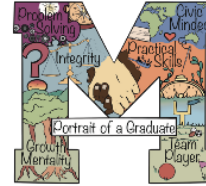**Strategic Plan Objective
Monitoring Report
Objective 1B**

Objective 1B: Mancos School District will upgrade its website for easier access and usability.

Definition of terms: N/A

Superintendent's interpretation: The website is intuitive for users. Parents and the community can easily and quickly find information to enhance their experience with Mancos School District. The website is the primary communication tool and, as such, should be in continuous improvement.

Overall Rating: Approaching Standard

Rationale:
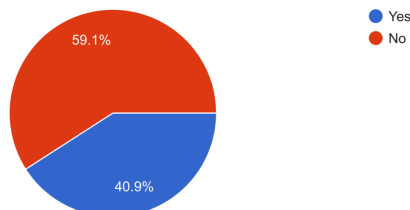This rating is based on the objective itself, not on the rubric.

The website has been upgraded significantly within the last year. The previous web hosts have been SchoolFusion and Blackboard. About a year and a half ago, we began using Campus Suite as the web host. Campus Suite is also the creator of SchoolNow, the phone application we will begin using for push notifications. The hope is to replace our reverse-911 system with SchoolNow by next school year. Beyond that, SchoolNow also delivers messages from district or school offices, coaches, activities coordinators, and teachers via email, text, mobile app, voice, social and website.

A subcontractor, a resident and Mancos parent, maintains the site, updating as needed.

Most days see between 20-40 active users on the website. Monday, November 28th was an outlier due to the weather; this day saw 125 active users. A large number of visitors view the sports/activities page (304 in the last 28 days), the calendar (284 in the last 28 days), and employment opportunities (202 in the last 28 days). New users are down 14.7% over the same month last year; total users are down 10.5% over the same month last year. The session duration hovers around 1 minute 30 seconds.

A survey regarding website usability was sent out via Smores, our newsletter generator, on 11/15/22, 11/17/22, and 12/1/22. The results are posted below.

Were you aware that the website has undergone significant revisions and improvements within the last year?
66 responses

- Yes
- No

59.1%

40.9%

Interpretation: No matter how a person answered this question, they are now aware that the website has undergone significant revisions.

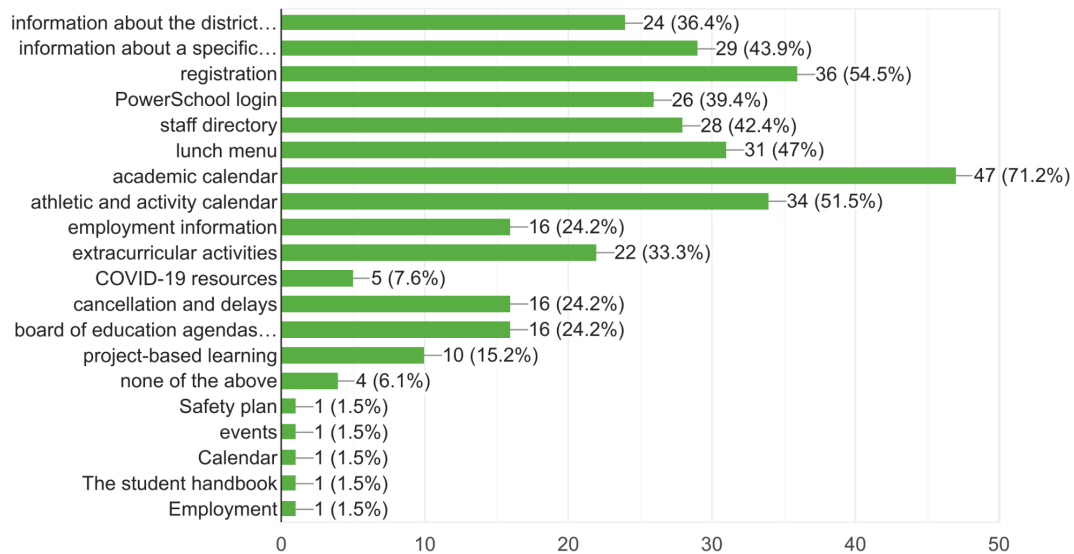## If you have tried to locate the website within the last year, is the district's website easy to locate?
65 responses

- ● Yes
- ● No
- ● I didn't know the district maintained a website.
- ● I haven't used the website within the last year.

90.8%

Interpretation: A majority of those who responded feel that the district's website is easy to locate. This directly answers the objective question of "easier access."

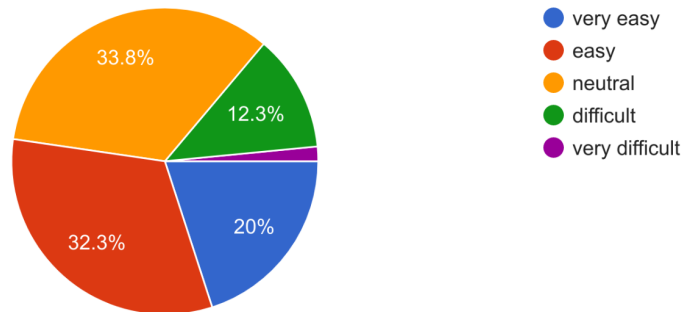## What information have you sought out on the website? (select all that apply)
66 responses

Category	Value
information about the district…	24 (36.4%)
information about a specific…	29 (43.9%)
registration	36 (54.5%)
PowerSchool login	26 (39.4%)
staff directory	28 (42.4%)
lunch menu	31 (47%)
academic calendar	47 (71.2%)
athletic and activity calendar	34 (51.5%)
employment information	16 (24.2%)
extracurricular activities	22 (33.3%)
COVID-19 resources	5 (7.6%)
cancellation and delays	16 (24.2%)
board of education agendas…	16 (24.2%)
project-based learning	10 (15.2%)
none of the above	4 (6.1%)
Safety plan	1 (1.5%)
events	1 (1.5%)
Calendar	1 (1.5%)
The student handbook	1 (1.5%)
Employment	1 (1.5%)

Interpretation: 70% of the respondents use the website to locate the academic calendar. 56% use it to register. 51% use it for athletic and activity information. Access to this information should be front and center, literally, on the website. Currently this information is in the "bubbles" on the homepage, but they are not the focal point.

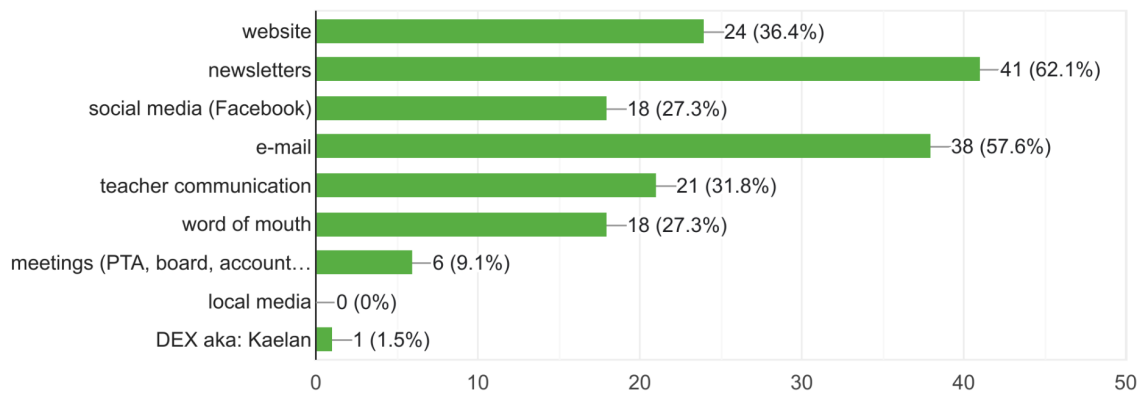## How easy is the website to navigate? (How easy is it to find what you need?)
65 responses

- very easy
- easy
- neutral
- difficult
- very difficult

33.8%
12.3%
20%
32.3%

Interpretation: 53% of the respondents feel the website is easy or very easy to navigate. Another 30% are neutral. Work in this area will continue to be a priority.

From which sources do you tend to get the most information about the district and individual schools? (select all that apply)
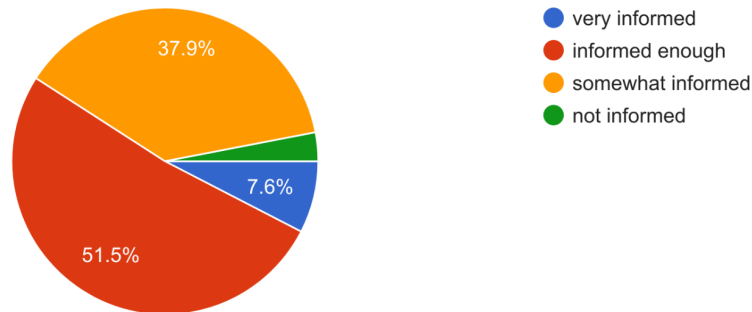66 responses

Source	Count
website	24 (36.4%)
newsletters	41 (62.1%)
social media (Facebook)	18 (27.3%)
e-mail	38 (57.6%)
teacher communication	21 (31.8%)
word of mouth	18 (27.3%)
meetings (PTA, board, account…	6 (9.1%)
local media	0 (0%)
DEX aka: Kaelan	1 (1.5%)

Interpretation: Respondents receive their school and district information from a variety of avenues and we should continue to use those avenues. The newsletter and emails are the clear favorites. SchoolNow will give us the ability to add phone apps and push notifications to these options. A few respondents also added that they'd like to see a continued use of paper notifications. The issue with this is often the reliability of the student messenger.

How informed do you feel about the goings-on in the district and in the individual schools?
66 responses

Interpretation: 59% of respondents said they felt "very informed" or "informed enough." While progress in this area has been made, we can continue to improve our systems so that a bigger majority of respondents feel informed about the goings-on at the district.

Two open-ended questions were also asked: 1) What about the website would you like to see improved?, and 2) What changes or additional features would you like to see included? These responses have been shared below.

Needs and next steps:
- The board may want to consider revising objective 1B to include communication in general between the school and the community. Regardless of whether or not this objective is revised, the rubric should be rewritten to better align with the objective.
- The board may want to consider creating a new objective that measures community engagement with the school. The Parent-Teacher Conferences in September and the Open House in January can be used as two possible metrics for such an objective. Other metrics might include numbers of parent volunteers, the Watch Dogs program, and community partnerships.
- The Multi-tiered System of Support (MTSS) work that the district is doing should be integrated into the strategic plan in order to align our measurement tools. Consideration as to how an objective can be measured should be a part of the strategic plan revisions.
- The PBL Instructional Coach will share the results and interpretation of the survey with the webmaster. Suggestions for revisions will be discussed.
- Increase traffic to the website and keep users on the site by including high-interest photos of learning activities. Create a newsletter or blog housed on the website that highlights creative learning opportunities on our campus.
- Improve user experience on the website by repositioning frequently used icons in a central location, where the eye falls on the page.

STATEMENT OF COMPLIANCE: I certify that the information contained in this report is true and I am in compliance with the provisions of this policy.

Signed _____

Date _____

Drafted 11/15/22 A. Farrar

Revised 1/5/23 A. Farrar

Adopted 2/13/23 Board of Education

Addendum

Question: What about the website would you like to see improved?

- Being new in the district, I'm not sure.
- Just updated information. Things like sports physicals weren't updated at the beginning of the school year.
- More pictures of what's happening on the campus.
- don't know
- none
- Navigation; visual flow; graphic design; social media integration
- It's overall been great for me
- Professional, easy to navigate
- It's not always up-to-date.
- I would like to see classroom updates linked to the website.
- navigation; user friendly. easier to find info. Update a search option
- Access on phone
- faster updates of information.
- Calendar access
- Nothing at the moment
- Powerschool was hard for me to find initially. List after school activities by age range or at least note what ages each is for. Why are there only sports activities listed as a page (no extracurricular art, music, etc)? some of the stuff on there would be great to push out through social media. It's way better than before and THANK YOU for already having next year's calendar up.
- The app icon. Why is it a green C?
- Easier access to school specific information and to the academic calendar.
- No opinion.
- I just went to take a look from the perspective of what I would like to see, and I can't think of anything. The site it great and easy to use. I did not realize it has been updated in in the last

year, but I can say that I rely on it as a resource much more now that I used to, and I believe that is because it is more user friendly and reliable.

- One comment is that it may not be obvious to some users that clicking on the Mancos School District heading/dark blue area takes you to the "Home" of the website. I didn't know at first, but I have I have figured it out. I like the blue circle buttons for the different areas of interest.
- it is perfect.
- Athletic schedules need to be formatted correctly and the monthly view is hard to read
- Easier to get the athletic schedules I feel like you have to click to many places. You can the calendar but I always have a hard time finding one particular sport
- idk
- I've found the website to be extremely up to date in terms of look, feel and function.
- There is some out-of-date information under the ELC.
- na

Question: What changes or additional features would you like to see included [on the website]?

- none
- you're doing great
- More timely information up front where it's easy to find (school policy updates, things admin is working on, improvements/changes to the school buildings or curriculum); events (school & community); easier access to school policies and board meeting info; more obvious integration of PowerSchool
- I just took a look at the site, and I see that there are some changes to the schedules pages, like academic calendar, as well as the athletic calendar, and it's much better than it was before!
- Maybe alerts of upcoming events and activities.
- IDK
- Not all digital parent information. It would be nice to have some paper for bigger, important, topics as well. Both digital and paper would be beneficial.
- not sure
- Nothing at the moment
- No opinion.
- I would like to have a place to look online for cancellations and delays. Right now, it is a phone call and one tv station that we don't get. I can search on the KOAT-TV website, but it would be easier and nice to have a place this is posted by the school. This could be on the

district website or some other online location that is easy to click on or find as defined in the Cancellation and Delay Information area on the website.

- Front page to show who are teachers are!!!
- activities
- Uncertain
- na
- Not sure.