ALUM ROCK UNION
SCHOOL DISTRICT

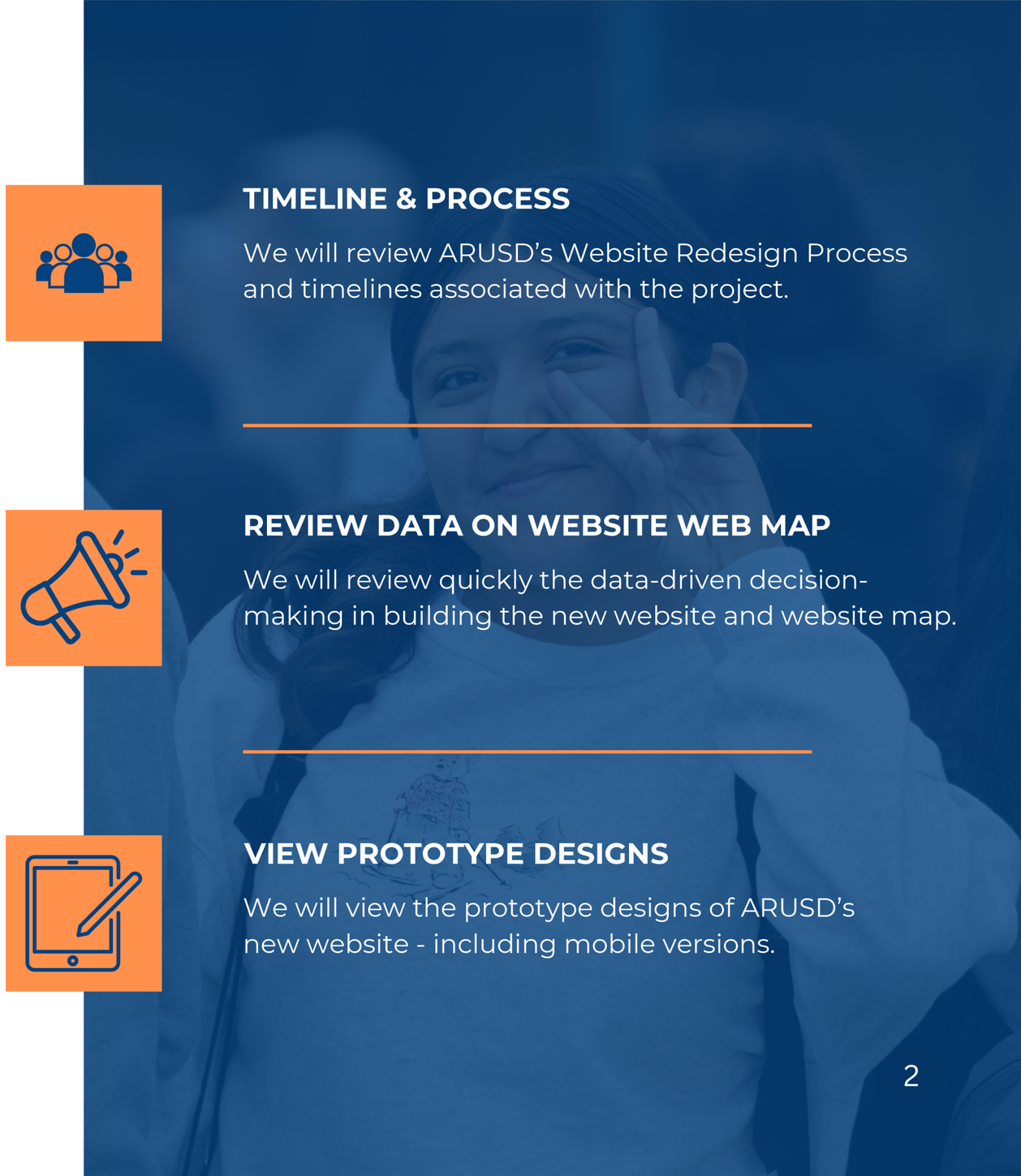
WEBSITE REDESIGN BOARD UPDATE

Sergio Diaz Luna
Chief of Communications and Community Engagement

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SCHOOL DISTRICT

PRESENTATION OVERVIEW

- Definitions
- Website Timeline
- Designing the Webmap
- Data Informing our Web Map
- Guidance Developed for Website Redesign
- Demo of District Design Prototype
- Demo of School Design Prototype
- Questions



TIMELINE & PROCESS

We will review ARUSD's Website Redesign Process and timelines associated with the project.

REVIEW DATA ON WEBSITE WEB MAP

We will review quickly the data-driven decision-making in building the new website and website map.

VIEW PROTOTYPE DESIGNS

We will view the prototype designs of ARUSD's new website - including mobile versions.

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WEBSITE REDESIGN
DEFINITIONS



WEBSITE HOST

A web hosting service, or web host, offers the facilities required to create and maintain a site and makes it accessible on the World Wide Web.



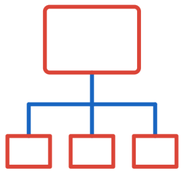
WEBSITE DESIGN / USER INTERFACE

Web design aims to create a visually appealing and user-friendly experience for visitors, ensuring they can easily navigate and find the information they need.



DESIGN PROTOTYPE

Early testable version of ARUSD's new website - not a final version but close to it.



SITEMAP / WEB MAP

Visual representation of a website pages, and subpages. Outlines the structure and organization of a website.



GOOGLE ANALYTICS

Web analytics service provided by Google that helps us understand how visitors interact with our websites.

WEBSITE REDESIGN TIMELINE

February

Contract Approval & Project Kickoff

- 1/30/2025 - Board of Trustees approved contract with Finalsite for Redesign
- 2/13/2025 - Project Kickoff
- Internal workgroup meetings to work changes to webpages
- Internal data review on website use

March

Initial Discovery & Website Map Outline

- 3/07/2025 - Discovery Review Call
- 3/11/2025 - District Site Map Consultation
- 3/12/2025 - Design Kickoff & District design call
- ARUSD team gathered documents, logos, and initial design survey
- District Office Web Map developed and consults with each department
- School Leader feedback collected for website updates

April

Website Design Builds

- 4/01/2025 District design presentation
- 4/14/2025 - School initial design call
- 4/22/2025 - School design presentation
- Two rounds of design feedback provided by ARUSD on both the district and school website
- ARUSD Web Style Guide developed to assist with updates

May

Finalize Website Designs

- 5/02/2025 - Final Presentations of District & Site Design
- 5/5/2025 - Final Approvals of Webpage Designs
- ARUSD Departments clean up internal web pages w/ ARUSD Web Style Guide
- School sites choose colors

June

Website Build & Data Migration

- 06/16/2025 - ARUSD & School Webpages Prepared for Transfer
- 6/20/2025 - ARUSD Final Review

July

Quality Assurance & Additional Training

- Transfer of existing web pages
- Internal quality tests
- New training resources for new website editors
- Final launch!

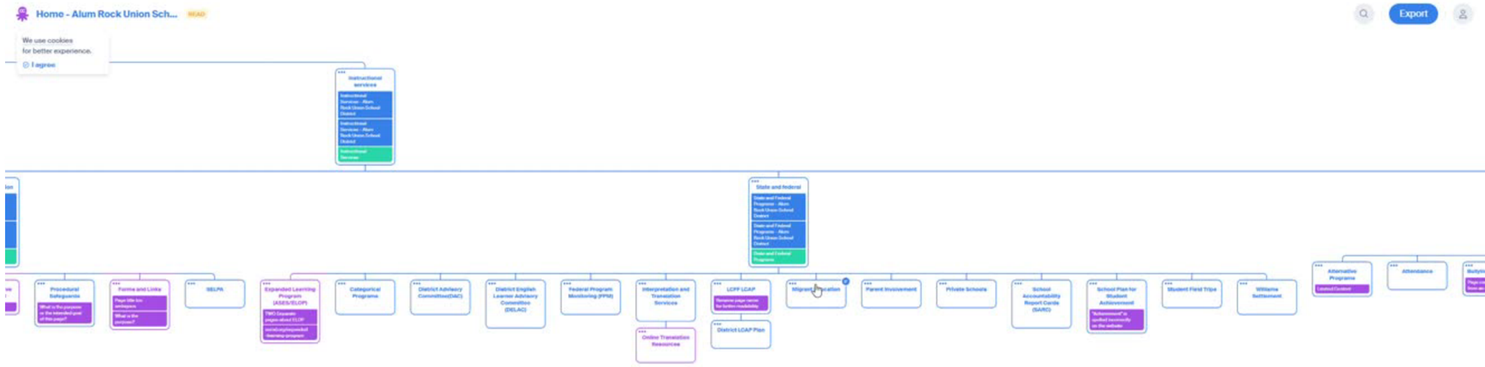
August

Website Launch

New ARUSD websites published with start of new school year

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DESIGNING THE WEBSITE MAP



"Content precedes design.
Design in the absence of content
is not design; it's decoration."

Jeffrey Zeldman
Founder
The Web Standards Project

1 Review Existing Pages and Site Map

- Use Google Analytics to identify most visited webpages
- Create webmap using Octopus.io
- Study each page & content

2 Departments Receive Guidance to Update

- Hold department website content consult calls
- Develop ARUSD Website Style Guide for following

3 New Web Map and Website

- Updates to web map for easier website navigation for families, staff, and community to find information faster
- Design of new website review

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1 WEBSITE REVIEW

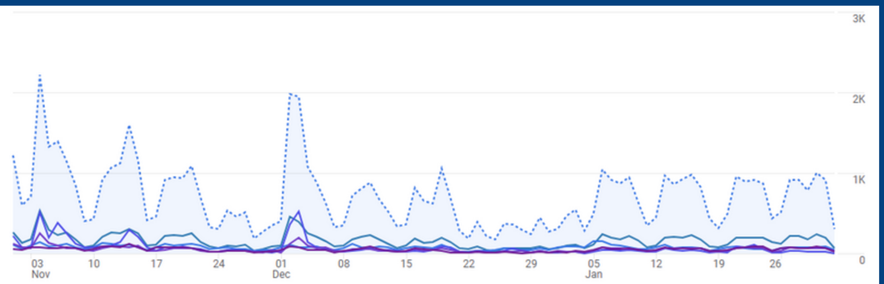
DATA INFORMING PROPOSED SITE MAP

To update the web map, we first had to study how our web pages are used. Among our findings:

- **Enrollment page not among top 10 most viewed pages (November - January)**
  - Among popular pages are: 1) School Calendars, 2) Directory, 3) Schools, and 4) Employment Opportunities
- **On Search Bar** - **One Log-In** most searched item - highlighting that it was not easily found
- *Current ARUSD Web Map not set up to get people to the information they are looking for*

TOP 10 VISITED PAGES
NOVEMBER 2024 - JANUARY 2025





Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1-10 of 259

	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events
	Total	65,926 100% of total	20,150 100% of total	3.27 Avg 0%	1m 12s Avg 0%	204,187 100% of total
1	/	14,700 (22.3%)	7,972 (39.56%)	1.84	27s	48,892 (23.94%)
2	/calendars/district-calendar	6,952 (10.55%)	3,669 (18.21%)	1.89	37s	21,542 (10.55%)
3	/district/school-consolidation	6,603 (10.02%)	3,895 (19.33%)	1.70	1m 10s	17,986 (8.81%)
4	/schools	4,815 (7.3%)	3,065 (15.21%)	1.57	43s	14,741 (7.22%)
5	/quicklinks	4,442 (6.74%)	1,722 (8.55%)	2.58	37s	13,671 (6.7%)
6	/directory	3,178 (4.82%)	2,231 (11.07%)	1.42	20s	10,965 (5.37%)
7	/district/departments/business-services/purchasing/bids	2,230 (3.38%)	1,304 (6.47%)	1.71	38s	9,311 (4.56%)
8	/district/board-of-trustees/current-board-agenda	2,192 (3.32%)	1,149 (5.7%)	1.91	46s	5,609 (2.75%)
9	/district	1,929 (2.93%)	1,520 (7.54%)	1.27	22s	5,121 (2.51%)
10	/district/departments/human-resources/employment-opportunities	1,411 (2.14%)	918 (4.56%)	1.54	33s	4,518 (2.21%)

TOP 10 VISITED PAGES
FEBRUARY 2025 - APRIL 2025

1. HOME PAGE - 13,665
2. DISTRICT CALENDARS - 7,308
3. ENROLLMENT INFORMATION - 5,311
4. ARUSD SPORTS TOURNAMENT - 4,383
5. QUICKLINKS - 4,326
6. SCHOOLS - 4,077
7. DIRECTORY - 3,220
8. DISTRICT - 1,980
9. SCHOOL CONSOLIDATION - 1,763
10. EMPLOYMENT OPPORTUNITIES - 1,629

TOP 10 SEARCH BAR
MARCH 2025 - APRIL 2025

1. ONE LOG IN - 41
2. CALENDAR - 27
3. BID - 19
4. ONE LOG IN - 18
5. HUMAN RESOURCES - 8
6. SPECIAL EDUCATION - 8
7. SALARY SCHEDULE - 7
8. PAY - 6
9. ESCHOOL PLUS - 6
10. INTERDISTRICT TRANSFER - 6

ALUM ROCK UNION
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2 STRUCTURED GUIDANCE

ARUSD WEBPAGE STYLE GUIDE

After identifying web map changes, we worked with each department to share our findings. We we developed the ARUSD Webpage Style Guide to support webpage editors. This guide addresses:

- Best practices in in content layout across all district web pages
- Standardization of content on to give website users a similar experience
- Instructions for log-in, training resources, and support contacts

ARUSD Webpage Style Guide

This style guide serves as a central document to ensure consistency in the visual and textual presentation of the Alum Rock Union School District (ARUSD) website (www.arusd.org). Adhering to these guidelines will create a unified, professional, and user-friendly online experience for students, parents, staff, and the community.

Please use this guide when making updates to your webpages to ensure the changes are aligned to organizational branding. Please visit this guide often as it will most likely change throughout the website redesign process and will again change after. If you have any questions feel free to contact Sergio Diaz Luna at sergio.diaz-luna@arusd.org and Esteban Barrios esteban.barrios@arusd.org.

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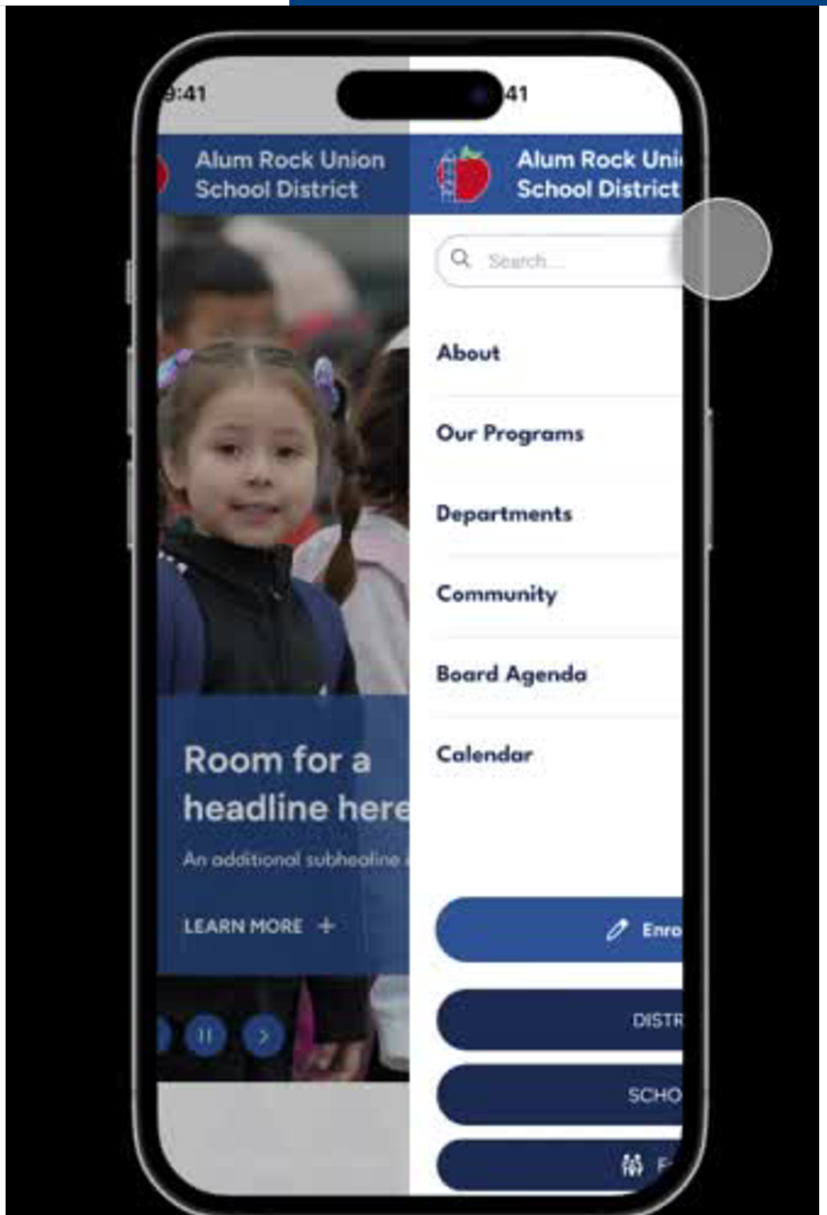
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I. Visual Identity

- Logo Usage:
  - **Primary Logo:** The ARUSD Logo will be automatically shown on each page at the footer and in the header of the webpage. As such, it is not necessary to

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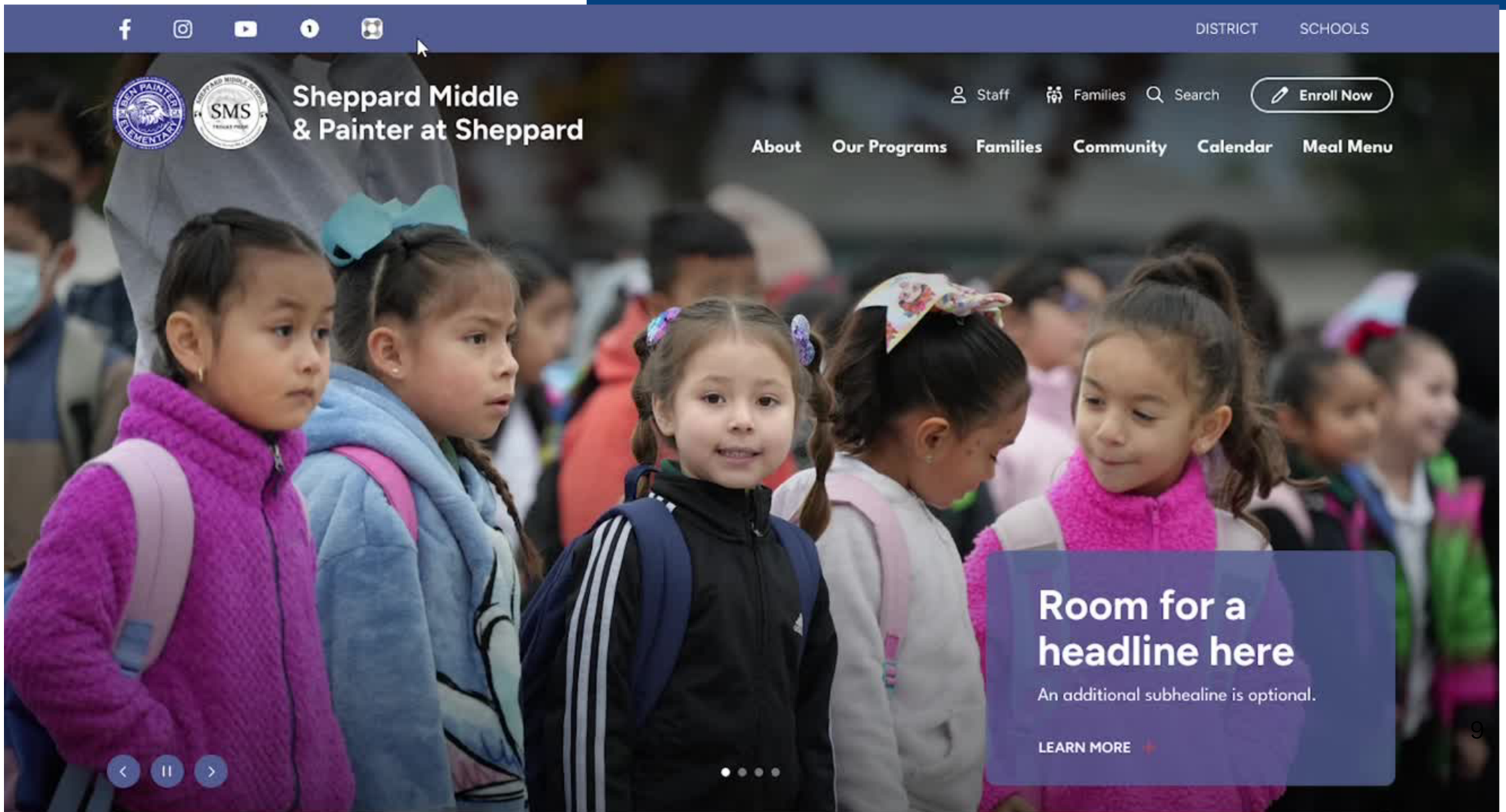
OLD VS. NEW ARUSD WEB SITE



ALUM ROCK UNION SCHOOL DISTRICT

OLD VS. NEW SCHOOL WEB SITE

3



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THANK YOU
QUESTIONS?

