



GOAL AREA	FAMILY & COMMUNITY
STRATEGIES	Increase engagement with families and community at large, including those without school-aged children and non-English speakers Diversify communication methods for delivering priority information and sharing the district's story
RATIONALE	To improve the stakeholder experience when interfacing with the district and school websites that provide an opportunity for displaying photos, streamlined access to the most important and up-to-date information, with an ADA accessible framework that will be vendor-updated as WCAG accessibility standards change. Feedback for these improvements was identified by prior Communications Committees and survey data.
ACTION PLAN TITLE	District 95 Website Enhancements
ACTION PLAN STEPS (NOTE: All steps to be completed within the timeline below, with respect to progress monitoring)	● Determine objectives based on 24-25 and 25-26 Communications Committee feedback and 2024 Communications Survey results ● Develop project scope, plan, and timeline ○ Identify Finals site (current website vendor) options for website enhancements, including budgetary impacts ○ Develop implementation plan and timelines (to include a communication plan) in conjunction with other departments and schools ○ Solicit feedback on prototype from prior year Communication Committees ○ Ensure content on all 10 websites (schools plus district) is up-to-date ○ Train school-based content managers
TIMELINE	The anticipated date of completion for this action plan is Summer 2027.
INDICATORS OF SUCCESS	● Implementation of requested features from prior years' work ● Successful implementation of new website framework and updated content
POTENTIAL RESOURCES	● Communications Department staff ● All departments, Principals, Cabinet members to identify appropriate and current content for school and district websites
POTENTIAL COSTS	The projected cost for implementation of this action plan is \$20,000 (already included in Communications Department budget).