

CUSTOMER FOCUSED WEBSITES

WSPRA Fall Conference
November, 2016





IN THE PAST

- School district websites served many functions and many audiences
- Starting with school district needs first
- If a little is good - a lot must be better

Public Schools
INDEPENDENT SCHOOL DISTRICT 196
"Educating our students to reach their full potential"

Home About District 196 News & Happenings Schools Student Services Parent Resources Community Education Contact Us

Enrolling Your Child Employment Maps and Directories

Search our site

Today in 196

- Academic Calendars
- Arts Calendar
- Athletics Calendars
- Menus
- District 196 TV
- Video On Demand

District Business

- Strategic Plan
- World's Best Workforce - Our Learning Plan
- School Board
- Superintendent
- Budget and Finance
- Spending
- Comparisons

Stay Informed

- Backpack Online
- Email Lists
- Parent Portal Services
- Communications

New school to have name, principal by end of year

The foundation is complete and walls are going up on what will become the nineteenth elementary school in District 196 when it opens in fall 2017 at the southwest corner of County Road 46 and Diamond Path in Lakeville. A recommendation establishing an attendance area for the new school will be presented to the School Board October 24 and the district has announced the timeline for hiring a principal and a process for naming the new school by the end of the calendar year.

HELP NAME OUR NEW SCHOOL

Rosemount marching band is grand champion

Rosemount High School was named grand champion at the Minnesota Youth In Music Marching Band Championships held Oct. 8 at U.S. Bank Stadium. Rosemount won the gold medal among Class AAAA bands during the afternoon session and finished with the highest point total among 10 bands selected for the evening show. The Rosemount and Eastview marching bands will be performing at the Bands of America Super Regional competition Oct. 21-22 in St. Louis.

Forty-eight seniors named National Merit scholars

Sixteen District 196 high school seniors have been named semifinalists in the 2017 National Merit Scholarship Program and another 32 seniors are being recognized as National Merit commended students based on tests they took last year.

Thank You Transportation Employees!

THANK U TRANSPORTATION

Vocational Opportunities
Fall Spotlight Newsletter
Free and Reduced-Price School Meals Application
2016-17 Testing Schedule
Comprehensive Assessment System

Elementary Attendance Area Recommendation

SchoolView FeePay

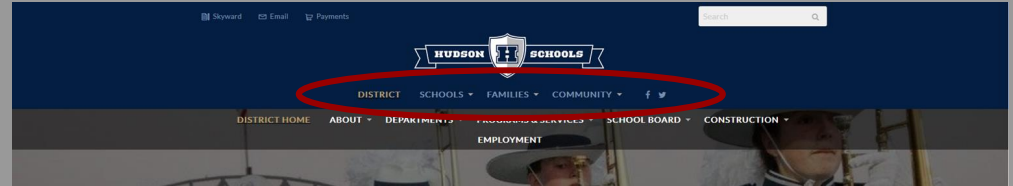
A District of Choice







AUDIENCE

Primary Users

- Current students
- Parents/Families
- Prospective students/families
- Current employees
- Prospective employees
- Community
 - General information
 - Community activities
 - Community Education



IN AND AROUND HUDSON

 Official government website for the City of Hudson, Wisconsin. Visit	 Discover Hudson's attractions, parks and history. Visit	 Performances, exhibitions and classes that provide accessible artistic experiences for everyone. VISIT	 Hudson, Wisconsin's weekly, hometown newspaper since 1854. Visit
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BEST PRACTICES

- Homepage first impressions
 - This site is for?
 - It's insanely obvious to us - but not necessarily to others
 - We are in the business of educating students
 - Everyone wants space here - the risk of clutter
 - Are there clear regions of the page?
 - Which regions attract your eye?



BEST PRACTICES

- Navigation

The screenshot shows the top navigation bar of the Hudson Schools website. It includes a search bar, the Hudson Schools logo, and a main menu with the following items: DISTRICT, SCHOOLS, FAMILIES, COMMUNITY, and social media icons for Facebook and Twitter. Below this is a secondary menu with items: DISTRICT HOME, ABOUT, DEPARTMENTS, PROGRAMS & SERVICES, SCHOOL BOARD, CONSTRUCTION, and EMPLOYMENT. The main content area features four circular icons representing different services: MEAL MENUS (fork and knife), CALENDAR (calendar), SKYWARD (document and pencil), and STAFF DIRECTORY (person icon). Each service has a dropdown menu labeled 'Select a school:'.

Navigation links: Skyward, Email, Payments, Search

HUDSON SCHOOLS

DISTRICT SCHOOLS FAMILIES COMMUNITY f

DISTRICT HOME ABOUT DEPARTMENTS PROGRAMS & SERVICES SCHOOL BOARD CONSTRUCTION EMPLOYMENT

MEAL MENUS CALENDAR SKYWARD STAFF DIRECTORY

Select a school: Select a school: Select a school: Select a school:



BEST PRACTICES

- Text
 - Format text to support scanning
 - Use headings
 - All caps means this is super important - reality all caps are hard to read
 - If all caps doesn't work I'll add a new color or type of font - reality this adds clutter
 - Style expectations for everyone
 - Get rid of extra words



BEST PRACTICES

- Images
 - High quality
 - Adds to the story rather than distract
 - Use our own students first vs. clip art or stock photos
- Make it obvious what's clickable
- Remove information or items that are not making a real contribution
- Useability testing
 - Homepage - look around and tell me what you see
 - Ask various users to find specific items
 - District calendar at a glance; HS graduation requirements; Board policies & procedures



COMMUNITY QUESTIONS

QUESTIONS?

Do you have a question or concern about E.P.Rock Elementary School? Please fill out this form and we will contact you. If this is regarding another school, please go to that school's page and submit your question or concern. If this is in regards to Hudson School district, please go to the Hudson Schools home page. Thank you for your interest in E.P. Rock Elementary.



CREATE AN INTRANET FOR STAFF



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[Staff Resources](#)

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WHERE DO I START?

- Things that keep people coming back:
 - Make the main items people are looking for obvious.
 - Save me steps wherever you can - clickable links
 - Keep information up to date.
- What stands out as needing the most help?
- Update images seasonally.
- Resist the impulse to add things.
- Don't forget mobile device sites.
 - The good, the bad, and the oops!



QUESTIONS

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