

Talk Points – concerning lack of web support for school web sites

MCCPTA Technology Committee continues to champion the web --

To reiterate, these talking points (and questions) concern how MCPS allocates its communications budget. The intent is not to compete with MCCPTA budget platform and priorities. The intent is to spur MCPS to shift substantial communications resources (people, budget) to the web. Print and TV have more than 6 times the staff of web services. It's time to do the obvious.

U.S. News announced this week that it is eliminating its weekly magazine to **focus entirely on the web.**

We need to do more to support the MCPS web -- which has about 1 million files, gets about 10 million page views a month, more than 1 million PDF downloads a month....

The web continues to be part of the Technology Committee's 08-09 Work plan:
To ensure school websites follow a standardized format offering the same depth of information and content across all MCPS while allowing for individual design

TALKING POINTS / QUESTIONS

QUESTION: Why aren't more resources being given to web services to help schools with their web sites?

COMMENT:

Schools that are in the MCPS web publishing system have better web sites, and it saves them time and money (no need for as much sub money for training). But only 25% of schools are in the system. Improving school web sites is a long-standing goal of the MCCPTA's Technology Committee and was a recommendation of a stakeholder workgroup. Most parents go to the school web site for information. We should provide Web Services with more support to help schools.

QUESTION: Why is web services being eliminated when the web is the most critical communications technology for schools and the school system as a whole?

COMMENT:

The new reorganization of Communications Department that combines web services with public information will reduce an already small and overwhelmed department's ability to support schools. Web services should

given more emphasis and resources, not eliminated and combined with another small, heavily worked department. Print and television have more than 6 times the staff of web services, but the majority of staff and families get their information and access to systems such as Edline on the MCPS web. Why aren't we putting emphasis on the web? What is the plan for doing so in the 2010 and future budgets?

QUESTION: Why aren't we giving web services more support to help offices and the school system as a whole save money and time by putting more information on the web?

COMMENT:

Families rely on the MCPS web for information about special education, college prep, grading and reporting, curriculum, and more. But the offices responsible for these web sites have few resources to maintain their web sites. And they will have even fewer due to staff cuts and reductions in contractual money. And the offices can use their web sites to provide more information and support to staff and the community. Like schools, the web sites of offices should be in the publishing system.