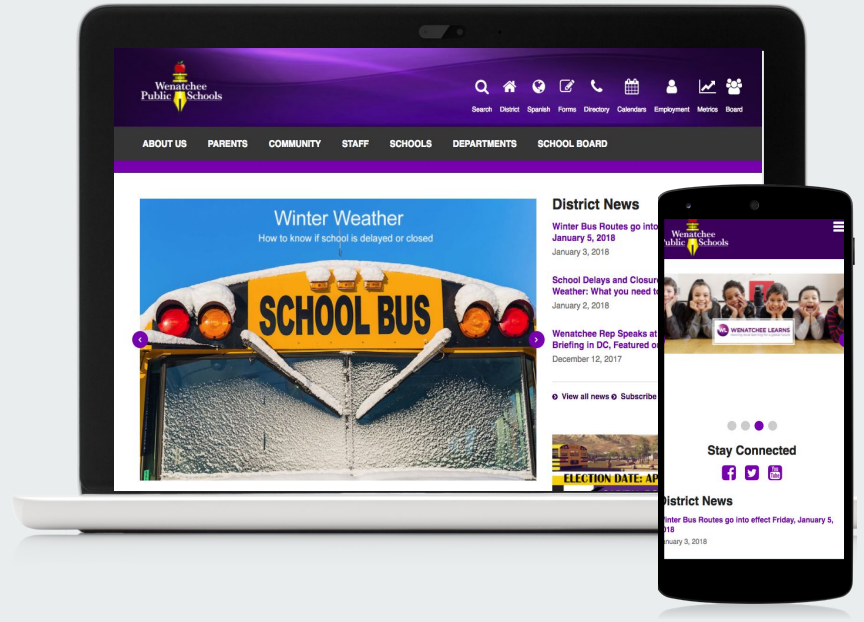




Website Communication Systems

WSD Communications Committee:

Jon DeJong | Ron Brown | Teri Fink | Diana Haglund | Laurie Hunter





Communications Team

Purpose: Coordination and strategic planning of district communication.

Members:

- Jon DeJong - Deputy Superintendent
- Ron Brown - Director of Instructional Technology
- Teri Fink - Public Information Officer
- Diana Haglund - Wenatchee Learns Coordinator
- Laurie Hunter - Web Design/Electronic Document Control Specialist



Communications Tools

Website and Digital Media (Content Development and Distribution)

District Website Content, Feature Sliders/Graphics, eNewsletter, Articles for Professional Association Blogs and Sites (e.g. WSSDA, Our Kids Our Future, WA STEM), Video production and Coordination.

Print Publications (Dual Language)

District Newsletter, Brochures, Specialty Publications/Fliers, Wenatchee World (Community Connections) and Business World Articles .

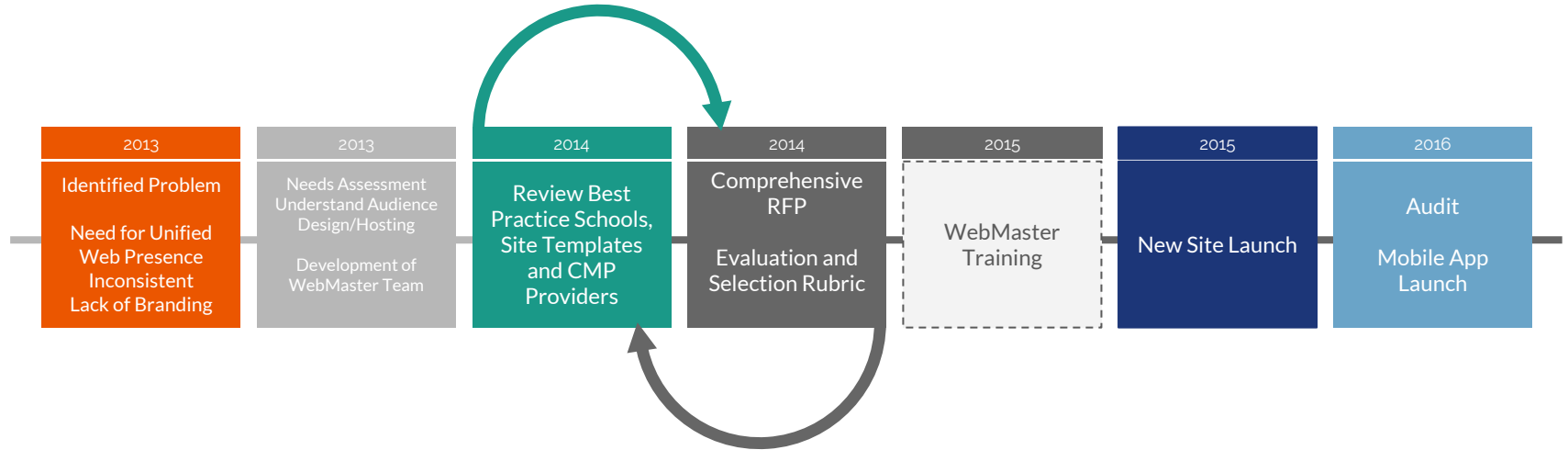
Broadcast and Media Relations

Radio Interviews, PSAs (KPQ, KOHO), Television (NCW Life) Interviews, Maintain Distribution List of Local and State Media Partners, Maintain Relations with Media Contacts.

Social Media (District and WLC)

Facebook, Twitter, YouTube and Instagram,

New Website Development Process



Menus, Navigation, Aesthetics, Responsive Design, Application Enabled, Translatable, Complimentary School Sites Design



- Search
- District
- Spanish
- Forms
- Directory
- Calendars
- Employment
- Metrics
- Board

- ABOUT US
- PARENTS
- COMMUNITY
- STAFF
- SCHOOLS
- DEPARTMENTS
- SCHOOL BOARD

Capital Bond Phase 2 \$120 Million

The Bond Phase 2 addresses an aging and overcrowded Wenatchee High School



[Click Here for Information - Election Date: April 24, 2018](#)

Stay Connected



- Parents
- Students
- Community
- Staff

I want to...

- Read the Required School Information Packet
- Access Forms and Application Packets
- View the District Dashboard
- View the Bond Phase 2 Information
- Read the Inside Wenatchee Schools Newsletter(s)
- Access e-Funds - Online payment option
- View the Parent Information Packet 1
- View the Parent Information Packet 2
- View Lunch Menus
- View the Student/District Calendars

Tell me about...

- Instructional Technology
- Inclement Weather
- Free and Reduced Meals
- Riding the Bus
- Highly Capable (HiCap)
- Strategic Plan
- Student Assessment
- Student Services - Choice Enrollment, Daycare, Family Services, Flyer Distribution, Homeless Assistance, Riding the Bus, Student Registration
- Kindergarten Registration

District News

Fourteen Wenatchee Teachers Earn National Board Certification
January 9, 2018

Winter Bus Routes go into effect Friday, January 5, 2018
January 3, 2018

School Delays and Closures due to Inclement Weather: What you need to know
January 2, 2018

Wenatchee Rep Speaks at Congressional Briefing in DC, Featured on Forbes.com
December 12, 2017

[View all news](#) [Subscribe to News](#)

District Events

Board Meeting
Jan 9, 2018
6:00 PM - 8:00 PM

School Board Visit - Orchard Middle School
Jan 12, 2018
11:00 AM - 12:00 PM

Board Meeting
Jan 23, 2018
6:00 PM - 8:00 PM

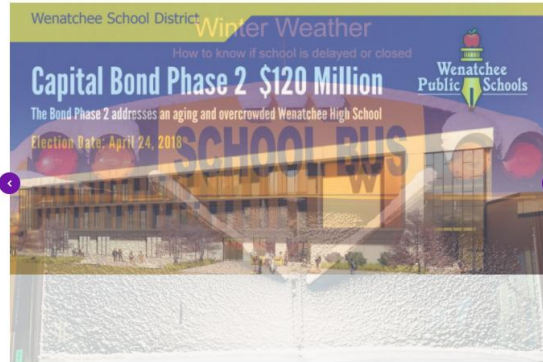
School Board Visit - Wenatchee High School
Feb 2, 2018
12:00 PM - 1:00 PM

TESTING URGENT MESSAGING SYSTEM



- Search
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Stay Connected



- Parents
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I want to...

- Read the Required School Information Packet

Tell me about...

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Jan 12, 2018



Who is in charge of the content?

● ————— Instructional Technology Director oversee the webmaster group

● ————— District Webmaster in charge of edits and updates to the district site as directed by departments. Trains other owners as needed to enable control of their own content. Mobile app fed from the websites.

● ————— Building Webmasters are an extracurricular stipended position that is the editor for the items on the building websites

● ————— Volunteers are moderators of social media sites representing schools and departments (Currently Facebook, Instagram, and Twitter)

Minimum School Content Requirements

Standard	Owner of Data	Month Due (Updated annually)
Link to DO	Webmaster	Updated Annually
Link to ESD	Webmaster	Updated Annually
Link To OSPI	Webmaster	Updated Annually
Link to Strategic Plan	Webmaster	Updated Annually
Disclaimer	Human Resources	Updated Annually
Staff Directory	Office/Webmaster	August Updated / Ongoing
Schedule	Office	August Updated / Ongoing
Events Calendar	Office	Monthly Updated / Ongoing
Newsletters	Office	Monthly Updated / Ongoing
CIPP information	Principal	June Updated

Minimum School Content Requirements

LIT Information	Office	September
PTA Information	Office	September
History	Principal	Anytime
Mission & Vision	Principal	Yearly
Principal Message	Principal	Quarterly
Pictures of School	Webmaster/Others	Monthly
Pictures of Events	Webmaster/Others	Monthly
Pictures of Staff	Office/Webmaster	September
Address, Phone, Fax	Webmaster	Once
Map to School	Webmaster	Once
Teacher link to Skyward	Webmaster	Once

Minimum School Content Requirements

Tech Support Link(s)	Technology	Once
Library Media Center	Librarian	Once
Supply Lists	Teachers	June
Lunch Menu	Office	Monthly
Daily Bulletin	Office	Daily/Weekly
Student Handbook	Office	September



Content Editor Information

Webmaster Job Requirements and Responsibilities

Ron and/or Laurie train the webmasters as needed. Ron will hold 2-4 trainings per year with the group to ensure understanding

A social media group gathers once per year to discuss best practices and common understanding of processes

Department owners are trained on demand by Laurie

Teachers are trained on demand by TRT



Questions and Next Steps?

Earth Channel

Cloud based meeting archives and
live broadcasting



Sustainable Solution

- We will be presenting a solution from a proven company in the streaming field.
- Built from the ground up for Public Educational and Government Channels
- Over 18-million citizens served nationwide
- 100% Cloud-based solutions

EarthChannel Services

- . 24/7 Live Streaming
- . Video OnDemand
- . Indexing
- . Attachments
- . Podcasting
- . OnDemand
- . Agenda Management
- . All Device Types (Mobile, Desktop)



Example Sites

- Example One
- Example Two
- Example Three

They do the “Heavy Lifting”

- Unlimited Bandwidth
- Unlimited Storage*
- Unlimited Viewers
- Unlimited Support
- Unlimited Training



*Unlimited storage applies to all self-generated media that matches the EarthChannel profile and is limited to 7-years.

Earth Channel

Questions And Next Steps

