

- **Goal #6: The MSAD51 website has been identified as the primary tool through which information regarding Board activities will be communicated to the MSAD51 community.**

Strategies/Action Items	Timeline	Target Audience	Responsibility
Create Brand Standards for Website and WebPages that encompass the use of design, ease of use, interactivity, copy writing, use of technology, innovation, and content.	by May 2010	MSAD51 Employees	Board of Directors, BOD Communication Committee, Superintendent, District Technology Coordinator
Update existing homepage with clear links to: School Board, District/Superintendent, Students, Family, Schools, Teachers/Staff and Careers.	by May 2010	Parents, Community Members, Students, MSAD51 Employees	District Technology Coordinator, BOD Communication Committee
Update and maintain existing website and WebPages following the "Brand Standards".	Ongoing	Parents, Community Members, Students, MSAD51 Employees	Board of Directors, BOD Communication Committee, Superintendent, Administrative Assistant to the Superintendent, Principals, Secretaries of the Principals, Department Heads, Teachers, Athletic Directors, Coaches
Develop a quality control system to keep the website within the brand standards. Focus on functioning links, (404 errors), and ease of use.	Ongoing	Parents, Community Members, Students, MSAD51 Employees	District Technology Coordinator, BOD Communication Committee Member, PTO volunteers.
Update calendar and "news and announcements".	As needed	Parents, Community Members, Students, MSAD51 Employees	Administrative Assistant to Superintendent, Secretaries to the Principals

Upcoming Board meetings and Board presentations will be posted on the website News and Announcements and Calendar.	A minimum of three days before BOD Meetings	Parents, Community Members, Students, MSAD51 Employees	Administrative Assistant to Superintendent
BOD minutes will be posted on the MSAD51 web page after each Board meeting.	Within one week following each BOD meeting.	Parents, Community Members, Students, MSAD51 Employees	Administrative Assistant to Superintendent
Add Search capability to the website.	May 2010	Parents, Community Members, Students, MSAD51 Employees	District Technology Coordinator
Add a Website Map / Site Index for existing website.	May, 2010	Parents, Community Members	District Technology Coordinator
Add "Spotlight of Accomplishments" webpage and links.	May, 2010	Parents, Community Members, Students, MSAD51 Employees	Board of Directors, BOD Communication Committee, Superintendent, Administrative Assistant to the Superintendent, Principals, Secretaries of the Principals, Department Heads, Teachers, Athletic Directors, Coaches
Add video replay of Board Meetings to School Board page.	April, 2010	Parents, community members, students, MSAD51 employees	Board of Directors, BOD Communication Committee, Superintendent, District Technology Coordinator