

Dept. of Natural Resources: Go Wild license and registration system recognized for digital excellence

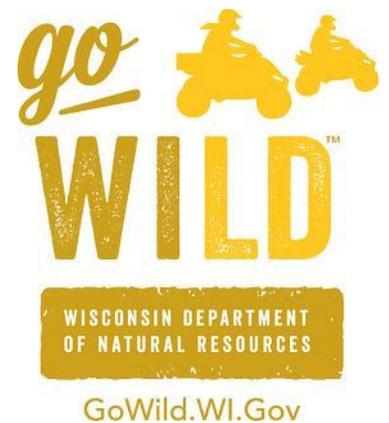
Posted on Friday, Oct 15, 2021

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

MADISON, Wis. – The Wisconsin Department of Natural Resources (DNR) today announced the department received digital excellence awards for the [Go Wild license and registration online portal](#).

Out of thousands of entries from around the world, the Go Wild system earned a 2021 w3 and dotCOMM Gold Award for outstanding websites and digital content.

Earlier this year, the Go Wild system also earned a [2021 Communicator Award of Distinction](#) and a [2021 Gold Hermes Creative Award](#) in recognition of the system's ease of use. Only 20% of international entries receive a "Gold" award distinction by the Association of Marketing and Communication Professionals who administer the Hermes Creative Awards competition.



“This recognition is a testament to the hard work and collaboration that has gone into making the Go Wild online system a one-stop shop for Wisconsin outdoor recreation licenses, management and education,” said Steven Little, DNR Assistant Deputy Secretary. “We’re committed to providing a quality online platform for outdoor enthusiasts so they can spend more time enjoying our state’s natural resources.”

The DNR launched Go Wild in 2016 in partnership with NIC Wisconsin, a subsidiary of [Tyler Technologies](#), to provide Wisconsin’s outdoor enthusiasts an easy-to-use online option to obtain fishing and hunting licenses, register for safety education

courses and manage their boats, ATVs and other off-road vehicles through an efficient online experience. In 2021, Go Wild has processed more than 1.4 million transactions online.

“We are excited to see the Go Wild system being nationally recognized for a fourth time in 2021. As more and more people choose to use the system, our partnership with the DNR will continue to concentrate on making customers’ online experiences quick and hassle-free,” said Nicole Randol, General Manager of NIC Wisconsin.

The [w3 Awards](#) are sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier media, advertising and marketing professionals. The Awards recognize digital excellence in websites, marketing, video, mobile sites, apps, social and podcasts, and is the first major competition to be accessible to agencies of all sizes. This year, there were over 3,000 nominations submitted.

The [dotCOMM Awards](#) is an international competition honoring excellence in web creativity and digital communication. The Association of Marketing and Communication Professionals, an international organization that oversees awards and recognition programs and honors outstanding achievement and service to the profession, administers the awards. This year, there were over 2,500 nominations, with only 18% receiving a Gold Award.