



Personnel and Readiness Information Management Launches New Website, <http://www.prim.osd.mil>

Personnel and Readiness Information Management (P&R IM) has launched a new website: <http://www.prim.osd.mil>. The redesigned site provides visitors with improved site structure, all new content and features, and collaborative site access designed to increase user communication.

“The enhanced website more clearly demonstrates P&R IM’s core value proposition and capabilities,” said Mike Lincecum, Acting Director of P&R IM. *“It also allows people to find what they need more efficiently, saving time and effort.”*

The new website was designed following a comprehensive evaluation of the original website and a thorough analysis of stakeholder feedback.

Improved Site Structure

The new site is intuitively organized, with most content residing in three main sections titled: “Community, Collaboration & Sharing,” “Initiatives,” and “Capabilities.” The Community, Collaboration & Sharing section contains information pertaining to P&R IM sponsored working groups and events, while the Initiatives section houses information about current P&R IM projects that may be of interest to visitors. The Capabilities section highlights P&R IM’s areas of expertise, which vary from Policy Integration & Development to Investment Management and Enterprise Architecture.

All New Content and Features

The revitalized site includes new content, developed specifically to communicate P&R IM’s efforts and objectives. It also boasts many new features, such as a homepage banner that rotates through a dynamic and colorful graphic for each of P&R IM’s seven capabilities. As featured content changes, the banner will be updated to familiarize visitors with key offerings. Additional homepage features include the “P&R IM Connection,” which highlights website announcements and updates. The “Spotlight” contains content teasers that encourage visitors to dive deeper into the site, while the video player streams P&R IM videos. Site visitors interested in a particular topic can obtain additional information from a P&R IM subject matter expert by emailing the address provided at the bottom of each applicable page.

Collaborative Site Access

Beyond providing updated, organized information to visitors, the new site allows for greater user collaboration through the use of Army Knowledge Online/Defense Knowledge Online (AKO/DKO) collaborative sites. P&R IM is using AKO/DKO as a collaborative portal and a file repository for supplemental resources such as agendas and briefings, to inspire greater user communication in a safe and secure environment.

P&R IM will continue to seek feedback from visitors on the new site. By combining this feedback with a proactive, robust website maintenance plan, P&R IM will ensure that the site remains up-to-date and relevant for all future visits.

Visit the new P&R IM website at <http://www.prim.osd.mil>.



BREAKING NEWS: P&R IM Launches New Website, <http://www.prim.osd.mil>

The new P&R IM website features:

- ▶ Improved Site Structure
- ▶ All New Content and Features
- ▶ Collaborative Site Access



▶ Improved Site Structure

Easily accessible information via intuitive design and improved site structure. Most content resides within the following sections:

- Community Collaboration & Sharing – P&R IM sponsored working groups/events
- Initiatives – P&R IM projects of interest to stakeholders
- Capabilities – P&R IM areas of expertise

▶ All New Content and Features

All new content covering a broad range of P&R IM efforts and activities. Site features include:

- P&R IM Connection – Announcements and updates
- Spotlight – Featured content area
- Multimedia – Video player, photo gallery

▶ Collaborative Site Access

Ability for participating P&R IM working groups to link to the Army Knowledge Online/Defense Knowledge Online (AKO/DKO) portal site, to share documents and collaborate with members in a safe and secure environment.

The website will be updated often to bring you current information about P&R IM, so visit often and stay informed!