



Board of Education

TO: Board of Education
FROM: Gine Steinbrecher, Coordinator of Communication
DATE: January 19, 2023
RE: Update of District Website

This memo is:

- Information only.
- Information with a recommendation, and a request for Board consent.
- Information with a recommendation, and a request for Board approval by vote.

Date by which a Board decision is needed: 02/02/23

Previous memos on this topic can be found:

- in previous Board packet(s) dated. _____
- or attached to this memo

Basic information:

The current district website contains outdated information, broken links to documents, and navigation that is not user-friendly. The website experience for parents and staff is cumbersome and can be confusing. The administration recommends the Board vote to approve the hiring of a website consultant.

Background or historical information:

Blackboard is our current website and mass notifications provider. In September, Blackboard was acquired by Finalsite, a website platform with a more robust website platform and content management system. Since our contract for our current website ends on June 30, 2022, we met with a rep from Finalsite to get an estimate for their new website platform with a consultant that would guide us through the process, manage the cleanup of the content, create a website that was easy to navigate and provide training and ongoing assistance. The estimate came in at approximately \$80,000.00.

We have the option to remain with our current Blackboard platform for one additional year (2023-2024 school year). We could then hire an independent consultant that will reorganize, restructure, and update the content of the West Chicago Elementary School District 33 website to provide a simplified, user-friendly experience for its visitors. The site would remain with Blackboard on the template and Content Management System (CMS) as provided. The consultant also offers options for continued support. The initial estimate for the above-mentioned services is \$7,500.

Recommendations:

The administration recommends the Board approve the renewal of the contract with Blackboard for one additional year and the hiring of the recommended consultant (see attached document) for \$7,500, to reorganize, restructure, and update the content of the West Chicago Elementary School District 33 website. The Coordinator of Communications will work with the consultant as the D33 project manager.

This solution allows the District to maintain the coordination of the website with the current communication tools for parents and families. Additionally, the reorganization will provide the updates that are needed in a shorter timeframe but with more room for a thoughtful transition to an eventual new platform.

Other questions? What else does the Board wish to know?:

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