

## General Considerations

1. Timeline Requirements:
  - a. District – What is your “Go Live” date? Is that a firm or soft deadline?
  - b. Schools – Do you want the school sites to launch with the district?
  - c. Teacher sections – Are teachers required to have section pages built when schools launch?
2. Questions to Consider:
  - a. What are the three most important *messages* a visitor should take away from your site?
  - b. What are the three most important *tasks* a visitor should accomplish on your site?
  - c. Which areas of your current website offer you the greatest challenges?
3. Consider the content you want to have on your new site:
  - a. **Eliminate** – Do not bring over old or irrelevant content
  - b. **Migrate** – Move necessary existing content
  - c. **Populate** – Create new content to engage stakeholders

## District Site

1. Daily Planning for keeping website up-to-date with announcements, “Welcome” area, upcoming events and site shortcuts. Who will be assigned to do this?
2. Training Goals:
  - a. District: Will a train-the-trainer model be considered?
3. Design Goals – During kick off meeting:
  - a. Designer guides team in what translator option to use
  - b. Designer guides team in what Global Icons to use
  - c. Designer guides team in what the layout of their template should be such as the My Start bar, school pull down, and footer.
4. Content:
  - a. Determine who is responsible for moving the initial content.
  - b. Determine who is responsible for ongoing maintenance
  - c. If site launch consulting is purchased,
    - i. Trainer guides team in determining what content from current website will be moved to new site.
    - ii. Trainer guides team in setting up content on home page
    - iii. Trainer guides team in setting up calendar categories

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## School Sites

1. Define what school types the district consists of: elementary, middle, high school, special schools such as school of the arts or work experience school or evening school.
2. Are there certain departments required for each school type: such as athletics, food services, transportation, etc. that will be required for each school type?
3. Will there be mandatory calendar events required to be shared with the district?
4. Daily Planning for keeping website up-to-date with announcements, “Welcome” area, upcoming events and site shortcuts. Who will be assigned to do this?
5. Training Goals:
  - a. Tech coordinators are established who will be trained, and they in turn will train the subsite directors @ each school (e.g. train-the-trainer model will be used)
6. Content:
  - a. Determine who is responsible for moving the initial content
  - b. Determine who is responsible for ongoing content maintenance

## Teacher Adoption

1. Navigation: Consistent channel bars across schools based on school type
2. Page Types:
  - Consistent page headings & sub-headings
  - Take Advantage of System Apps (e.g. Google Folders, etc.)
3. Content:
  - School homepages
  - Department landing pages
  - Teacher landing pages
4. Formatting: Standardize fonts and colors
5. Distribute the workload on the school site: Assign channel and/or Section Editors
6. Create Sections based on who will own and update content
7. Use commonly and easily understood terms for....
  - Active Users
  - Community members
  - Parents

## Maintaining Consistency:

1. Establish guidelines for photo sizes and formats:
  - Quick download time
  
2. Consider the following for ADA compliance:
  - Links:
    - Text for links is descriptive
    - Navigational links – easy to move forward & backward
      - Links to documents and other sites should open in a new window.
  - Text:
    - Avoid colors that are hard to distinguish
    - Use of Alternative Text: All images have meaningful and descriptive alt tags, including navigational images
  - Page Backgrounds:
    - Avoid hard to distinguish colors
    - Use of simple or no backgrounds
    - Limited use of animation
  - Minimize the use of tables on a page:
    - Use multiple Apps on a page to lay out content
  
3. Promoting User Engagement:

Keeping students and parents up-to-date on current happenings and providing a feeling of ‘school spirit’ on the website can be accomplished using the following features/functions within the Centricity2 Solution:

  - Using e-Alerts to get timely information out to parents and community. E-alerts can be sent to both email address and cell phones as text messages
  
  - Blogs and Podcasts are also great ways to keep the lines of communication open with your parents:
    - Take advantage of the threaded commenting feature, which will further your ability to engage your community in dialog.
  
  - Photo Galleries are great ways to convey messages and images to the community:
    - Highlight events involving students, academics, and other images that convey the student focus of your district.