



Department of
Safety and Professional Services

Tony Evers, Governor
Dan Hereth, Secretary

PRESS RELEASE—Contact DPS Newsroom at dpsnewsroom@wisconsin.gov

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Wisconsin DPS Launches Updated Website

Agency offers a website redesigned with its users in mind

Madison, Wis. – The Wisconsin Department of Safety and Professional Services (DPS) launched its new agency website Monday morning at safety.wi.gov

The new website includes a new look and updated content and navigation. DPS staff reorganized and consolidated information with the aim of creating a more efficient user experience.

“Our website is our primary tool for communicating with license holders, our public safety partners, and all Wisconsinites,” noted DPS Secretary Dan Hereth. “The thousands of people who visit our website every day will now enjoy easier navigation and an improved overall experience. And it will be easy for them to find us. All they have to do is type ‘safety.wi.gov’.”

The new DPS website offers:

- Improved compatibility with mobile devices
- Enhanced search functionality on the professions, programs, and boards pages
- Strengthened compliance with federal accessibility (ADA) requirements
- Reinforced brand consistency to improve user experience
- Streamlined navigation

DPS contracted Tyler Technologies to help build the new site.

“We were happy to strengthen our working relationship with DPS and the State of Wisconsin through this website redesign,” said Tyler Wisconsin General Manager Chelsey Wolfstor. “The new website offers an improved look and navigation and provides DPS a more flexible digital platform that is easier to customize and scale depending on the Department’s future needs.”

DSPS leveraged data on page views to be more intentional about layout and site navigation. The Department also engaged internal subject matter experts to help build an effective content strategy and user experience. Finally, the agency weighed feedback from some external stakeholders who regularly visit its site.

“We expect to receive additional feedback from users in the coming months, and we also expect the user insights shared us with will inform ongoing site enhancements,” said Wisconsin DSPS Communications Director John Beard, noting that anyone can leave questions or feedback about the website at DSPSNewsroom@wisconsin.gov.

The new DSPS website at safety.wi.gov is just the latest in a string of customer service improvements the Department has undertaken this year under the leadership of Hereth and Governor Tony Evers. DSPS launched a [new, modern phone system](#) in June that led to dramatic improvements in average call wait times, and in August the agency moved most of its licensing and regulatory forms from printable PDFs to a more [accessible online platform](#).

In October, DSPS plans to introduce an AI agent on its website to help users answer common questions without having to place a call to the Department’s Customer Service Center.

About DSPS

DSPS issues more than 240 unique licenses, administers dozens of boards and councils that regulate professions, enforces state building codes, runs the state fire prevention program, and maintains the award-winning Wisconsin Enhanced Prescription Drug Monitoring Program, which is a key tool in the multi-faceted public health campaign to stem excessive opioid prescribing. A fee-based agency, DSPS is self-sustaining and receives no general fund tax dollars for its day-to-day operations. With five offices and 250 employees throughout Wisconsin, DSPS collaborates with constituents and stakeholders across a wide range of industries to promote safety and advance the economy.

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