



## *Status of SarasotaCountySchools.net*

### **Introduction**

Welcome to the Communications and Community Relations department first edition of *Status of SarasotaCountySchools.net*. The intent of this report is to provide a report card or summary of activity in the web development and maintenance of district and schools from 2007-2011. This document represents the hard work of all our departments, schools, directors, principals and those that play a part in the management and contribution to our website.

Considerable time was invested consulting leadership, department directors, principals and staff on communications best practices to our stakeholders. Our stakeholders are those who have an interest in the success of the students of Sarasota County Schools. This includes our elected School Board, the Superintendent, staff, students, parents and our community.

We are so proud to present this report and hope it's educational in our district's efforts over the past few years. If there is any feedback positive or in the form of constructive criticism please don't hesitate to share it with us!

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## Mission

Our mission is to provide and promote timely communications to our customers and stakeholders leveraging the web. We focus on collaboration, professionalism, cost effectiveness and collection of metrics.

## Goals

- Standardize and consolidate district and school website operations.
- Utilize non-technical staff for website content and maintenance functions.
- Reduce costs at the department and school level.
- Increase equity and quality from school to school.

## System Framework

Great information online needs a mechanism that continually looks after it. Two main areas of focus are first a system which provides an orderly content management process and second a team of website contributors closest to the origination of content.

The **Ektron website management system** is used to centrally manage our SarasotaCountySchool.net website. Managing individual websites with desktop software is no longer efficient or as effective as a dynamic website with a managed database and core team of content contributors. It's designed to be easy to use by non-technical staff and since it's web-based, special expensive desktop software is no longer needed.

*Since implementation, our new web management system now allows us to deliver information instantaneously to more than 35,000 of our typical school day website visitors.*

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**Website contributor teams** at schools consist of 5 school staff or more always including the principal or assistant principal. At the department level one or more staff members are website contributors or work directly with the website specialist.

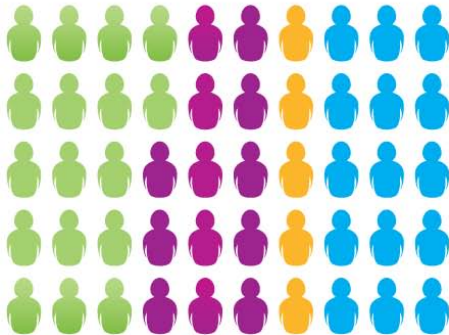
## Online Communications Core Functions

- Web development and design for the district
- Administer the Ektron web management system
- Oversee 240 website contributors while increasing capacity
- Plan and implement improvements with various internal support groups
- Manage day to day operations and content maintenance
- Provide ongoing training and documentation

# Who Are Our Visitors?

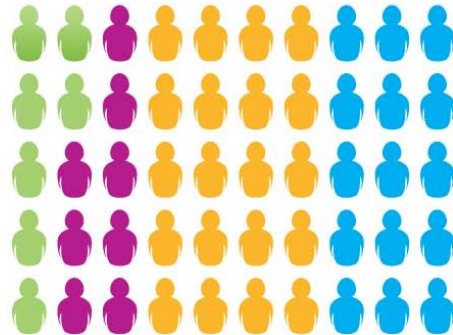
## School Website

Students Parents Staff Community



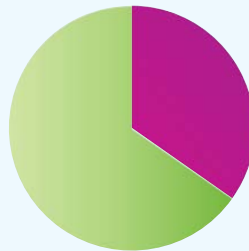
## District Website

Students Parents Staff Community



## Where Do Our Visitors Go?

65% Go to a  
School Website



35% Go to the  
District Website

We divide our audience into four groups. From this we measure where they go most. You can see we have larger groups of Students and Parents at our school websites than the district website so we then differentiate the content formatting between the two. Our staff is more likely to frequent the district website than a school website and our community tends to equally visit both.

### Differentiated Content for School and District Websites

Based on usage data and assumptions, audiences for school websites differ significantly from our district website. In light of this fact the presentation of information is on our school website than our district website.

## Refocusing workload at the school level

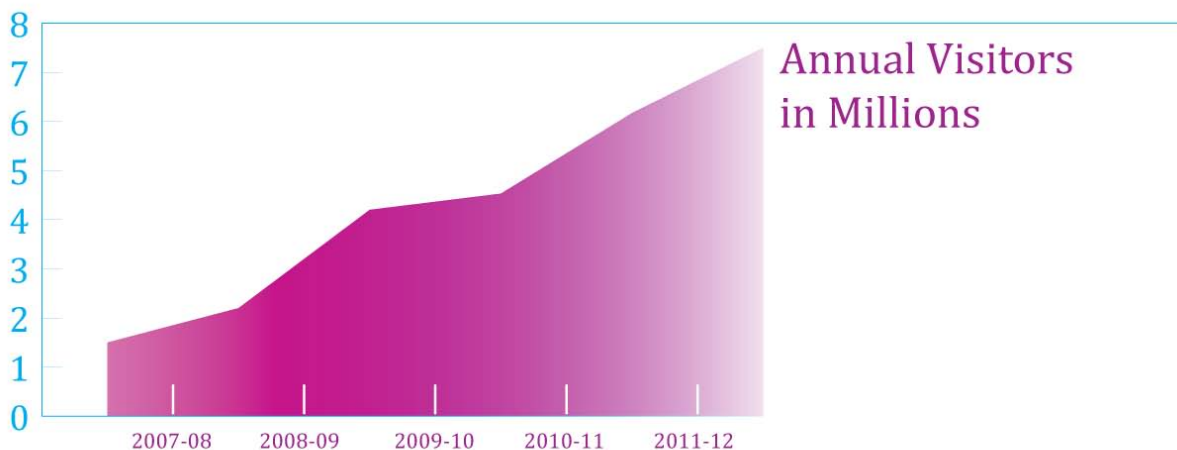
Most web content contributors have primary obligations other than their website area. The system's ease of use has been paramount to increasing our capacity in the number of web content contributors. The sharing of school photography of events has been emphasized during the re-launch of school websites. There has been a huge efficiency gain in the photo management software we now use. Coupled with these efforts have been trainings in the area of our media release permission process, training and the creation of a workflow from school camera to school website.

## Shared Resources

Prior to standardizing, schools were required to manage linkages to district resources separately creating multiple virtual instances of the same resource. The more copies of the same content will most likely result in inaccurate information at some point. This included resources such as, lunch menus, bus routes, school improvement minutes, attendance zones, calendars and district news. These resources have now been centralized and constantly managed at the district level eliminating the need for schools to manage.

## Workload Indicators

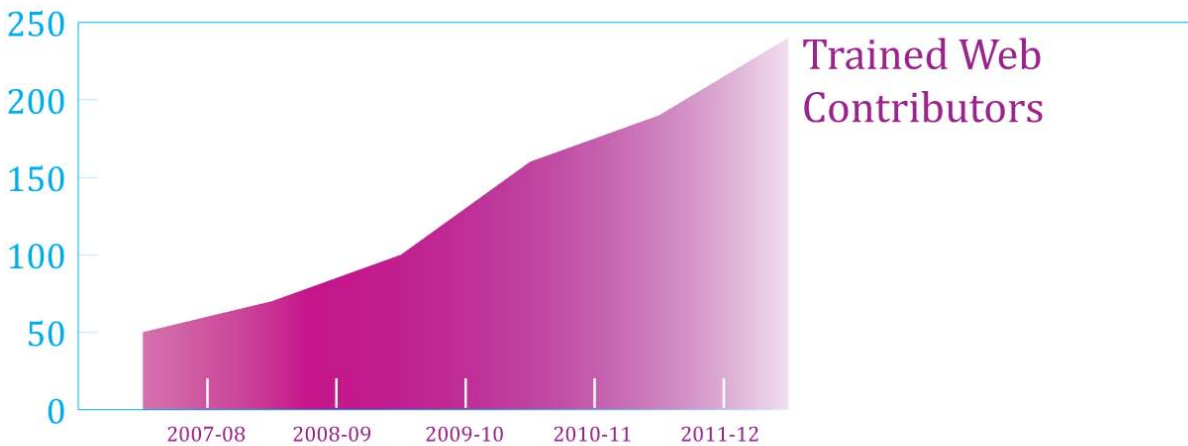
- Schools, departments and sections managed: **81**
- Trained content contributors: **240**
- Annual processed website updates: **13,500**
- Size of our website in pages: **33,000**
- Annual website visitors est. 2011-12: **7,500,000**



## Budget and Staffing

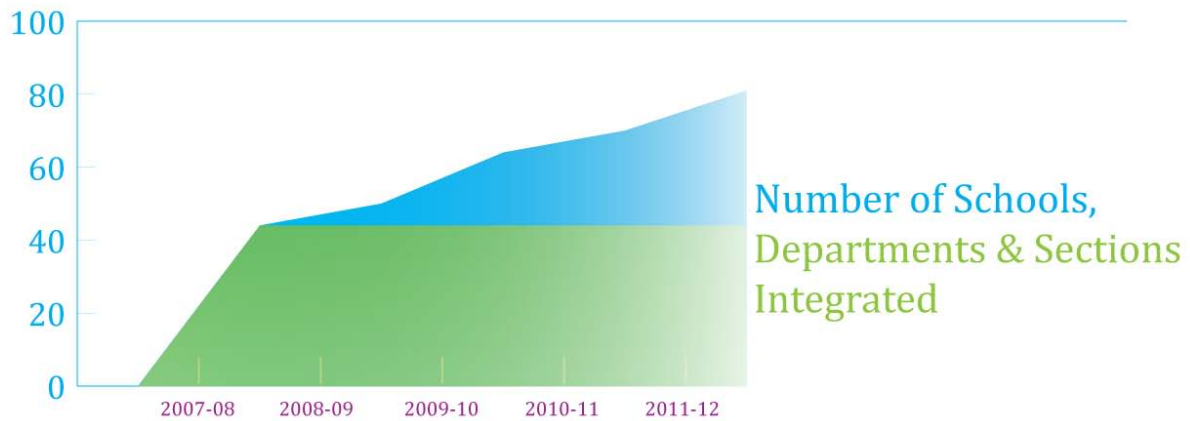
Prior to our online standardization efforts, funding for district and schools' web development and content maintenance originated from the departments and schools. At the time contracted services and complex desktop software filled the need for our online communications. Having one web management system gives us the capacity for handling increasing workloads more efficiently while reducing operational and ongoing maintenance costs.

In the last few years we've been able to design, install and train users to use our comprehensive web management system. The costs for the maintenance of our website have decreased steadily over the years.



## Budget and Staffing 2007-2011

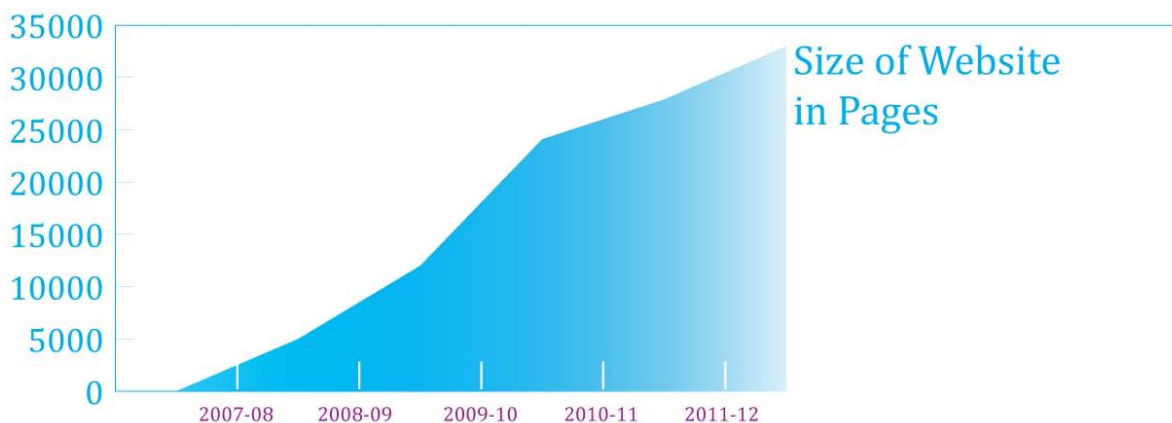
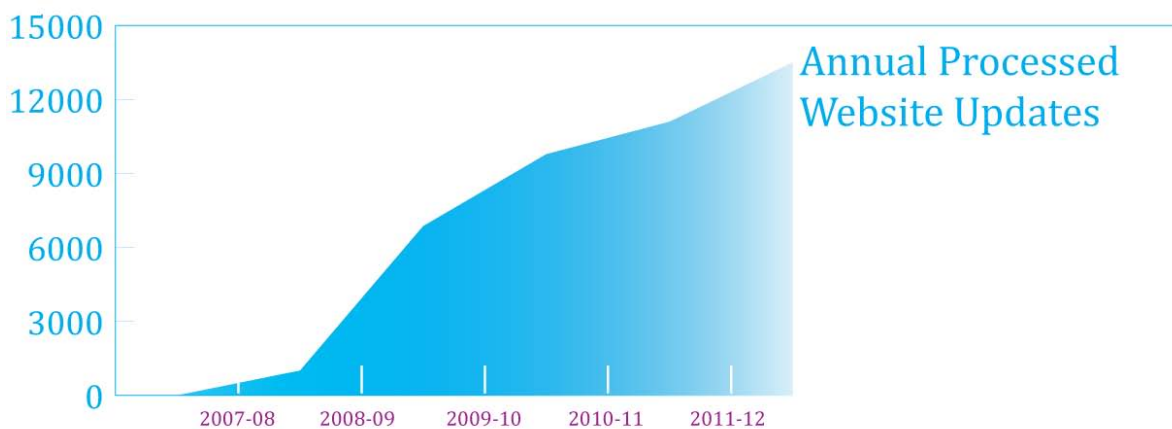
Fiscal Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12 est.
Contractor stipends & software costs est.	205,000	205,000	125,000	54,000	15,000	9,000
Enterprise website management system costs	N/A	50,000	10,000	10,000	10,000	10,000
Trained web contributors	N/A	60	100	160	190	240
Website specialist	0	1	1	1	1	1



## Workload Indicators 2007-2011

Fiscal Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12 est.
Annual visitors in millions	1.5	2.2	4.2	4.53	6.17	7.5
Number of schools and departments centrally managed	NA	44	50	64	70	81
Size of website in pages	NA	5000	12000	24100	27900	33000

Fiscal Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12 est.
Annual processed website updates	NA	1008	6866	9784	11099	13500
Size of website in pages	NA	5000	12000	24100	27900	33000
Percentage of processed updates to website size		20.1%	57%	40.5%	39.7%	40.9%



### Take Aways

- Unified district-wide website
- Web management by non-technical staff
- Accurate and timely information
- Reduced costs
- Positive principal response