

**Audience:** The audience for these instructions is composed of County Office of Education (COE) K-12 program coordinators and support staff. The program coordinators are experts in their field. The support staff have intermediate to expert secretarial skills. All have intermediate to advanced writers in the educational style. None have experience with the website development process. All have intermediate to advanced ability to learn new subjects and follow instructions. None know what works and does not work on the web. Few are familiar with the information needs of those who will use the program descriptions. Guidance in these areas is woven into the instructions.

---

## **County Office Of Education Program Website Development Process**

Programs within the Curriculum Department are required to develop a resource website in order to provide improved service to stakeholders and clients. Program websites will be administered, maintained, and updated by program staff using Adobe Contribute software. Program staff will collaborate with web team staff throughout the development process. These are the steps in the program website development process:

1. Define website goals
2. Develop written content
3. Apply for a web hosting account
4. Order Adobe Contribute
5. Design the webpages
6. Provide final written content to the web programmer
7. Build and test the webpages
8. Learn Adobe Contribute
9. Launch the website
10. Announce the website
11. Update the website
12. Maintain the website

### **1. Define Website Goals**

Program coordinators will define the specific goals they intend to achieve through their program websites. These goals will be used to guide the development of the design and written content.

Example goals:

- Provide up-to-date, accurate program information to stakeholders and clients.
- Advertise events to increase awareness and attendance.
- Advertise services to increase usage and awareness.

- Make meeting materials and resources available to participants and clients.
- Increase productive communication between program staff, stakeholders and clients.

## **2. Develop Written Content**

Program coordinators will write the content for their program websites. Allow three weeks to complete this task. Download and follow the content writing guides and templates, below. They are located in the *Program Website* folder on the *COE\_8* server. Contact the IT Help Desk (x555) for assistance in locating and downloading the files. Start writing content immediately. The process will take the allotted time. Do not miss the content deadline (see Program Website Development Timeline, below) Missed deadlines will delay program website launches.

### ***Content to include:***

- Concise description and history of your program
- List and concise descriptions of program services
- Calendar of events
- Current legal issues and how they are being addressed or resolved
- Program meeting schedule, agendas, and minutes
- Resources and links
- Forms for download in PDF format
- Manuals for download in PDF format
- Presentations for download in PowerPoint or other format
- Program staff directory with contact information
  - Staff names and titles
  - Street address
  - Phone and cell phone numbers
  - Email address links

### ***Content writing Guides and templates:***

- Web Content Writing Instructions (filename: *web-content-writing.pdf*)
- Web Content Style Guide (filename: *web-content-guide.pdf*)
- Program Website Development Timeline (filename: *web-dev-timeline.pdf*)
- Program Description Template (filename: *web-content-template.doc*)
- Program Website Development Resources (filename: *web-dev-resources.pdf*)
- Program Website Announcement (filename: *web-announcement.pdf*)

## **3. Apply for a Web Hosting Account**

The Information Technology Department will host program websites on the programs server. Apply for a web hosting account from the IT Department secretary by filling out the attached application and returning it to her. She will email web account login information to program coordinators within two weeks. Keep account information in a safe place for future use.

#### **4. Order Adobe Contribute**

Program coordinators will order one Adobe Contribute software CD for every 5 staffers who will use Contribute, and one software license for each user. For example, when ordering for four people, order four software licenses and one software CD. When ordering for 8 people, order 8 software licenses and two software CDs. The Educational Software Consortium offers the lowest price. Order from their California representative. Contact information is located in the Program Website Development Resources document (see item 2 above).

#### **5. Design the Webpages**

Program staff will meet with the web designer to design the look and feel of the program webpages. Program staff will provide logos, photos, and other graphic images. After the design meeting, the web designer will create a color mockup of the website homepage design. The program coordinator will review and provide feedback. The web designer will finalize the design and the program coordinator will approve it.

#### **6. Provide Final Written Content to the Web Programmer**

According to the website development timeline (see item 2, above), when the design has been approved, the program coordinator will email all finalized written content to the web programmer for the building of the webpages.

#### **7. Build and Test the Webpages**

The web programmer will build the program website according to the approved design, and fill it with the final written content, photos, and other materials provided by the program coordinator. The website will be tested and optimized so that it works on the browsers and computers of those who will use it. The web programmer will notify the program coordinator when the site is available for review. At this point, the site will be on the test server where it can be seen on computers within the organizational network, but not by the public. Program sites will remain on the test server until they have been approved for launch. Then they will be moved to their permanent server home and will become available for viewing by the public.

#### **8. Learn Adobe Contribute**

Program staff should begin Adobe Contribute training when their program site enters production (see web development timeline in item 2), so that they will have the skills to update the content when the site launches. Excellent online training tutorials are available at no cost. Contact the web designer for details (x555). Train at least two program staff so that someone is always available to update the content.

#### **9. Launch the Website**

When the program coordinator approves the website, it will be transferred to its permanent home and launched for public viewing. The program coordinator will be notified of the launch.

### **10. Announce the Website**

Program staff will send out an email announcement of the new program website, including URL (web address), to all stakeholders, clients, partners, and interested parties (see item 2: Program Website Announcement).

### **11. Update the Content**

Program staff will be responsible for updating the content on program websites. They will use Adobe Contribute to create and delete web pages, change text, add photos and graphics, make new links, etc. Software tutorials (see item 8) are available for use by all staff. The web designer and web programmer are also available for problem solving assistance.

### **12. Maintain the Website**

Websites need periodic maintenance in order to work properly. For best results, be sure to schedule maintenance appointments every two to three months. Set up a yearly schedule by contacting the web team secretary.

## **Conclusion**

Program stakeholders, partners and clients will benefit from open access to quality program resources online. This in turn will improve service, increase program effectiveness, and positively impact the achievement of program goals.