

MPTAP assist in encouraging small business to participate in the government market place

Overview

The need

The Mississippi Procurement Technical Assistance Program admitting a growing level of concern for a dated website struggling to reach there small business audience.

The solution

Red Laser provided a solution that connected small businesses through a multiple platforms, improving coordination of and visibility into connecting to local, state, and federal agencies, allowing businesses to collaborate and spend more time with bidding.
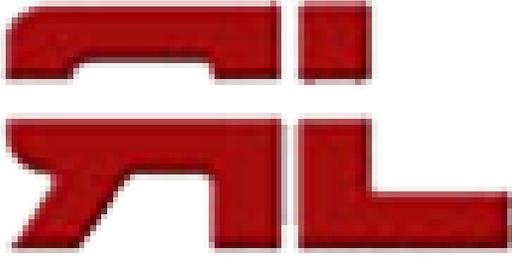
The benefit

The solution supports more consistent processes across Mississippi, cultivating communication, access to information, and improves overall small business experience.

The Mississippi Procurement Technical Assistance Program is an integral element of the Mississippi Development Authority, the chief economic development agency for the State of Mississippi. The program office operates as a bureau (Procurement Technical Assistance Bureau) in the MDA Minority & Small Business Development Division.

Setting an aggressive goal for improvement

About ten years ago, the management at Mississippi Procurement Technical Assistance Program (MPTAC) set an aggressive goal. They wanted to update a dated website with latest web solutions in order to better communicate with the small business population. In order to achieve this goal, the MPTAC needed to be able to manage, measure and improve its performance in several key metrics. At that time, the MPTAC dedicated several team members in order to reach existing small businesses. MPTAC believed there experience in connecting small minority business with federal & state agencies to help transform participation throughout the Mississippi.

Over the years, The MPTAC dealt with numerous challenges. Occupancy rates, for example, grew to 110 percent or even greater. At the same time, the hospital saw an increase in the complexity of patient conditions. "Over the years, as we have improved medical diagnostic equipment, we have improved our evidence-based practices in medicine, and people are living longer," says Potter. "So it shouldn't be a surprise that we have more complex and critically ill patients at much, much older ages than we would have had 40 or 50 years ago." Patients with complex conditions require care from multiple departments, which must be able to communicate and collaborate effectively.

" Red Laser orchestrates a process models that matches our slogan Empowerment through Innovation. It derives from the passion we have in creating and providing innovative solutions at affordable rates."

—Adrian Jones, CEO, Red Laser

Creating a comprehensive care process management platform

RLT gave MPTAC a new look to reflects a branding transition from previous administration with a design that was clean, simple, elegant and sophisticated, yet approachable and easy to understand. Contact information will be located in the appendix.

Specific Tactics of Design and Functionality:

- *Reorganize, streamline and consolidate current website sections and pages to increase relevance and manageability and decrease repetition*
- *Provide an updated content management system that facilitates easier content exchange our project plan for MDES was to create*
- *Utilize breadcrumbs to facilitate ease of navigation by the site visitor*
- *Reorganize and rewrite content to make it easy to understand and appropriate for the target audience*
- *Program the site to load quickly (CSS)*
- *Feature intuitive site navigation*
- *Provide quick search and advanced search capabilities*
- *Provide support for multiple languages*
- *Provide the ability for site visitors to easily print content*
- *Be search engine friendly and optimized for the leading search engines*
- *Maximize benefits for the site administrator*
- *Password protected access to the intuitive administration panel*
- *Administrative area available from any web browser 24/7*
- *Easy to use comprehensive content management system*
- *Easily add, edit or delete content managed pages in multiple languages*
- *Log files and Google analytics*
- *Design for easy maintenance and future expansion*
- *Select the most desirable content management system*
- *Web-based content management system (CMS)*
- *Provides ability to add, delete, or update website at any time through a web browser connected to the Internet*
- *CMS allows for adding new pages or sections, moving pages from section to section, and deleting any pages that are no longer useful*
- *Includes an access rights feature so that selected administrators will only be able to modify content under their control*
- *Completed training for site administrators will be provided*