

The What and Why of School Websites

It's hard to imagine a world without school websites. Gone are the days when teachers sent home notes in backpacks and news spread by word of mouth. For the most part, school districts have migrated the majority of their information and updates to comprehensive websites and social media platforms. But as public favor of social media waxes and wanes, your district's website is becoming increasingly important.

Discussion Guide



"It's imperative that your website is an easy-to-use and up-to-date resource for your entire community. In fact, user experience researchers find that approximately 88% of site visitors are less likely to return if they have a bad experience."

- Have you visited your district/school website? What was your experience?
- How do families use your district/school website?
- Does your district/school website fully represent the services your district provides students and families?
- What feedback have you received about your website?



"In our analysis, we found that 76% of school districts provided information about available careers—or at least referred to open positions—on their homepages (Fig. 3). However, only 20% of those districts had the "incentives" frame, meaning they included information on how to apply, benefits for working in the district, or further incentives for applying"

- How does your district/school use your website to engage potential employees?
- How is your district/school attracting talent outside of career fairs and word of mouth recruitment?
- What information is missing from your careers page?
- Additional Resources on Career Pages:
 - www.apptegy.com/guides/building-a-powerful-careers-page
 - www.schoolceo.com/a/teacher-recruitment-starts-with-strong-job-descriptions/



“Districts should take extra care to ensure that technology-oriented advantages are equitably distributed to all students within the district and that families can find information about technology easily on the homepage.”

- Have you been training on student data privacy?
- Is your district website accessible to all students?
- How do you think student data and accessibility impact how families engage with the district/school website?



“We’ve built a checklist to give you a new perspective on the functions of your district’s homepage. While not all these features will be important to your district’s specific goals, we hope this list serves as a guide to strategically assessing whether or not your district’s website—especially its homepage—is addressing your community, recruitment, and accessibility needs.”

- Which of the community recommendations do you feel is most important to engage your local community?
- After reviewing the careers information on your website, what do you recommend the district add?
- How would you rate the accessibility of your district/school website?



For more information on The What and Why of School Websites:
<https://www.schoolceo.com/a/the-what-and-why-of-school-websites/>