



Case Study: Strategic Planning & Management Consulting



SC3 Builds Financial Education Web Site for Department of Treasury

The Customer

The Office of Financial Education (OFE) at the U.S. Department of Treasury ensures that Americans have access to financial education programs that help them obtain practical knowledge and skills to make informed financial choices throughout their lives.

As a communications vehicle, OFE maintains the website www.MyMoney.gov, a project of the U.S. Financial Literacy and Education Commission (FLEC). FLEC teaches American citizens the basics about financial education, from buying a home to saving for college.

The Challenge

While MyMoney.gov had a high level of traffic, the site was not drawing younger audiences, was difficult to navigate, and didn't leverage modern web technologies.

OFE hired SC3 to modernize its web presence and turn it into an online resource center that is more easily searchable and downloadable.

SC3's specific tasks were to:

- Improve the functionality and usability of the site;
- Coordinate with the FLEC to identify goals and uses for the website;
- Perform requirement analysis with key stakeholders and FLEC members;

- Implement metatags to ensure maximum dissemination of information;
- Ensure compliance with federal regulations.

The Deliverables

SC3 was hired for this project because of its history of responding to customers' needs, skill at quick-turnaround projects, and a track record of coming in on time and under budget.

With oversight from an Assistant Secretary of Treasury, the SC3 team implemented a redesign plan. The team asked for nationwide feedback and reached out to acknowledged web experts for input.

Because the team was spread out across the country, SC3 utilized conference calls and webinar technology for meetings—an unusual strategy for a government project, but one that worked well.

The Results

The redesigned www.MyMoney.gov rolled out to the public in April 2010. The site organizes financial education help from over 20 different federal web sites in one place.

The site is now easier to read and to search, allows for search engine optimization, and boasts a site structure that is also much more search engine-friendly.

