

CLIENT NAME Navigation Architecture Plan

Prepared by AGENCY NAME

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For review and approval by: Matthew Kesler, CLIENT NAME

1. Purpose

This document lays out the complete navigation plan for the new clientURL.com. It covers every menu item, every page address, how the menu works on phones and tablets, how the footer is organized, and how the site will handle visitors who try to use old links.

Think of this as the map for the new website. Before we design a single screen or write a single line of code, we want CLIENT NAME to see exactly how visitors will move through the site — and agree that it makes sense.

This document replaces the navigation overview in the broader Website Redesign Strategy. Everything here is more detailed and ready for review.

AGENCY needs CLIENT NAME's written sign-off on this plan before design mockups and development can begin. Approval by email is fine.

2. What Is Wrong with the Current Menu

The current clientURL.com has grown over time into a site with 12 separate items across the top menu. That is a sign of how much CLIENT NAME offers — there is genuinely a lot here. The challenge is that when everything is listed at the same level, it can be hard for a first-time visitor to know where to start.

Think about a parent who has just heard about Alternative Learning Experience and wants to know if their child qualifies for a scholarship. They land on the site with a specific question in mind — but with 12 equal-looking options in front of them, finding the right one takes more effort than it should. The goal of this redesign is to make that path feel immediate and obvious.

The new navigation organizes those same 12 items into 5 clear groups, each with a small dropdown of related pages. Combined with a persistent Join CLIENT NAME button in the header, every type of visitor — educator, administrator, student, or someone brand new to CLIENT NAME — has a fast, clear path from the moment they arrive.

3. Proposed Navigation Structure

The table below shows every item in the new navigation menu. Each row is one link a visitor can click.

Here is what each column means:

- **Nav Group** — the top-level word that appears in the menu bar (About, Membership, Events, Resources, Scholarships).

- **Dropdown Item** — the sub-page that appears when a visitor hovers over or taps that group.
- **Web Address (URL)** — the exact address the page will live at on the new site. These are plain, readable, and easy to share.
- **Destination Page** — the name of the page the visitor lands on.
- **Notes** — extra context about that page or any decisions still needed.

Nav Group	Dropdown Item	Web Address (URL)	Destination Page	Notes
About	Mission & Story	/about/	About page	<i>History, values, and a Washington state map showing CLIENT NAME members' locations.</i>
	What is ALE?	/about/what-is-ale/	What is ALE? page	<i>A plain-language explainer for families, new staff, or anyone unfamiliar with Alternative Learning Experience.</i>
	Board of Directors	/about/board-of-directors/	Board of Directors page	<i>Photo grid of board members. Fixes the current broken URL (/18-2/). CLIENT NAME staff can update this page without any coding.</i>
	Contact Us	/contact/	Contact page	<i>A simple contact form plus [CLIENT CONTACT]'s direct email and phone number. Also linked in the footer.</i>
Membership	Why Join CLIENT NAME	/membership/	Membership Hub page	<i>Explains the benefits of membership for educators and school administrators.</i>
	Membership Tiers	/membership/#tiers	Membership Hub page (tiers section)	<i>Tier names and pricing to be confirmed by CLIENT NAME. Links to a specific section on the same page.</i>
	Member Directory	/membership/directory/	Member Directory page	<i>A list of member schools and districts. Display format and update process to be confirmed during Discovery.</i>
	Join Now	/membership/#join	Membership Hub page (payment form)	<i>Goes directly to the sign-up and payment form. No Google Form redirect — everything stays on the CLIENT NAME site.</i>
Events	All Events	/events/	Events Hub page	<i>A central calendar that automatically shows</i>

Nav Group	Dropdown Item	Web Address (URL)	Destination Page	Notes
				<i>upcoming events in order by date.</i>
	Annual Conference	/events/annual-conference/	Annual Conference page	<i>Full page for the flagship event: registration, exhibitor sign-up, schedule, speakers, and venue info.</i>
	Fall Workshops	/events/fall-workshops/	Fall Workshops page	<i>Session listings with individual registration for each workshop.</i>
	ALE Admin Meeting	/events/ale-admin-meeting/	ALE Admin Meeting page	<i>Meeting details, agenda, registration, and an archive of past meeting materials.</i>
Resources	Spotlight & News	/resources/spotlight/	Spotlight & News page	<i>Community stories and organization updates. Staff can publish new stories directly from the admin panel.</i>
	Job Board	/resources/job-board/	Job Board page	<i>A searchable, filterable list of open positions. Organizations submit their own listings; CLIENT NAME reviews and approves them before they go live.</i>
	OSPI Links	/resources/	Resources page (OSPI section)	<i>A curated list of links to the Office of Superintendent of Public Instruction. Grouped by topic and reviewed each year.</i>
	Resource Library	/resources/#library	Resources page (library section)	<i>Downloadable guides, templates, and planning documents for ALE educators and administrators.</i>
Scholarships	About the Scholarship	/scholarships/	Scholarships page	<i>Overview of the \$1,000 CLIENT NAME Secondary Student Scholarship. Leads with the award amount and application deadline.</i>
	Eligibility & How to Apply	/scholarships/#apply	Scholarships page (apply section)	<i>A checklist of requirements and an online application form with file upload for transcripts. No Google Form.</i>
	Past Recipients	/scholarships/#recipients	Scholarships page (recipients section)	<i>Names, schools, and quotes from past scholarship</i>

Nav Group	Dropdown Item	Web Address (URL)	Destination Page	Notes
				<i>winners. This section grows each year.</i>

4. The "Join CLIENT NAME" Button

Separate from the main navigation menu, one button will appear in the header of every page on the site:

Join CLIENT NAME →	This button appears in the header on every single page of the site — on every device. It is styled so it stands out from everything else in the header. It links directly to the membership sign-up and payment form. This is the one consistent place where a visitor can always take action, no matter where they are on the site.
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This button is the single most important element in the header. It should never be removed, hidden, or changed to a plain text link. Its purpose is to make joining as easy as possible for anyone who arrives on the site ready to take action.

5. How the Menu Works on Phones and Tablets

More than half of website visitors today are using a phone or tablet. The navigation needs to work just as well on a small screen as it does on a desktop computer. Here is exactly what that looks like:

Element	What Happens on a Phone or Tablet
Main navigation menu	The full menu is hidden to save space. A small icon appears in the top corner — tapping it opens the menu.
Navigation groups	The five groups (About, Membership, Events, Resources, Scholarships) appear as a stacked list. Tapping any group expands it to show its sub-pages.
Join CLIENT NAME button	Always visible below the CLIENT NAME logo — never hidden inside the menu. A visitor can tap it from any page at any time.
Sticky header	The header stays at the top of the screen as the visitor scrolls, keeping the menu and Join CLIENT NAME button within reach.

No matter how someone reaches the site — on a computer at work or a phone on the go — the experience should feel smooth and easy. The Join CLIENT NAME button is never more than one tap away.

6. How the Navigation Behaves

Beyond which links appear in the menu, there are several decisions about how the navigation actually works day to day. These choices affect how easy the site feels to use. Each one is explained below in plain terms.

Feature	How It Works (Plain English)
Sticky header	The navigation bar will remain fixed at the top of the screen as visitors scroll down. They never have to scroll back up to find the menu or the Join CLIENT NAME button. This is standard behavior on modern websites and makes the site feel easier to use.
Active page highlight	When a visitor is on a page — say, the Events Hub — the word "Events" in the top menu will look different from the others (a different color or underline). This tells people exactly where they are on the site at all times, just like a "You Are Here" marker on a map.
"Join CLIENT NAME" button destination	The Join CLIENT NAME button in the header links directly to the membership payment form on the Membership Hub page — not to a general information page or an external Google Form. The goal is to get interested visitors to the sign-up step in as few clicks as possible.
Dropdown behavior on desktop	On a computer, hovering over a top-level menu item (such as "About" or "Events") opens a small dropdown list of subpages. Clicking any item in that list goes directly to that page. The dropdown closes when the visitor moves their cursor away.
Mobile menu (hamburger)	On phones and tablets, the full menu is hidden to save screen space. Visitors tap a small icon in the top corner (three stacked lines, commonly called a hamburger icon) to open the menu. The five navigation groups appear as a list — tapping any group expands it to show its sub-pages.
Join the CLIENT NAME button on mobile.	On every device — phone, tablet, or computer — the Join CLIENT NAME button is always visible. It never gets hidden inside the mobile menu. It sits just below the CLIENT NAME logo on small screens, so it is always easy to find.
Site search	We recommend adding a search bar to the site. With a job board, resource library, events calendar, and news section all in one place, visitors will sometimes find it faster to search than to browse the menu. We will confirm the placement and style of the search bar during the design phase — but the decision to include it should be made now so it can be built into the navigation from the start.
Old URL redirects	When pages move to new addresses (which they will during this redesign), anyone who has an old link saved — in a bookmark, an email, or a Google search result — needs to be automatically forwarded to the right new page. These are called redirects. See Section 7 for the full redirect plan. This is handled behind the scenes and requires no action from CLIENT NAME staff.

7. Old Links and Redirects

When a website gets redesigned, page addresses often change. For example, the Board of Directors page currently lives at a broken address (/18-2/) and will move to a clean new address (/about/board-of-directors/).

If someone has an old link saved — in a bookmark, an old email, or a Google search result — and they click it, we need to make sure they still get to the right place automatically. This is called a redirect. It happens behind the scenes with no action needed from CLIENT NAME staff.

The table below covers the most important redirects we have identified. We will build a complete redirect map before the site launches.

Old Address	New Address	Why This Matters
/18-2/	/about/board-of-directors/	<i>The Board of Directors page currently lives at a broken, meaningless address. This redirect makes sure anyone who bookmarked it or finds it through a search engine still gets there.</i>
/events/ (old)	/events/	<i>Any links to the old events area will automatically forward to the new Events Hub.</i>
/scholarships/ (old)	/scholarships/	<i>Scholarship information is one of the most time-sensitive parts of the site. Any old links should forward without interruption.</i>
/news/ or /blog/	/resources/spotlight/	<i>The current news section will move to Spotlight & News under Resources.</i>
/members/ (old)	/membership/directory/	<i>Any old member directory links will forward to the new directory page.</i>

If CLIENT NAME has shared the current clientURL.com address in any printed materials, email newsletters, or partner websites, please let us know which pages were linked so we can make sure those redirects are included.

8. Footer Navigation

The footer appears at the bottom of every page. It gives visitors a second chance to find what they need if they scrolled through the page without clicking anything.

The footer will include:

- The CLIENT NAME logo and a one-line description of what CLIENT NAME does.
- All five navigation groups, each with its key sub-pages listed below.
- Direct contact information — phone number, email address, and mailing address.
- A link to CLIENT NAME's Instagram page.

The footer layout below shows how this will look:

About	Membership	Events	Resources	Scholarships
Mission & Story	Why Join CLIENT NAME	All Events	Spotlight & News	About the Scholarship
What is ALE?	Membership Tiers	Annual Conference	Job Board	Eligibility & Apply
Board of Directors	Member Directory	Fall Workshops	OSPI Links	Past Recipients
Contact Us	Join Now	ALE Admin Meeting	Resource Library	
CLIENT NAME clientURL.com Instagram				

9. Open Items — What We Need from CLIENT NAME

The navigation plan above is structurally complete. The items below are smaller details we need CLIENT NAME to confirm before we finalize everything. None of them change the overall layout or grouping — they are just specifics that only CLIENT NAME can answer.

Item	What We Need from CLIENT NAME
"Join Now" exact destination.	Should the Join Now link go to the top of the full Membership Hub page, or jump directly to the payment form section? Either works — we just need to confirm the preference.
Member Directory format	How should the directory be displayed — as a plain list, a searchable table, a map, or something else? Who is responsible for updating it each year, and where does the data currently live?
Scholarships page structure	All three Scholarship dropdown items (About, Apply, Past Recipients) currently point to different sections within a single page. Please confirm this single-page approach is preferred, or let us know if you would like these as separate pages.
Contact Us placement	Contact Us is currently tucked inside the About dropdown and is also linked in the footer. Some organizations prefer a top-level Contact menu item, so it is always immediately visible. Please confirm the current placement works for CLIENT NAME.
Site search	Do you want visitors to be able to search the site using a search bar? Given the job board, resource library, and events calendar, we recommend including one. Let us know, and we will build it in from the start.

Item	What We Need from CLIENT NAME
Board member photos	The Board of Directors page is designed as a photo grid. Do current headshots exist for all board members? If not, we will plan for placeholder avatars and update once photos are provided.
Old URL redirects	Please review the redirect table in Section 7. If there are other old links — in emails, printed materials, or partner websites — that point to current clientURL.com pages, let us know so we can ensure they are captured.