Santa Clara Unified School District
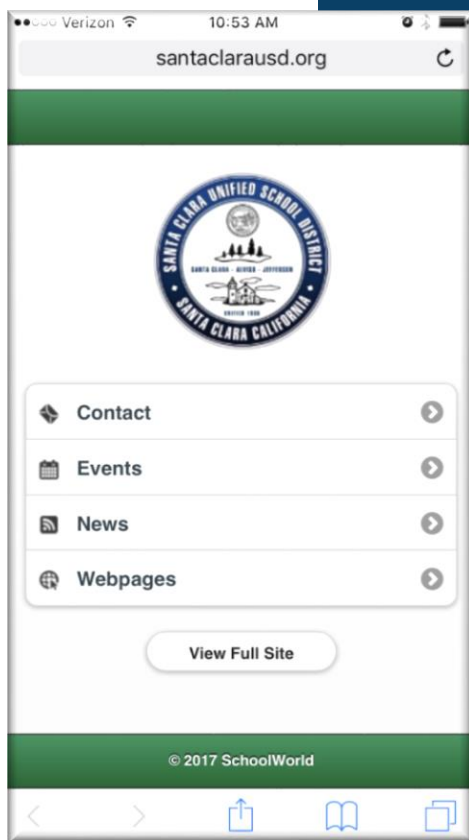
Website Transition
Public Relations Department

WHY A WEBSITE TRANSITION

TO PRESENT A MORE PROFESSIONAL AND CUSTOM LOOK AND FEEL THAT BETTER REPRESENTS THE INNOVATIVE APPROACHES SCUSD TAKES TO TEACHING AND LEARNING, AND MEETS AUDIENCE NEEDS

Best Practice

- ❖ #1 communication channel
- ❖ Reputation and brand management
- ❖ Website redesign every 2-3 years
- ❖ Great user experience
  - ❖ Audience centric, effective, logical, pleasurable
  - ❖ Modern, responsive (no pinching or zooming, mobile first!)
  - ❖ Full width, rotating homepage images
  - ❖ Accessible (Section 508, by January 18, 2018)
  - ❖ Less PDFs, less text, more white space, more visual interest

Legacy platform goes away January 1

Santa Clara Unified
School District

ABOUT   **OUR SCHOOLS**   **ENROLL**   **FOR PARENTS**   **COMMUNITY**   **DEPARTMENTS**   **BOND PROJECTS**   **STAFF AREA**

SANTA CLARA
UNIFIED SCHOOL DISTRICT
SANTA CLARA · ALVISO · JEFFERSON

Vision: Rising above in Silicon Valley!

Mission: Preparing students of all ages and abilities to succeed in an ever-changing world.

Quick Links

Apply Now!
Superintendent
Board of Trustees
Budget
Calendars
Child Nutrition
Complaint Procedure
District Map
District Plans
Farm Program
Flyer Approval / Peachjar
Immigration Resources
Media Requests
Open Enrollment

News   Featured

Want to receive news straight to your inbox?
Subscribe to our mailing list * indicates required Email Address *
...read more

New VP at Santa Clara High School
Erin Brown attended San Jose State University where she received her B.A. in Child Development, her **...read more**

Heat Advisory
Update: 9/1/2017 | 12 p.m.Varsity games at Santa Clara High School and Wilcox High School have been **...read more**

Wildlife Visit for Independence Network
Independence Network students received a

Upcoming Events

Tuesday, September 12
07:00 PM
Regular Board Meeting

Thursday, September 21
06:00 PM-08:00 PM
Community Conversation - The Farm

Thursday, September 28
06:30 PM
Regular Board Meeting

Saturday, September 30
09:00 AM-12:00 PM
SCCOE Classified Job Fair

Thursday, October 5
10:00 AM-01:00 PM
Disability Awareness Day Event

•••○○ Verizon 🔒   10:53 AM   🔋 ∦ ▬

santaclarausd.org   ↻

SANTA CLARA UNIFIED SCHOOL DISTRICT
SANTA CLARA · ALVISO · JEFFERSON
DISTRICT 1896
SANTA CLARA CALIFORNIA

🔧 **Contact**   ⊙

📅 **Events**   ⊙

📶 **News**   ⊙

🌐 **Webpages**   ⊙

View Full Site

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Jane Goodall Environmental Sciences Academy

Visitors aren't left with any questions as to why this academy is a unique learning environment. Rotating homepage images are paired with descriptions that showcase the traits that make their students successful.
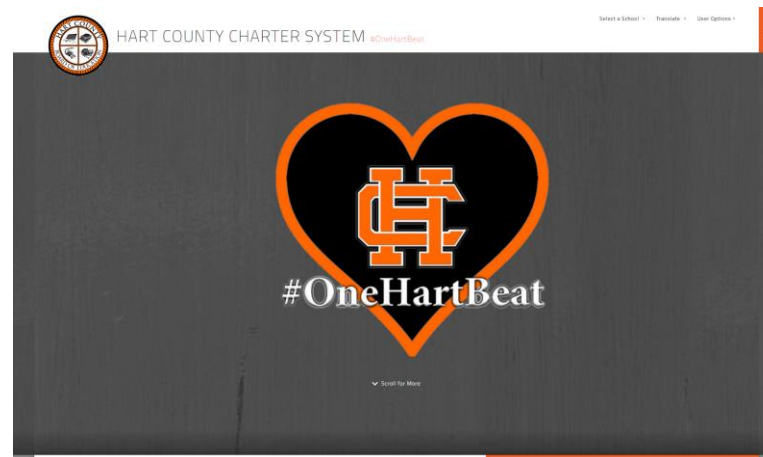
Hart County Charter System

This gorgeous template can be seen throughout the district and school websites. The consistent layout creates a cohesive feel and each school let's it's own identity shine with individual colors and logos.

Princeton City Schools

Princeton City uses clear navigation and an array of photos and images to create a website that is as eye-catching as it is informative.

Mission

Prepare students of all ages and abilities to succeed in an ever-changing world.

Values

Diversity

Integrity

Professionalism

Fiscal responsibility

Parental support and involvement

Bringing out the full potential in all students and staff

RISING ABOVE IN SILICON VALLEY

SANTA CLARA UNIFIED SCHOOL DISTRICT
2015-2020 STRATEGIC PLAN

Academic Excellence: College Readiness
Create a college-going culture in which all students have a pathway to college success.

Academic Excellence: Career Readiness
Ensure that all students—pre-K to adults—participate in a variety of learning experiences that enable them to develop and demonstrate 21st Century skills, while exploring career pathways that are responsive to industry needs and personal aspirations.

Culture of Excellence
Cultivate a positive, solution-oriented environment that nurtures communication, compassion, competency, and consistency.

Family Engagement
Foster a sense of belonging for all families, with the goal of supporting each student in realizing his or her maximum potential.

Safety and School Climate
Ensure that all students are educated in safe learning environments that support greater opportunities for student-teacher interaction, school connectedness, and the social well-being of each learner.

Technology
Develop classrooms, workplaces and technically proficient staff and operations that reflect the rapidly evolving Silicon Valley environment, leveraging technology to prepare students to be successful, responsible members of our global society.

Facilities
Develop environments for the 21st Century learner, while allowing each site and department to plan responsibly and with funding assurance.

Community and Business Partnerships
Cultivate and implement mutually beneficial business, community, and government partnerships to support student success and a thriving district.

Financial Sustainability
Provide maximum services to all students within available financial resources, allowing each site and department to plan responsibly and with funding assurance.

OUR VISION   Rising above in Silicon Valley!
OUR MISSION   To prepare students of all ages and abilities to succeed in an ever-changing world.

RISING ABOVE
IN SILICON VALLEY

Santa Clara Unified School District
1889 Lawrence Rd, Santa Clara, CA 95051
(408) 423-2000
communications@scusd.net
www.santaclarausd.org

Santa Clara Unified School District

Preparing students of all ages and abilities to succeed in an ever-changing world.

RISING ABOVE
IN SILICON VALLEY

RISING ABOVE
IN SILICON VALLEY

Santa Clara USD
District Update
September 2017

Santa Clara USD
District Update
March 2017

Santa Clara USD
District Update
June 2017

CALLING ALL ARTISTS!
We would love to show off your students' artwork at the District Office! Contact Philipa at x2109

In this issue:
New Faces
Employee Recognition
Our Schools
Our Programs
Our Partners
Our Community
Upcoming Events

Central Park Students at the Maker Faire Bay Area 2017

Santa Clara Unified School District

SCHOOL DAYS
ANNUAL REVIEW
2016-2017

STEM & STEAM

Revenues
$251 Million

Expenditures
$251 Million

2,535

28

15,409

84.5%

ACCESSIBILITY 101

Guidelines

❖ WCAG: Web Content Accessibility Guidelines

❖ WAI-ARIA: Web Accessibility Initiative Accessible Rich Internet Applications Suite

❖ All online content
- Includes through vendors or open source

❖ Audio and visual
- Includes color blindness (red and green)

Compliant Content

❖ Text (structured)

❖ Links (navigable)

❖ Photos (alt text)

❖ PDFs (tagged)

❖ Forms (field labels)

❖ Videos (captions and transcripts)

Santa Clara Unified
School District

OFFICE OF CIVIL RIGHTS

Timeline

December 15, 2016   Received complaint letter regarding accessibility of website

May 30, 2017   Signed resolution agreement

December 31, 2017   Website Launch

April 30, 2019   Corrective Action Plan Complete

Highlight of Requirements

❖ District web accessibility coordinator: Jennifer Dericco

❖ Accessibility training for webmasters and content uploaders

❖ Continually meet most recent WCAG and WAI-ARIA standards

❖ Hire an accessibility auditor (SiteImprove)

❖ Seek input from members of the public with disabilities

Santa Clara Unified
School District

HOW WE WILL ADDRESS ACCESSIBILITY

Phase 1: District Website

❖ District website redesign

❖ OCR agreement requirements

Phase 2: Other Web Channels

❖ School websites

❖ Teacher websites

❖ Parent portals

❖ Student web portfolios/curriculum
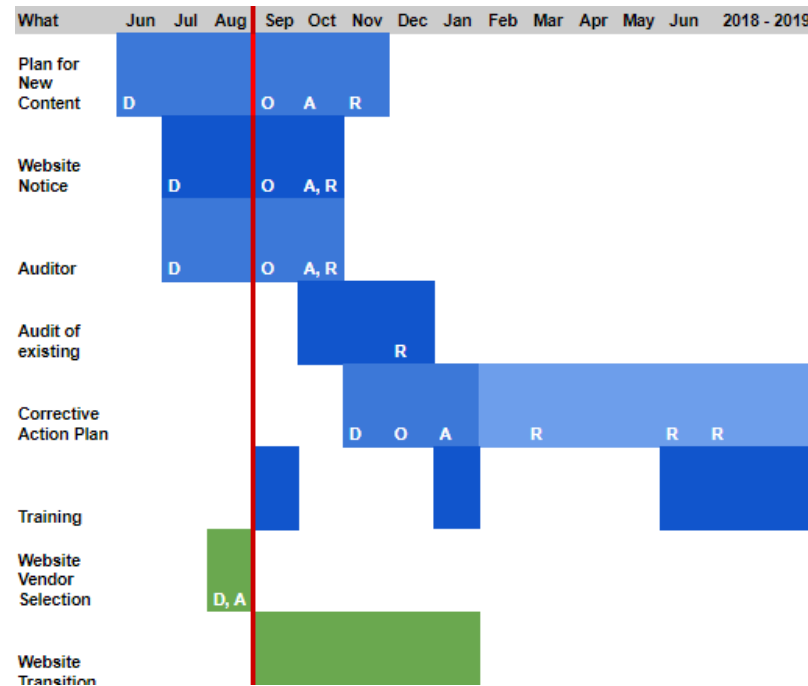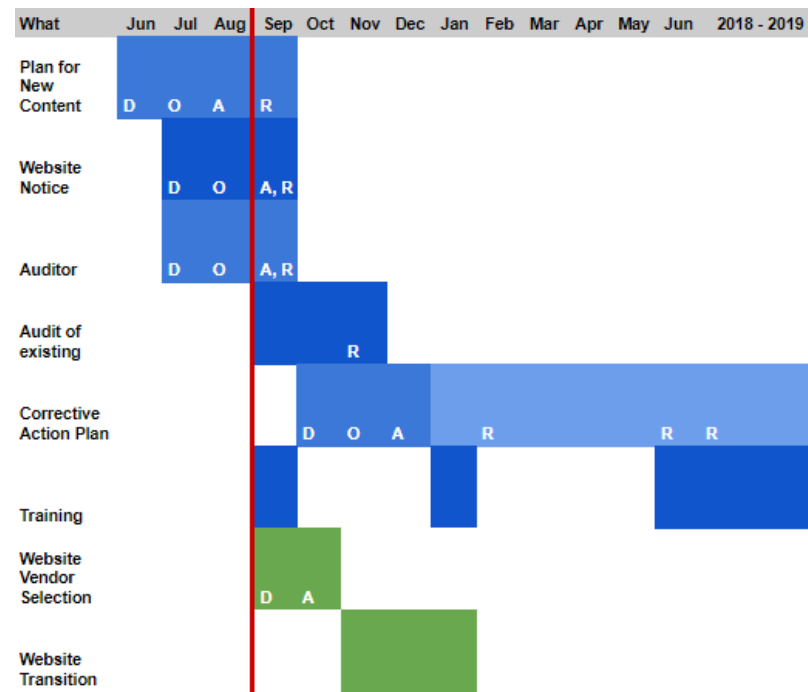
❖ Intranet

❖ Video

❖ Forms and PDF audits

WEBSITE TRANSITION PROCESS
SEPTEMBER-JANUARY

❖ Report to the Board

❖ Review committee (balanced representation)

❖ Stakeholder communication

❖ Stakeholder surveys

❖ Stakeholder focus groups

❖ Design: homepage, page layouts, site structure, navigation

❖ Content: from scratch, intentional, MUST meet all accessibility requirements

❖ Soft Launch

❖ Public Launch

Santa Clara Unified
School District

TIMELINE:
WEBSITE TRANSITION & OCR

D	Draft/Review
O	OCR Approve
A	Adopt
R	Report to OCR