

MCCPTA Technology Committee

School Web Site Workgroup Report

Fall 2007

The Problem

- MCCPTA has received much parent feedback that school web sites should be improved
- Parents (and many students) say sites do not effectively communicate school information to them in a timely fashion

The Opportunity (research?)

- The web is the fastest growing, most ubiquitous communication technology in human history
- Web sites improve organizational communications and service to customers (parents and students)
- Web sites improve organizational efficiency (save taxpayers money)

The Workgroup

- Formed to identify issues and determine how school web sites can be improved
- Collaborated with MCPS Web Services
- Members included parents, students, school webmasters, school administrators, teachers
- Three meetings in 2006 (Feb., April, May)

3 Objectives

1. Define desired state of school web sites
2. Identify obstacles to reaching desired state
3. Recommend actions to overcome obstacles and improve school web sites

1. Desired State

- Standard content for all elementary, middle and high school sites defined (see report)
- Frequent updating
- Standard navigation
- Standard web publishing solution
- Administrator and institutional support

2. Obstacles

- School webmasters do not have enough time
- Not all webmasters have access to the same web publishing tools
- School staff inconsistent in supplying webmaster with content
- Web site not valued by school staff and/or administrators
- Webmasters are not compensated for this function

3. Recommendations

- Make the school web site a priority in the school and school system
- Provide budget to support school webmasters
- Provide budget to increase system level support for school webmasters and web sites
- Institute standards across all school web sites
- Fully implement web publishing system for all schools
- Raise administrator awareness of the importance of school web sites to parents

