



**SCHOOLS**<sup>TM</sup>  
**BY FLOODLIGHT**

Redesigning your school website  
doesn't have to be overwhelming.

We created this packet to help you get started.

Feel free to reach out to us at anytime

**224-227-6265** or [joe@schoolsbyfloodlight.com](mailto:joe@schoolsbyfloodlight.com).



# School Website Survey

# School Website Survey

Our district is currently considering a web redesign project. Thanks for providing input into this process. We appreciate you taking 5 minutes to provide your input so we can evaluate the design of our current website.

**Overall how satisfied are you with the district/ school website?**

very satisfied

satisfied

neutral

dissatisfied

very dissatisfied

what is the primary reason you gave this rating?

**What group do you consider yourself to be part of**

*(check all that apply)*

parent

staff

student

community

other:

**Primary language used at home**

English

Spanish

Chinese

Polish

other:

## School Website Survey *continued*

**What are the primary reasons you visit the website?** (pick top 3)

info on special events

staff directory

info on Board of Ed activities

links to other systems  
(eg: Infinite Campus)

school calendar

athletic events

employment

student service

access to teacher page

opening/closing times

school boundaries

announcements and recognition

find form to complete

curriculum

other:

**How often do you visit the district website ?**

daily

weekly

monthly

never

**How often do you visit a school website?**

daily

weekly

monthly

never

**What suggestions do you have to improve the website?**



# Guide to Scoping Your Project

Choosing a vendor for your district's website can be overwhelming. When comparing your options, check if other vendors provide you with a robust, comprehensive strategy that includes the elements outlined on the following pages.

# Schools By Floodlight: A Comprehensive Solution

## Strategy & Branding

### Website Strategy

- Audit**  
We audit your district's current approach to communicating via your website and assess your communication goals.
- Research**  
We research your community and call out elements that can help make your communications unique to the community you serve.
- Recommend**  
We provide communication recommendations specifically tailored to the needs of your district and our experience in working with school districts that communicate effectively.
- Website Information Architecture**  
We compile all the information from your current site and our research into a recommend content structure for your site that will help your district fulfill its communication goals.

### Brand Development

- District Logo**  
We research your district and community to provide unique logo and/or tagline recommendations.
- District Style Guide**  
We create a style guide manual for the usage of your newly developed district brand.
- Mascot Development**  
We create recommendations for each of your school's mascots and help facilitate a voting process at the schools to select their new mascot.
- School Style Guide**  
We create a style guide manual for each of your schools showing how the mascot should be used in various situations - in print and digitally.
- Source Files**  
We provide all vector art files so your school district can easily apply the branding to spirit wear and other district materials.

## Visual Design

### Website Design

- Wireframe Development**  
We develop wireframes (block diagrams) of each of our unique website pages. These will be heavily influenced by the strategy process we follow.
- User Experience**  
We discuss various opportunities for engaging users with interactive website elements and intuitive navigation elements.
- Responsive Design Approach**  
We approach the site design from a mobile responsive approach and consider the ramifications of design decisions across all devices.
- Visual Design**  
We provide website design files with fully integrated branding that outline the user's experience. These will be the full roadmap for what the site will look and how it will function once its built.

# Schools By Floodlight: A Comprehensive Solution (Continued)

## Building & Launching

### Website Build

- Custom Built Website**  
We custom build your site on the world's leading open-source website platform. This allows us to implement unique features and integrations that are specific to your district's needs.
- Integration with your Tools**  
We natively integrate with your Active Directory, Google Apps, and Google Analytics. We also enjoy working on custom integrations to meet your districts needs.
- Quality Assurance**  
We test the site on multiple platforms and populate some website content before sharing with your team.
- Refine**  
We work through revisions to the site with you prior to launching the site. We ensure that the site reaches our design goals and is bug-free for when you are ready to launch.

### Website Launch Support

- Optimize**  
We run load testing algorithms and optimize the caching on your website so that it loads quickly for all your users.
- Consult**  
We provide recommendations on the best way to handle the switch over.
- Communicate**  
We communicate with your previous provider or IT team to ensure a smooth transition.
- Oversee**  
We monitor the transition and make sure that the updates are done correctly.
- Available**  
We make ourselves available to troubleshoot issues if they arise.

## After Site Launch

### Ongoing Partnership

- Maintenance & Support**  
You can reach out to us for help with any website concerns or issues.
- Website Monitoring and Backups**  
We receive 24/7 real-time alerts of any issues with your website availability. We also have a robust offsite backup solution that allows for us to restore sites if needed.
- Security**  
We ensure that your site is protected from DDoS attacks, login attacks, SQL injection and a variety of other malicious hacking attempts.
- Strategic Enhancements**  
We enjoy brainstorming ideas about how to enhance or further develop your online communications platform.
- Tool Development**  
In addition to websites, we develop custom integrations and tools for school districts to accomplish their goals.

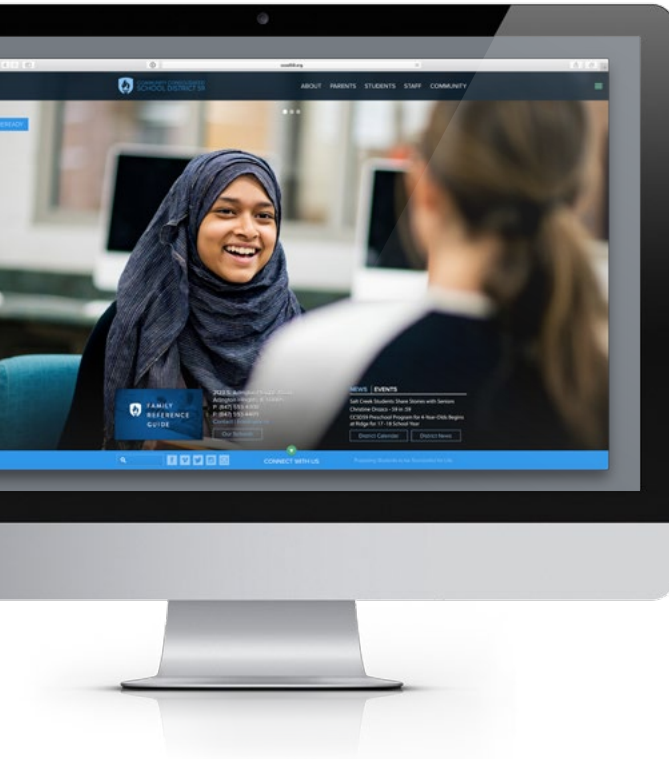




Experience

# Experience

We believe in letting our work speak for itself, so you will find a small sample of relevant sites we've launched recently below.



## **Community Consolidated School District 59**

<http://ccsd59.org>

This Chicago area public school district has 6700 students spread across 14 schools. They speak over 60 languages and the district has 800+ staff.

The site network we built includes sites for each school and extensive customization of WordPress features to allow for news feeds, calendars, teacher websites, and mobile responsiveness. This site was recognized by the US Department of Education as one of the top school district sites in the nation.



## **Aptakistic-Tripp School District 102**

<http://d102.org>

This Chicago area district serves 2200 students and 175 teachers. It covers 7 square miles with four schools. We built a custom WordPress site that focuses on large images and the stories of the people in the district. We built pages for the district and each of the schools which could be easily navigated and updated.

## Experience *continued*



### **Community Consolidated School District 21** <https://ccsd21.org>

This Chicago area public school district has 13 schools across 6 communities. It serves 6700 students and 440+ teachers. We built a robust network of sites for 13 schools (and a main district site). This site includes extensive customization of WordPress features to allow for news feeds, calendars, teacher websites, and mobile responsiveness.



### **Maywood School District 89** <https://www.maywood89.org>

This district has 5100 students and 295 teachers. The diverse student population is 80% low income and 98% non-white. We built a robust network of sites for 9 schools (and a main district site). This site includes extensive customization of WordPress features to allow for news feeds, calendars, teacher websites, and mobile responsiveness.



### **After School Matters** <http://www.afterschoolmatters.org>

This organization serves the Chicago Public School community by providing after school programs to build on classroom success. The website we built provides a channel to connect students to opportunities for arts, technology, sports, communications, and education apprenticeships. Since its inception this program has impacted more than 200,000 teens. The website provides stories, program requirements, fundraising and applications for this innovative program pioneered by the ex-Chicago Mayor's wife, Maggie Daly.



### **Trinity International University** <http://divinity.tiu.edu>, <http://henrycenter.tiu.edu>, <http://undergrad.tiu.edu>

This Deerfield based private university has undergraduate, graduate, seminary, law school and outdoor camp, all spread over 5 locations. We built a network of University sites with robust content management options, content library, and unique design aesthetic. All the TIU sites were re-done by us, completing a two year digital improvement plan.



# Case Study

In 2016 we worked with District 89 to provide a complete overhaul of their branding and online communications. On the following pages you will see the specifics of our engagement and dramatic transformation of their assets.

# District 89: Web Strategy



*District 89's website did not have the functionality the district needed to be able to communicate effectively with their community. Aesthetically they felt it was out of date and did not represent their district or schools well.*

## Audit

We began the District 89 redesign project with an audit. Our goal was to understand their communication directives and how they were currently using (or not using) their website to fulfill these goals. We also spent time collecting information on how they used social media and other outreach tools to connect with their community. District 89 was in the midst of several changes already, so they provided us with a community survey that also gave us information about how their families were interacting with the district its schools.

## Research

When developing a communication and marketing tool for a district, it's important to understand the audience it's being created for. Our next step with D89 was to learn about the history of the district, about the populations of the three cities that feed into their schools and what makes them unique. The Maywood district is bordered by the Metra train and the Des Plaines River and minutes outside of the city of Chicago. This older, quiet, diverse community, sits close to large opportunities and a wealth of resources. Despite its proximity to Chicago, it also

has its challenges. 80% of the district's population come from low income families and over a quarter are English learners. It was extremely important that the new website be able to be translated easily, accessible on any device and have an approachable aesthetic.

## Recommend

We provided a communications brief that helped D89 plan how they were going to utilize their new site on a daily/weekly/monthly basis. It included newsletter releases, suggested news item timelines and social media calendars. Detailed descriptions on how to write and style postings were also laid out for newer users.

## Website Information Architecture

Information architecture is arguably one of the most important aspects of your site. A user's experience hinges on how easily needed information is found and digested. For D89 we worked to make sure that the pages users looked for the most were easy to find and navigate.

# District 89: Brand Development

Old Logo



New Logo



## Branding & Logo Design

Developing a strong brand for your district can help build a sense of unity, create visual cohesiveness across all your materials and make your district more recognizable throughout the community.

District 89 wanted a logo that was more current, more legible and could be used easily on a variety of applications. They also wanted all of their mascots to be unique, streamlined and consistent in every school. At the time, most of the schools were using clip art images that changed frequently.

We began the logo design process by utilizing the research we had gathered during the discovery stage to develop several logo designs to present to their board. Our goal was to present them with designs that helped tell the story of their district while also pointing to the future. We also wanted to create marks that would be recognizable and approachable.

With our presentation we provided examples of other school districts, recommended color palettes and reasoning for each design to help the board and superintendent make an informed decision about what design they felt fit their district best.

## Mascot Design

For the mascot designs, we like to facilitate a more interactive experience and have the students vote for which design they like the best.

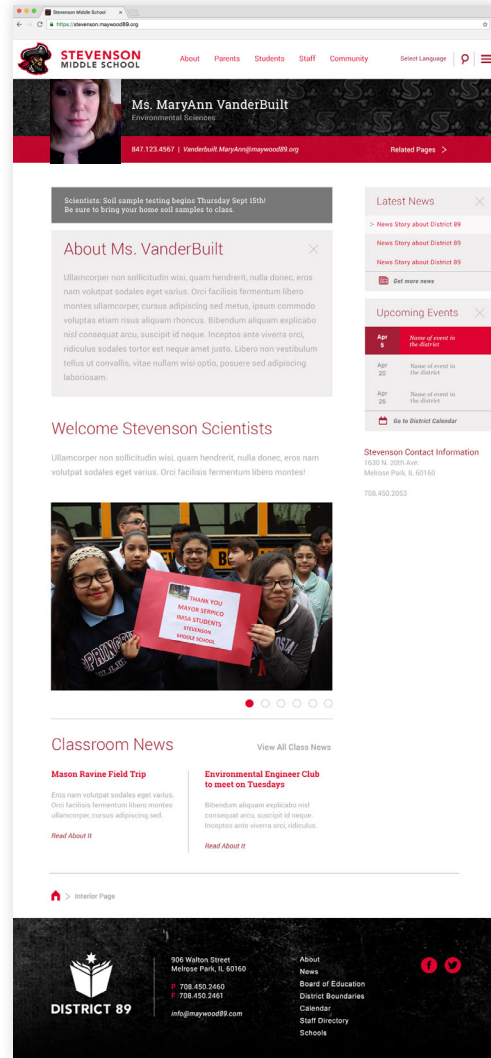
Once the district logo and mascots are chosen, we provide source files and a style guide to help the district and schools create a cohesive look and feel across all of their materials and signage.



# District 89: Visual Design



This is an example of a wireframe for D89's teacher sites and how it was translated into a flushed out design for one of their middle schools.



## Wireframes

We start the website design process with detailed wireframes and sitemaps, which help establish an architecture. This also guides the district as to what page content needs to be adapted or created.

The wireframes we created for District 89 helped us plan out where important links and information would be placed throughout the site and how we could create a unique look for their district while meeting their strategic communication goals.

## Sitemaps

The sitemaps we created were instrumental in helping us understand how much and what kind of information they had. This also helped D89 know what information they would need to be gathering while the design was being built. This allowed them to be ready to populate the site as soon as the beta was released. Once District 89 approved the wireframes and sitemaps we

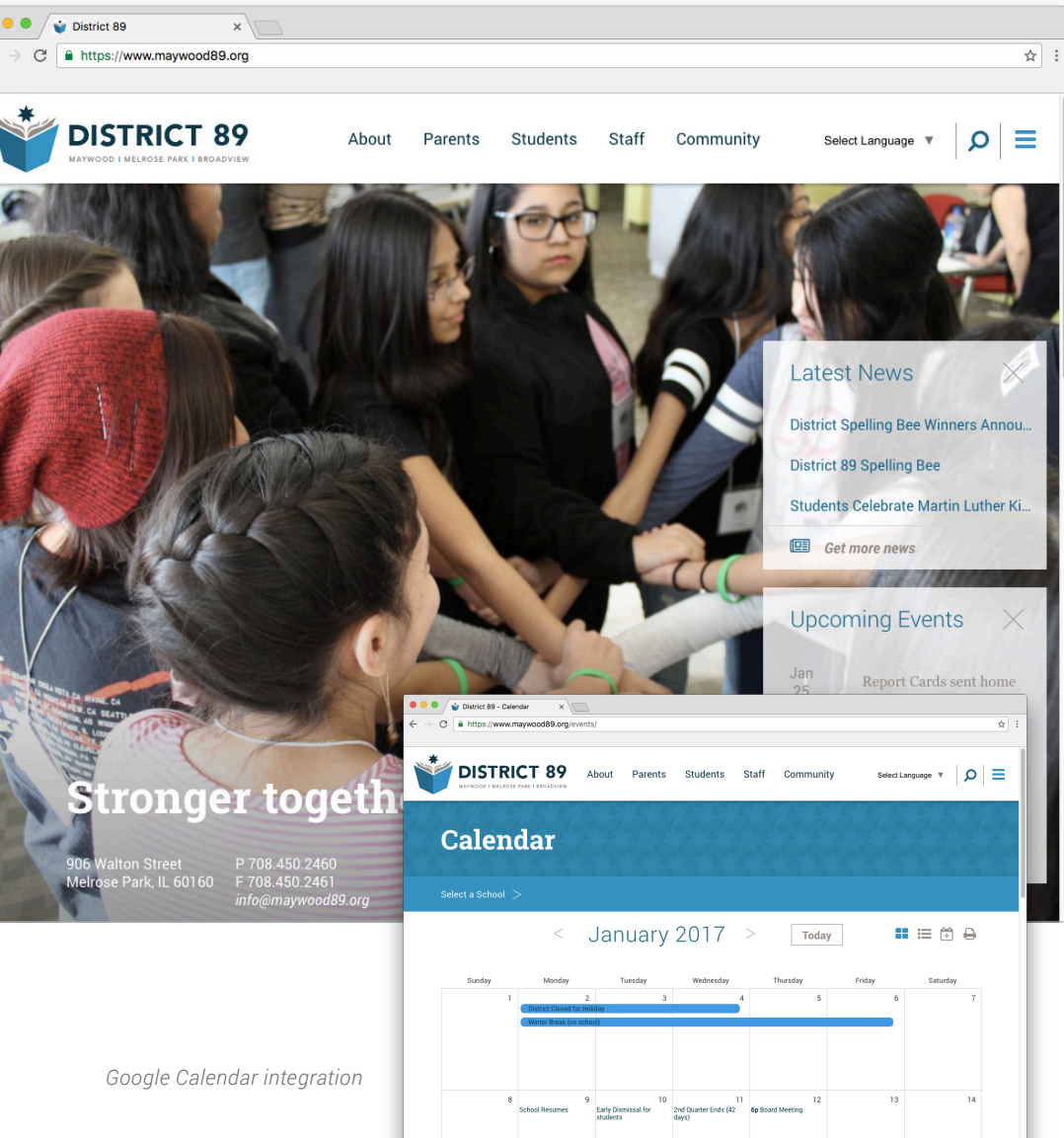
moved on to flush out the visual design of the site. Our goal was to create an inviting site that would be easy for the district to update and would create an enjoyable experience for their users giving them a positive impression of their schools and district.

We used the design to showcase their strengths and unique qualities. D89 had a great school photographer so we were able to put large imagery in the design. They did not have a strong social media presence though, so we made that information secondary on their site.

Every site we create is developed to be fully functional on any device. A parent using the District 89 site should have the same seamless experience mobile as they do on their laptop.



# District 89: Website Build



Google Calendar integration

## Custom Built Websites

We custom design each site's aesthetic and utilize a library of functionality to meet our client's needs and to best reflect their schools. For District 89 we developed a site that followed the brand guidelines that we helped establish for the district. By giving them a completely custom & responsive interface it feels as if the entirety of the site was intentionally build for D89.

## Integration with your Tools

We integrated fully with Google Calendar for displaying the district's events. This allows the district to utilize the familiar and accessible Google Calendar interface for entering events, but they are displayed and organized in an intuitive way to meet the needs of the end users. We've also integrated seamlessly with D89's Active Directory so that their staff listing and teacher pages stay current.

## Quality Assurance

Testing on multiple platforms is extremely important. With D89 it allowed us to specifically address some issues with the landscape view on mobile devices.

## Refine

We worked closely with the district to ensure their content fit well within the sites we built.



Home page design adjusted to work seamlessly on mobile devices.

## **District 89:** *Launch & Support*

### Optimize

Our goal is to facilitate the smoothest site transition and launch possible. For District 89, we ran load testing algorithms to assure the district's site would run smoothly in our hosting environment. We helped optimize caching mechanisms and ensured there would be no slow downs due to malicious traffic.

### Consult

Prior to the site launch, we communicated our plan of action to make sure all parties involved understood their role in ensuring a smooth site launch.

### Communicate

We communicated with the district's previous website host, their DNS provider, and their internal IT staff to ensure the launch went smoothly.

### Oversee

We monitored the transition and made sure that the updates were done correctly and in a timely manner.

### Available

We are always available to troubleshoot issues if they arise. For District 89's site, everything went smoothly and no urgent issues emerged.

## *Ongoing Partnership*

### Maintenance & Support

We have supported District 89 since the site launch by answering questions and making adjustments as-needed. We plan to have an ongoing relationship with the district to ensure the site continues to exceed the community's expectations.

### Website Monitoring and Backups

We monitor your website health 24/7. Recently, for District 89, we were notified of a DNS change made by the district that might have taken their sites down. We contacted them immediately and it was corrected before any users experienced an issue.

### Security

Working with our hardware and software and web application firewall we've protected their site from 200 known malicious hacking attempts in the past month. We also have a custom script that runs hourly scanning their site for any malicious code. The district's site security and stability is our priority.

### Strategic Enhancements

We enjoy brainstorming ideas about how to enhance or further develop your online communications platform.

### Tool Development

In addition to websites, we develop custom integrations and tools for school districts to accomplish their goals.