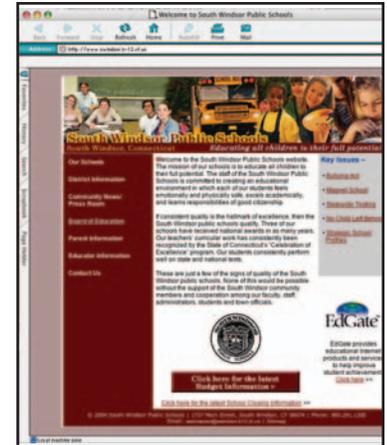


South Windsor Public Schools

Challenge:

The South Windsor Public School District's website lacked the organization and focus it needed to deliver relevant and timely information to the district's key audiences: parents, the community, students, the Board of Education, faculty and staff, civic and government officials, and the media.

The website's navigation was not user-friendly, making it difficult for the community to easily find information that was pertinent and helpful to them. The site's content also had more of an administrative focus that delivered internal information and documents. South Windsor's website simply did not serve as an effective communication tool for the district.



Solution:

First Experience Communications developed and executed a new design and navigation that organized the district website's information, tools and resources according to target audiences. A hierarchy of information was created on the home page, which allowed the district to begin to segment information by audience, and then, by what needed to be delivered on a district-wide level vs. on an individual school level. It also separated the internal tools and information, and folded that content into an Intranet for faculty and staff.

The home page was organized with links to the following categories:

- **Our Schools**
- **District Information**
- **Community News/Press Room**
- **Board of Education**
- **Parent Information**
- **Educator Information**
- **Contact Us**
- **Key Issues**

Results:

South Windsor's new district website helped parents to align the educational process for their children, helped build and foster good relationships with core constituencies – parents, the community and political leaders – and helped bring down the cost of communicating and channeling relevant information to each of the targeted audiences. www.swindsor.k12.ct.us