

Memo

To: Melrose School Committee
From: Joseph F. Casey, Superintendent
Date: October 26, 2011
Re: Communication Plan Update

The Communication Plan has stated that the school district website is a top priority. The following actions are either completed or in progress to improve communication via the Melrose Public Schools website:

- ◆ Change the website to make it look less cluttered, more organized, and more user-friendly. For example, the navigation bar was reorganized to cluster common documents/links together and fit each navigation item on one line. Additional efforts include adding a search capability and changing the calendar to a list of district wide events.
- ◆ Update Savvy, our *Web Content Management System*, to support the rollout of Aspen, which is the district's new administrative software package. Aspen is designed to simplify and streamline communication and sharing of information among administrative staff and teachers, students and families.
- ◆ Create a manual for volunteer webmasters at each school that will outline procedures and best practices to standardize the look and feel of school websites. The manual, which is in progress, will address issues such as determining the color of links, identifying timelines for posting information about events (how early should it be posted, when should it be taken down?) and clarifying procedures to determine which school should post district-wide events so that they are not displayed eight times on the calendar.
- ◆ Conduct training sessions volunteer webmasters in best practices and procedures.
- ◆ Send several district representatives to Savvy template training to allow the district to make more drastic changes in the visual appearance of our current site when necessary.

All of the work referenced above has put us in line to take the next step of rolling out the Aspen parent portal and the student portal during the month of November.

