

Budgeting by Priorities: Budget Proposal

TPS Website Enhancement

Strategic Plan Goal:

Support Services

Problem Statement:

Outside of face-to-face contact with students, the No. 1 communication vehicle used by the Tacoma community – parents, staff, students, citizens – to interact with Tacoma Public Schools is through www.tacomaschools.org.

The success of all four TPS strategic goals – academic excellence, early learning, partnerships, safety – relies heavily on effective online communication with staff members and community stakeholders. Unfortunately, the Web Portal Team that maintains the district's SharePoint website infrastructure works independently of PIO and has many non-communication demands.

As a result, website improvements, updates, assistance fall short of the communication demands of the district.

Case Statement:

On average, the website generates approximately 14,500 unique visits per weekday and 4,000 per weekend day. Thus, for many district customers, their image of TPS is determined in large measure by their experience with the website.

Currently, the TPS Public Information Office team has resources dedicated to:

- Content (words and photos) creation for some district-level website pages
- Content support to departments, and
- Training session coordination for school and department webmasters

In a March 2014, echalk.com issued a white paper titled "Why A School's Website Matters." It explained:

Your website is your school's face to the world. In today's fast-moving information world, the demand for increased school communication is at its highest level ever. Yet, despite increased expectations, many school websites still lag behind resembling nothing more than an online brochure. Others look like storefronts, with lists of school achievements, activities and events predominating. And then there are some school websites that have grown beyond being a simple communication tool; they've emerged as rich, interactive learning sites that are woven into daily school life.

School websites tell a story — your story — through text, images, style and tone. Keep in mind that first impressions really do matter, so deciding what image you want your website to project should be one of the first steps in your website planning process.

Tacoma Public Schools needs more attention to its front door.

Currently, of the 38 department websites, 13 exceed standard, 12 meet standard and 9 do not meet standard. Of the school websites, 24 exceed standard, 8 meet standard and 20 do not meet standard.

Stakeholders:

On average, the website generates approximately 14,500 unique visits per weekday and 4,000 per weekend day. This total includes parents, community, district staff and students.

Stakeholders include departments and schools who must communicate with their own customers/stakeholders. In addition, the Public Information Office -- as a content provider -- also directly serves parents, students, district staff and citizens.

To accomplish this, the primary internal customers served by this enhancement would include, but not be limited to, the following:

Superintendent/Deputy Superintendent

Assessment

Activities & Athletics

C & I

Highly Capable

Community Based Transition

Community Partnership, Academic Equity and Achievement

CTE

Early Learning

ECEAP

ELL

Enrollment

Finance

Grants Management

Guidance & Counseling

Head Start

Health Services

Human Resources (Careers/Recruiting)

Indian Education

Library

Nutrition Services

PIO

Planning & Construction

Printing & Graphics

Professional Development

Project Management Office

Purchasing

Running Start

Safety & Security

Student Services

Student Life

Summer School

Technology Services

Title 1 / LAP

Tone / McKinney-Vento

Transportation

Truancy Program

Scope of Work: What does the immediate work entail?

A SharePoint Web Developer assigned full time as a member of the Support Services PIO team, under the direction of the Director of Public Information, would work with trained communication

professionals in PIO and vendor(s) to exclusively to improve the visual website presentation/experience – the public-facing image – of district, department and school data, news and other information that supports all strategic plan goal areas

This work will include:

- Reorganizing website navigation to improve customer ease at finding information
- Developing an easy-to-use interface for webmasters who must keep their site's information up to date
- Creating a customer newsroom with organized presentation of district stories/information in multiple formats: video, photo, text.
- Improve the website search feature to assist users searching for information
- Providing day-to-day structural improvements to the overall website and individual department/school websites

Success Criteria and Goal Statements:

1. Increase the number of website visits
2. Increase website visitor interaction with posted news and information
3. Increase the number of school and department websites that meet and exceed standard
4. Keep all district and school websites up-to-date with information and stories that improve the overall image of Tacoma Public Schools
- 5.

Performance Measures:

1. Evaluation of websites that meet/exceed standards
2. Annual website-related surveys via surveymonkey.com of district employees and parents to gauge progress or lack of progress in satisfaction with the district's website experience.
3. Website visitor clicks on news, information and other content
- 4.
- 5.

What specific Board adopted benchmarks will be influenced by this work?

No benchmarks are independently influenced by the user website experience. But all benchmarks are reported online and much online communication supports all strategic goals and benchmarks.

What do you predict your results will look like after:












9 Weeks of Implementation

18 Weeks of Implementation

27 Weeks of Implementation

36 Weeks of Implementation

Attach documents associated with this proposal here:

 File Attachment	 File Attachment	 File Attachment	 File Attachment
 File Attachment	 File Attachment	 File Attachment	 File Attachment
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