

Public Information Committee Meeting
February 22, 2017
6:00 p.m.
TEAO

- I. Public Comment
- II. Approval of October 18, 2016 Meeting Minutes
- III. School District Website Template Design
- IV. Other

DRAFT PENDING COMMITTEE APPROVAL

Public Information Committee Meeting Minutes

October 18, 2016
T/E Administration Offices
6:00 PM

Attending all or part of the meeting:

Board Committee Members: Scott Dorsey, Michele Burger, Roberta Hotinski, Kate Murphy
Other Board Members: Kevin Buraks, Doug Carlson, Todd Kantorczyk, Ed Sweeney
T/E School District Representatives: Chris Connolly, Rich Gusick, Art McDonnell, Mike Szymendera
Community Members: Jerry Henige

Public Comment:

- Jerry Henige commented on options for sending emergency text alerts.
- Jerry Henige commented on considerations when making future changes to texting options.

Approval of Minutes

- The Committee approved the October 4, 2016 meeting minutes.

SchoolMessenger Upgrade – Update

- At the October 4, 2016 Public Information Committee meeting, District staff were asked whether it would be possible to send texts by school through the SchoolMessenger upgrade. The initial presentation at the meeting proposed a texting option that would allow parents and community members to opt-in through the District website to receive text notifications of District-level emergency closing announcements. As a follow-up to the question about school-specific texting, the District contacted SchoolMessenger with additional questions. The District learned that it would be able to do school-specific texting by using the TE All-Call student database, but it would be a different process than the self-subscribing option that was discussed at the last Public Information Committee meeting. District staff reviewed the two options for sending emergency text messages and the Committee recommended that the District use the option that would limit text messaging to numbers included in the TE All-Call database. The upgraded contract with SchoolMessenger will be included on the October 24, 2016 Regular Board Meeting agenda.

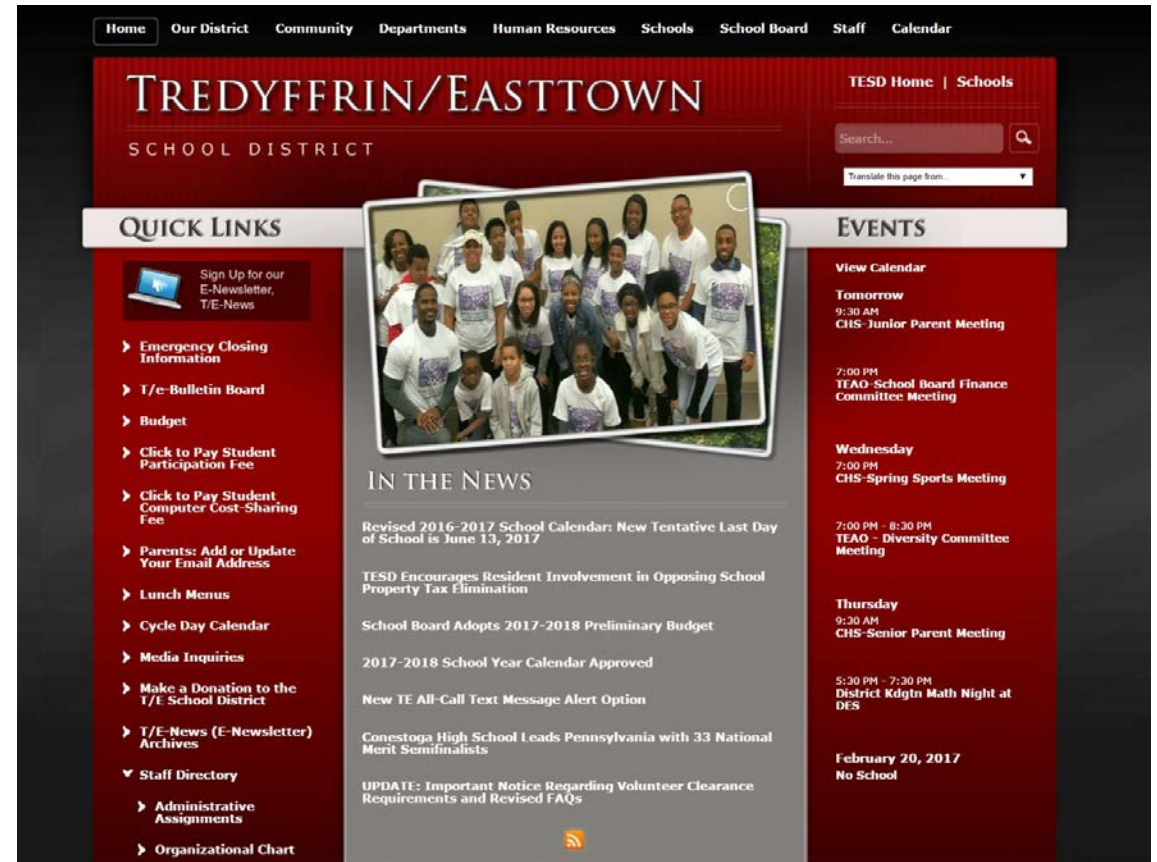
Meeting Adjourned: 6:45 pm

New Website Template Design

WWW.TESD.NET

Current TESD Website – www.tesd.net

- The District's current website was created in 2008.
- A new website template will remove the need for Adobe Flash Player, make the site easier to navigate on mobile devices and meet new accessibility requirements.
- Our goal is keep the site's content the same and in the same location, but with a new “overlay” to improve functionality and design.



Improvements with New Template

Removal of Adobe Flash Player

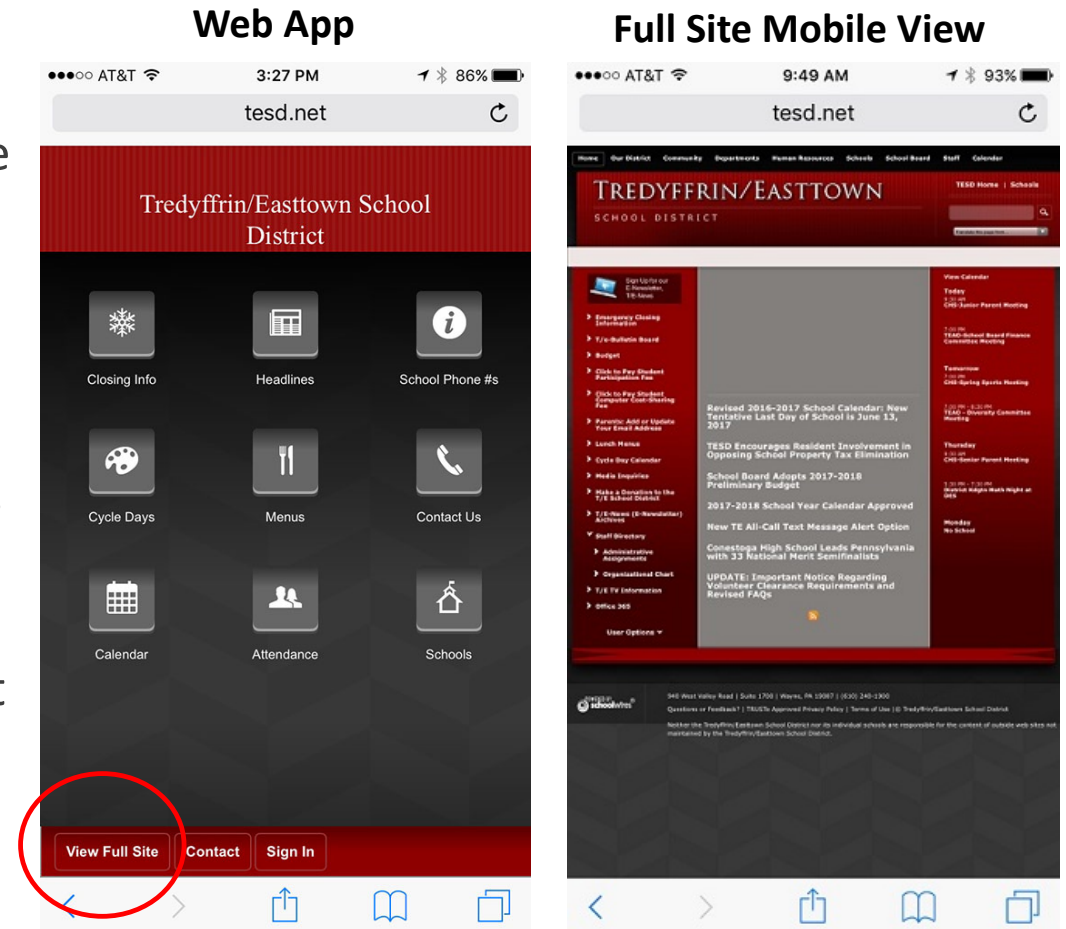
- The District's current website uses the multimedia platform Adobe Flash Player to display the rotating center photos on the District homepage and school homepages.
- Google Chrome has announced plans to discontinue the display of Flash content by default and will begin using HTML5 as an alternative to Flash.
- Analytics indicate that over 40% of our website visitors use Google Chrome to view the TESD website.



Improvements with New Template

Mobile Responsiveness

- On average, 35% of our visitors are using a mobile device when visiting the District website.
- While the TESD website is considered "mobile-friendly" because all of the content is still accessible from a mobile device, the website does not change or adapt to a mobile device.
- When accessed from a mobile device, the current TESD site displays a web app with the option to see the full site.

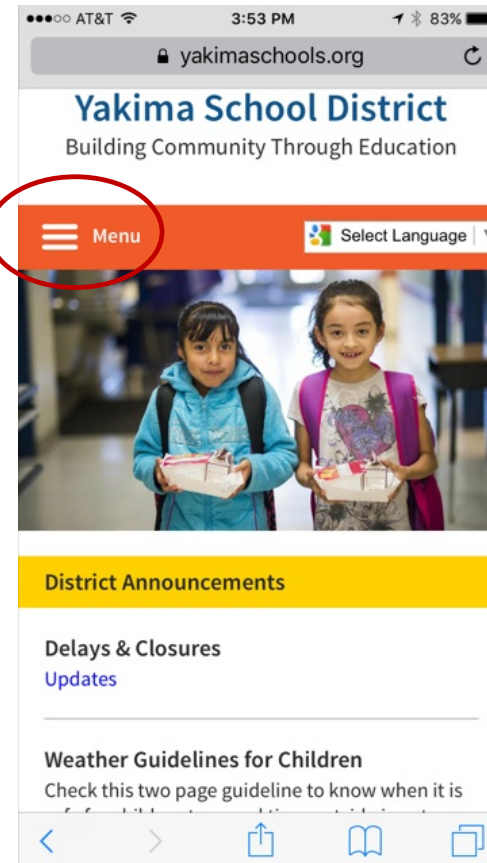


Improvements with New Template

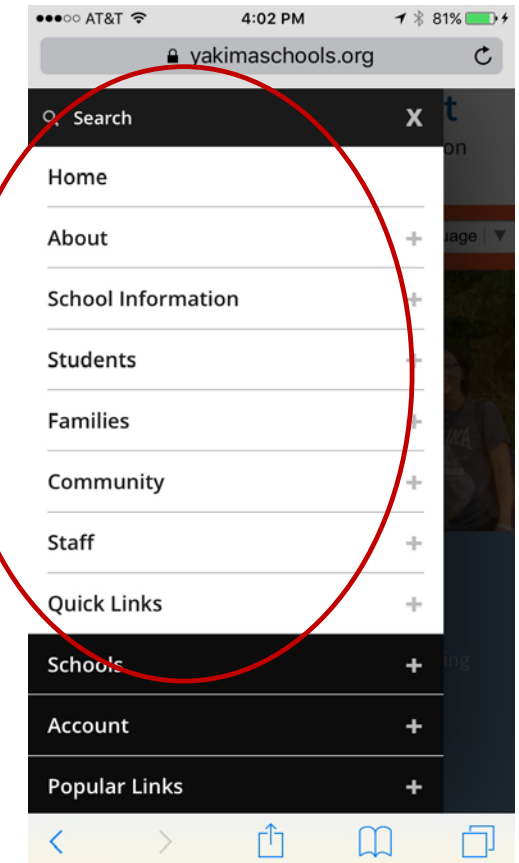
Mobile Responsiveness

- The new website templates offered by Schoolwires are mobile responsive.
- Mobile responsive websites adapt to the visitor's device to provide easy navigation with minimal resizing, panning and scrolling to view the content.
- www.yakimaschools.org

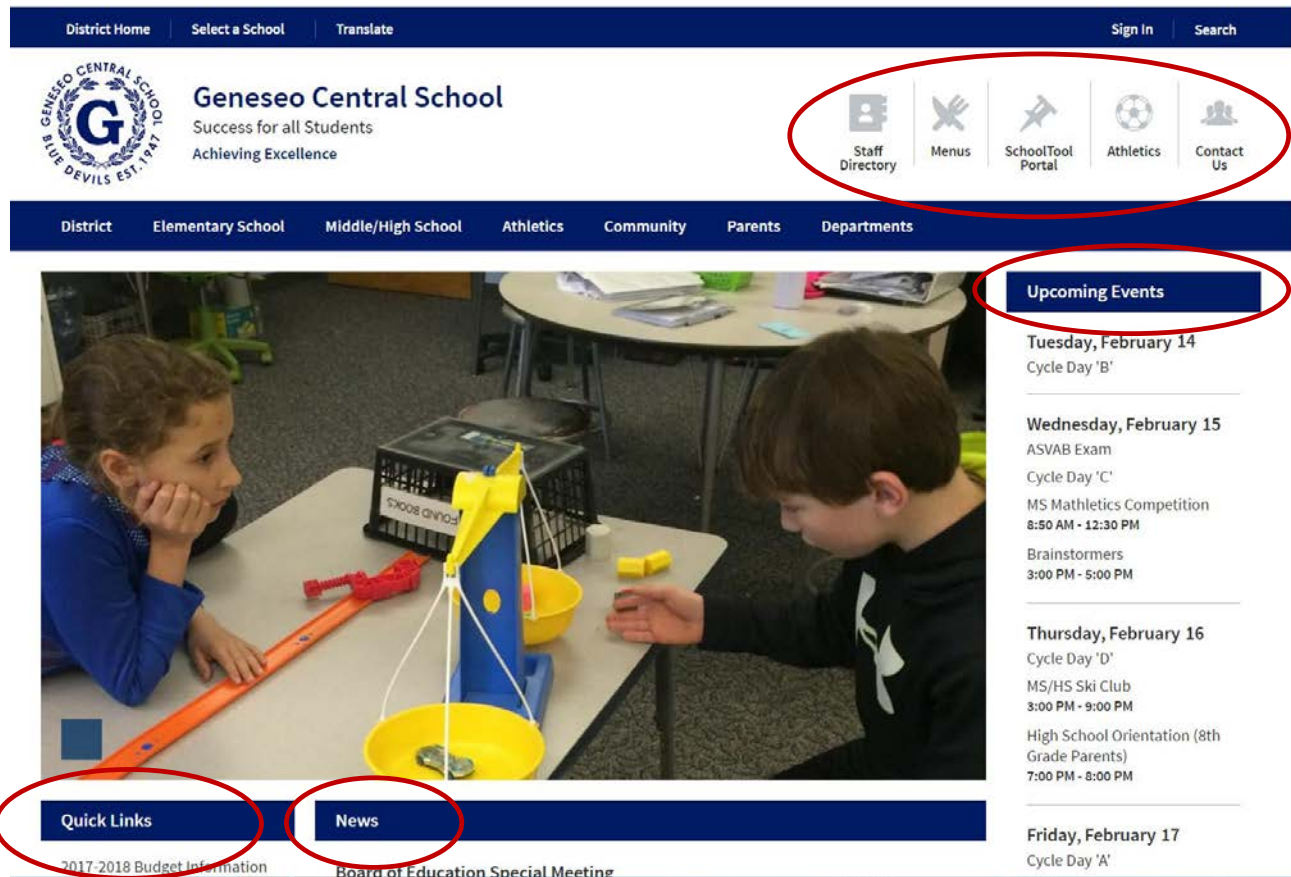
Mobile Responsive Website



Mobile Responsive Website



Option 1: Atlas Template



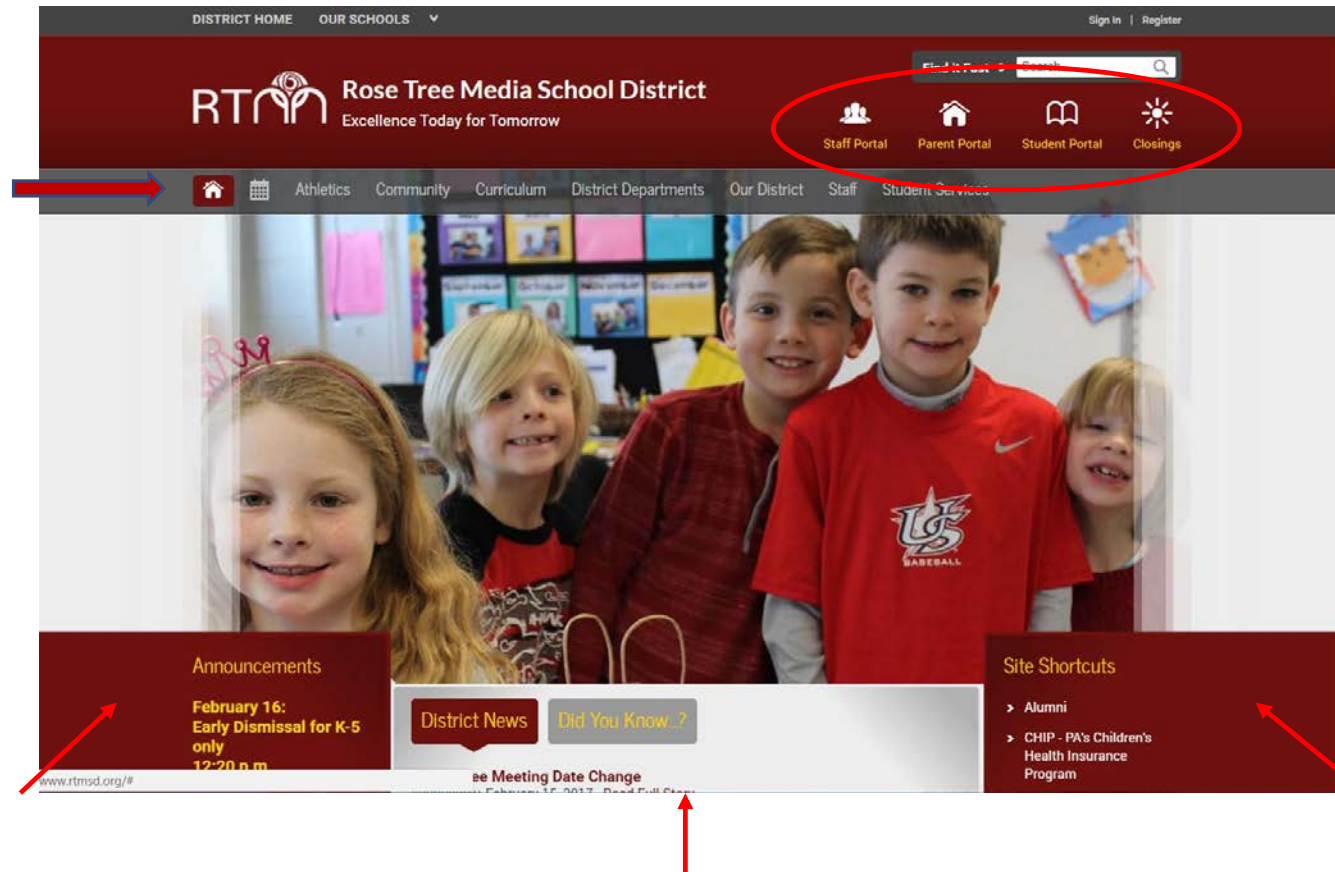
Highlights

- Clean design
- Scrolling center photograph
- Headers “above the fold”
- White background
- Five global Icons
- Options for Quick Links, In the News and Upcoming Events on homepage
- Similar channel menu bar at top

Additional School District Example

- [Yakima School District](#)

Option 2: Athletic Inspiration Template



Highlights

- Three column design
- Wide scrolling center photograph
- Headers “above the fold”
- Color background
- Four global Icons
- Options for Quick Links, In the News and Upcoming Events on homepage
- Similar channel menu bar at top

Additional School District Example

- [North Montco Technical Career Center](#)

Consistent Website Content & Structure

- Our goal is to keep our current website content consistent and in the same location.
- We intend to keep the same channel bar and menus at the top, along with the Quicklinks, Events and In the News sections.
- It is important for students, families and community members to experience a seamless transition to the new website template.



New Global Icons

- The new templates provide up to five new global icons at the top of the homepage.
- Global icons provide an opportunity to highlight popular areas of the website and remove some text links from the homepage.
- Possible global icons for new TESD template:
 - ✓ Parents
 - ✓ Schoology
 - ✓ Staff Directory
 - ✓ Calendar
 - ✓ Lunch Menus



Cost & Timeline

- \$4500 for new template + \$450 for online training = \$4950

