

BOARD OF EDUCATION
COCHRANE-FOUNTAIN CITY SCHOOL DISTRICT

Website Redesign Committee Minutes

August 16, 2017 at 5:30 p.m.
High School Conference Room

Present: Board of Education: Kalene Engel (Chair); Luke Kjelland (Asst. Principal); Donna Baertsch (District Office); Ben Adank (Community Member).

Absent: Jim Huffman (IT); Kelli Krzysztan (Community Member).

Call to Order: 5:30 p.m.

1. Welcome and Introductions
2. Review of Committee Charge (below):

Website Redesign Committee Charge: *The Website Committee is charged with the task of providing recommendations to the Board of Education for the design of the Cochrane-Fountain City Schools website. In formulating its recommendations, the Website Committee should be guided by the following principles:*

- *The website should be user-friendly, both for users seeking information and users adding content to the website;*
- *The website should be well organized, with easy-to-find information;*
- *The website should incorporate a modernized, cohesive and appealing visual design;*
- *The website should appropriately serve the needs of administration, prospective and current students, staff and community members, whose input should be sought by the Committee;*
- *The website should incorporate a responsive design that functions well on both desktop computers and mobile devices;*
- *The website cost must be fiscally sustainable.*

At a minimum, the Website Redesign Committee should come up with a list of recommended requirements for a website design. At its option, the Website Redesign Committee could recommend specific vendors which are capable of producing a website that incorporates the Committee's recommendations.

3. Planning Process & Timelines
 - Kalene distributed a School Website Planning Guide Handout which the committee agreed to use as a planning process guide
 - After we add additional members to the team and determine meeting availability, we will be in a better position to add timelines to our planning process.
 - Donna will gather information regarding current website costs and subscription dates for the website itself, as well as other paid links, such as Infinite Campus, Career Cruising, etc.

Name of Product	Subscription Dates	Purpose	Annual Cost
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4. Committee composition – addition of new members representing teachers, students, others?

- Per the Planning Guide, we need to add staff members. Kalene would also like to add a student.
- After discussion, committee members agreed that Andrea Hasslinger (high school) and Pam Prenot (elementary) should be invited to join the committee. **Luke will invite them.**
- **Donna** suggested that a student who has experience with updating the website would bring valuable perspective. She will attempt to identify an appropriate student, preferably one who would be available to meet after school hours, and **ask them to join the committee.**

5. Gathering input – surveys, focus groups, other?

Survey:

- Committee members reviewed and edited the sample survey from CampusSuites (attached)
- **Ben will create an online survey via SurveyMonkey** or other suitable program so that the survey can be taken (and results compiled) electronically. The survey should request that individuals take the survey only once. S
- **Luke will make arrangements** to have students and staff take the survey on/about the 1st day of school, hopefully at the time when students are required to login to their account and change their passwords for the upcoming school year.
- **Donna will create a link** to the survey on the home page of the current website, which invites community members to take the survey.
- **Kalene** (or Kelli?) will create handouts to be distributed at school events (open house, sporting events, etc) inviting community members to take the on-line survey.
- **Kalene** will put a notice in the C-FC Recorder about the survey link.
- The survey will remain open until September 30th.

Website Analytics:

- The current rSchool site has some built-in analytics. **Donna (or Jim) will export** a report for committee review prior to the next committee meeting.
- Google Analytics also offers website analytics. **Jim will find** out if and how Google Analytics could be run on the existing website to determine usage.

6. Review & Next Steps

- See highlighted committee member tasks above.
- All committee members should also view the “Planning a School Website that Drives Results” video located at <https://www.campussuite.com/resources/>
- Once we have confirmed committee member additions, Kalene will schedule another meeting sometime in early October. At that time, we can review the survey and analytic results and do an “audit” of our website.

7. Adjourned at 6:30 p.m.

Minutes by Kalene Engel