

Initial Planning for a School Website

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A school web site has become an essential part of every school's profile.

Although a school web site has just one address, it will always be required to cater to the needs of multiple audiences.

The first task of any planning for your school web site is to identify those audiences - and this is likely to vary from one school to the next, especially for schools in different sectors.



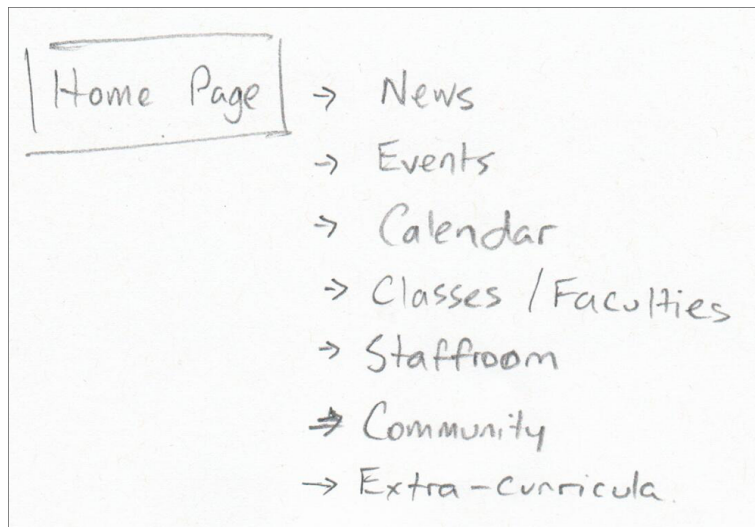
Your planning starts by defining those broad audiences. I would consider that this is best undertaken as a group exercise, so that all stakeholders gain a sense of ownership. (Though an electronic-sharing format may be more appropriate for some groups, rather than the butcher's paper examples below!)

Audience - Students
Parents
Teachers
Prospective families
Community

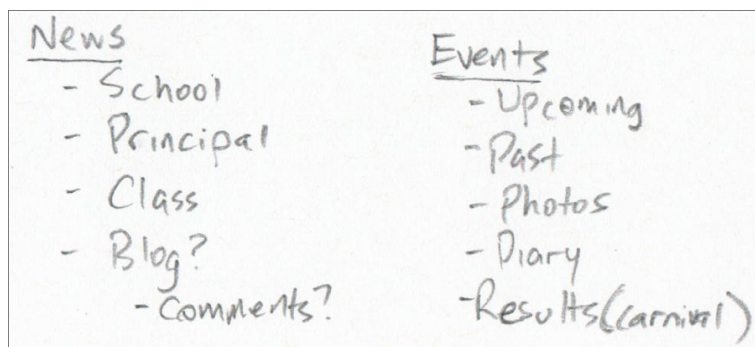
When your broad audience groups have been defined, we need to identify the needs of each group....

<u>Students</u>	<u>Parents</u>	<u>Teachers</u>	<u>Prospective</u>	<u>Community</u>
News	News	News	News	News
Classes	Events	Resources	Events	Calendar
Resources	Calendar	Sharing	Activities	Showcase
Projects	Classes	Calendar	Community	Events
Photos	Photos	Blog/News	Extra-curricula	
Events	Blog?		Calendar	
Extra Curricula	Comments?		Showcase	

A summary of these audience 'needs' should lead to a relatively straightforward design for the basic layout of the web site - something for everyone....



Each of these 'categories' (which will ultimately relate to individual pages in the web site) is likely be a 'container' for subcategories....



Once your basic site layout has been mapped out, you can 'assemble' your planning using an online web publishing tool (such as *Weebly*) to quickly bring your planning to reality....

