

## Website Redesign x 3

2025 NAGDCA Leadership Award Submission: Technology & Cybersecurity

### SUMMARY

#### Plan Profile

The MO Deferred Comp Plan, formally known as the State of Missouri Deferred Compensation Plan, is a 457(b) retirement savings plan for state of Missouri employees. As of March 2024, the plan serves nearly 75,000 employees and boasts a high participation rate of 82%. The plan has over \$3 billion in assets and the average contribution rate per employee is roughly 4.7% or \$196 per month. The plan is currently administered by the Missouri State Employees' Retirement System and record kept by MissionSquare Retirement.

#### Background Information

The MO Deferred Comp Plan has three websites: their primary website ([www.moderferredcomp.org](http://www.moderferredcomp.org)), a college and university specific website ([www.mo457.com](http://www.mo457.com)), and a site dedicated to their comprehensive financial workshop ([www.mopocketchange.org](http://www.mopocketchange.org)). All of these websites were built in or prior to 2016 and were coded in raw HTML, CSS, and JavaScript. They also lived on the organization's servers. While the websites functioned, the look and feel was dated and it was getting harder to maintain the programming as internet requirements evolved rapidly. In addition, server space was limited and the decision to move all websites within a cloud-based environment was made by the organization. The MO Deferred Comp Plan was tasked with selecting a CMS vendor and rebuilding the three sites. While this endeavor was quite tedious, the results positively impacted the plan's staff and participants.

#### Campaign Goals

- Transition the plan's three websites from raw HTML/CSS code to a fully, cloud-based content management system.
- Improve the users' website experience by speeding up load times, functionality, and responsiveness.
- Capitalize on the built-in features offered by the CMS, i.e. sliders, tabs, toggles, tables, movement and so on.
- Allow deferred comp employees to quickly create, manage, and update content without extensive coding knowledge and from remote locations.

"Redesigning our websites wasn't just about a new look—it was about creating more user-friendly, professional websites, improving functionality, and reducing the time our staff spent maintaining the old out-dated code. This endeavor was quite the project, but in the end it benefited both participants and staff."

**Brooke Rowden**  
DC Plans Education & Marketing Coordinator

# WRITTEN JUSTIFICATION

## Project Details & Context

MO Deferred Comp's online presence is often one of the first interactions a participant has with the plan. It's vital that our websites are professional, up-to-date with trends, functional, and easy to navigate. Currently, deferred comp maintains three websites:

1. [www.modeferredcomp.org](http://www.modeferredcomp.org) – This is the MO Deferred Comp Plan's main website. It contains plan news, videos, publications, forms, and more. It also allows participants to quickly log into their account and register for upcoming seminars and 1-on-1 appointments. Everything about the plan can be found here.
2. [www.mo457.com](http://www.mo457.com) – This site is specific to college and university participants.
3. [www.mopocketchange.org](http://www.mopocketchange.org) – Pocket Change is a comprehensive financial workshop for state of Missouri employees created by the deferred comp plan. This website contains additional resources covered within the presentation and allows participants to instantly request a workshop at their office.

All three of these websites were designed prior to 2016 and were built using raw HTML, CSS, and JavaScript. While they functioned as needed, they were starting to show their age. In addition, a decision was made by our internal IT (for business continuity and security purposes) to transition all websites to a cloud-based server. These two reasons were the main driver behind the redesign of the website.

### **Phase 1: CMS Research & Approval**

The first step in the process was finding a CMS that fit our needs, requirements, and budget. Researching, testing, and IT approval were completed during this phase that lasted roughly two months. After reviewing multiple platforms, the plan made the decision to use Webflow for its ease of use, features, and cost.

### **Phase 2: Pocket Change Redesign** ***Completed in March 2024***

The second phase of the project was redesigning our smallest, least visited website: [www.mopocketchange.org](http://www.mopocketchange.org). A lot of learning took place during this redesign. The team got firsthand experience building a site within Webflow. We were able to document the implementation and go-live process for future use. We were also able to test security features and uncover bugs after the transition was complete. While this website is only a single page with an online form, it gave the team invaluable insights to make the next two site designs much easier. The Pocket Change design – start to go live – took roughly three months to complete.

### **Phase 3: MO457 Redesign** ***Completed in May 2024***

Building, testing, and implementing the plan's second website, [www.mo457.com](http://www.mo457.com), took a little over two months to complete. The lessons we learned from the initial site helped speed up the process.

### **Phase 4: MO Deferred Comp Redesign** ***Completed in February 2025***

The last build – [www.modeferredcomp.org](http://www.modeferredcomp.org) – was by far the longest and most tedious. The MO Deferred Comp main website was a complete overhaul, and it took nearly seven months to complete. The redesign includes twenty static pages, seven CMS collections, two video libraries, custom menu with drop-downs, integrated news features on multiple pages, a robust search option, and more. This website is extremely dynamic, which is beneficial for both participants and staff.

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Throughout the project, the deferred comp team overcame several obstacles. A few of the biggest challenges are mentioned below.

- Learning a new CMS platform on top of other job duties. This is an ongoing task. Webflow has so many features that it's been difficult to incorporate them all. What a great problem to have!
- Modifying their current email procedures/program to fit the new CMS. In the past all email images and content lived on the organization's server. Once the websites transitioned to a cloud-based platform, all email content had to be restructured as well.
- Navigating the site migration process. IT was heavily involved with this portion of the endeavor. The first site transition was definitely a learning curve and full of trial and error. Luckily, after a lot of documentation, the remaining sites transferred flawlessly.

## Outcomes & Measurable Results

The new websites have been live for less than a year. Initial feedback has been extremely positive thus far, as visitors appreciate the sites' clean design, navigation, and enhanced mobile functionality.

- The page views per session for [www.modeferredcomp.org](http://www.modeferredcomp.org) **increased from 1.59 (March 2024) to 2.21 (March 2025) pages.**
- Participants spent 3.19 minutes on [www.modeferredcomp.org](http://www.modeferredcomp.org) in March 2024. **In March 2025, this number increased to 4.14 minutes.**
- The time it takes for staff to update and maintain the site has been **drastically reduced.**
- The enhanced search options allow participants to find what they are looking for much more quickly than before.
- The redesigns are professional and functional, which help improve a participant's initial perception and impression of the plan.
- Each website redesign aligned with deferred comp's overall look and feel, which created a cohesive look and feel.

## Feasibility of Use

Governments of similar size could benefit from website redesigns. **This massive project was completed in-house by the deferred comp plan's communications team (of 2).** The websites were built within the Webflow CMS architecture. To make the process easier, an initial template was purchased for roughly \$60. The template comprised the bones of the site, but countless hours were spent refining and customizing the template to serve the deferred comp plan's goals.

## EMAIL & NEWSLETTER PROMOTION

### Get ready to unwrap deferred comp's **NEW WEBSITE** in 2025!

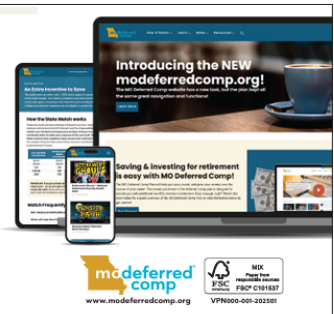
The MO Deferred Comp Plan is excited to bring you a fresh, more modern website in the first quarter of 2025. The new design will keep the same easy-to-use navigation, but will be more mobile friendly, easier to search, ensure faster loading times, and streamline content. Watch [modeferredcomp.org](http://modeferredcomp.org) and the plan's social media channels on Facebook, X (formerly Twitter), Instagram, LinkedIn and YouTube for more information about this exciting change.



Email: <https://zc.vg/0NWI8?m=0>

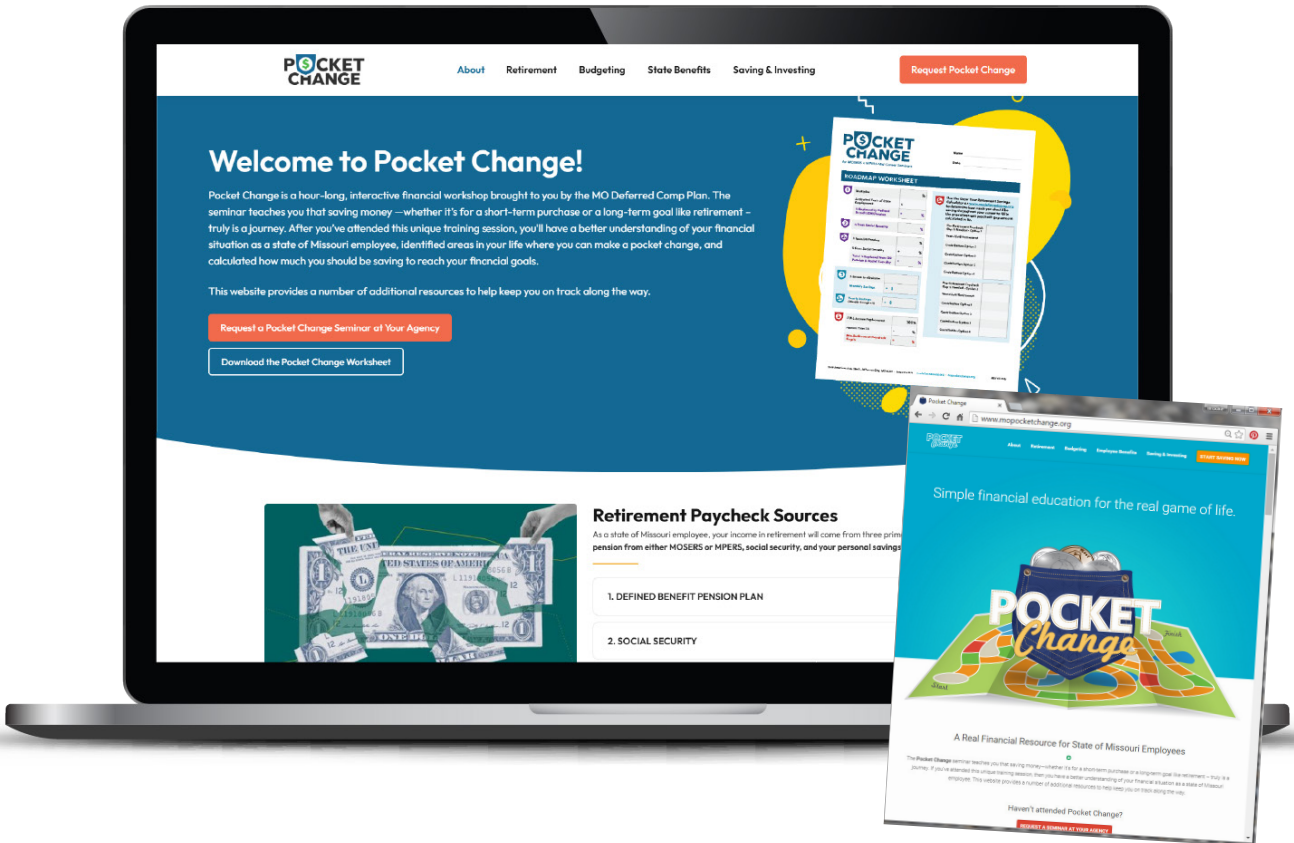
### INTRODUCING THE NEW MODEFERREDCOMP.ORG!

After months of hard work and dedication, the MO Deferred Comp Plan is delighted to officially announce the launch of a newly redesigned website. The goal of this digital transformation was to modernize the current front-end site and provide a seamless and responsive online experience for participants. The previous version of this website was launched in 2016, and a lot has changed in the web world in those nine years. We hope you not only find this upgrade aesthetically pleasing, but also faster, easier to search and navigate, and more mobile-friendly. Visit [www.modeferredcomp.org](http://www.modeferredcomp.org) to browse the new and improved website or scan this QR code.



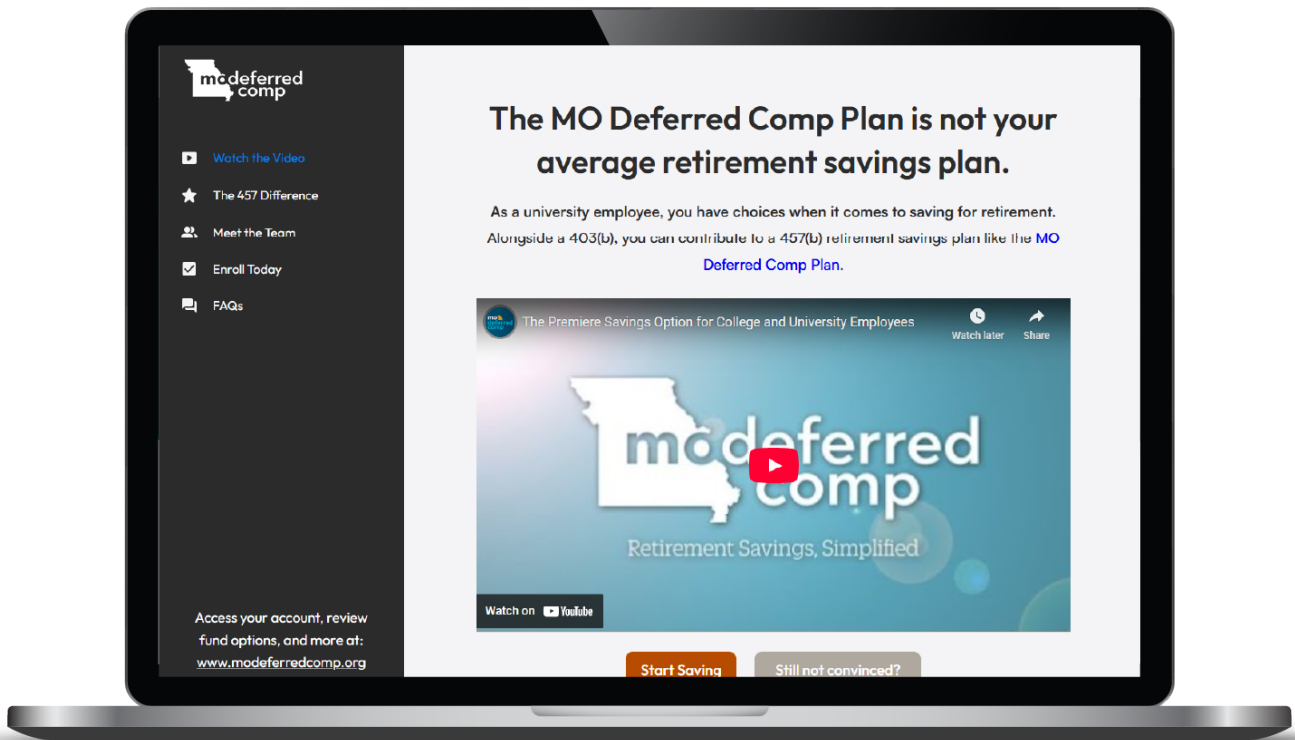
Newsletter: <https://bit.ly/42sY2NN>

[HTTPS://WWW.MOPOCKETCHANGE.ORG/](https://www.mopocketchange.org/)



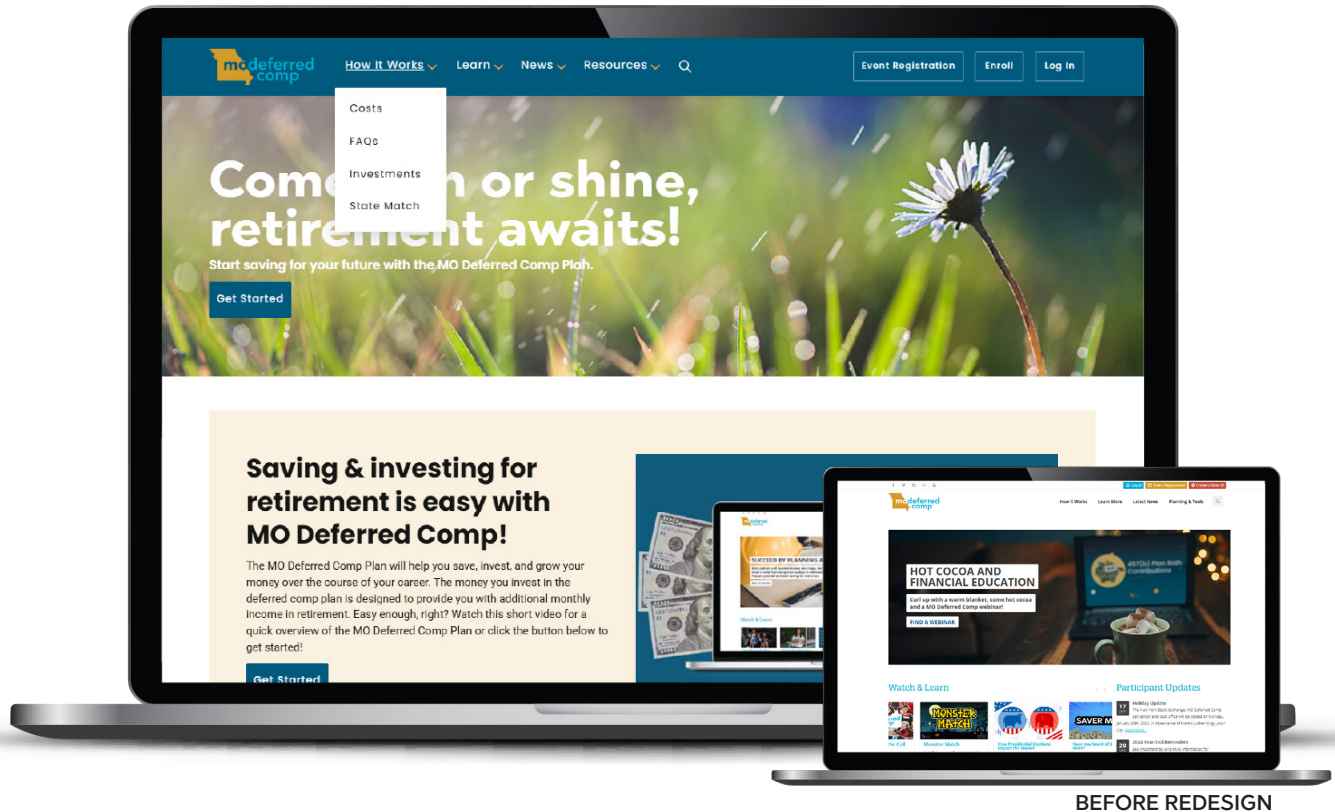
BEFORE REDESIGN

[HTTPS://WWW.MO457.COM/](https://www.mo457.com/)





[HTTPS://WWW.MODEFERREDCOMP.ORG/](https://www.moderredcomp.org/)



BEFORE REDESIGN

## SOCIAL MEDIA PROMOTIONS

