

## Website Audit

*Your website is an extremely important communication tool; do not undervalue it. It is open 24/7 and allows people to take an unguided stroll around your school. It reveals a lot about your mission, your organizational structure, your life as an extension of your school families. It is proof to everyone who takes a look as to whether or not you are worthy of their investment: the investment of their potential tuition dollars, of their time as a volunteer, of their gift as a donor.*

*What follows is an outline of suggestions for a warm, inviting and informative site; one that is sophisticated, easily navigated, and invites the visitor to linger.*

### 1. Navigation

- a. Required for prospective school families
  - i. Contact information regarding application process
  - ii. Schedule for open house opportunities
  - iii. Reasons to apply for acceptance in this school
  - iv. Mission and vision statements
  - v. Letter of welcome from principal
  - vi. Evidence of life (beyond a list of reason, is this where I want my child?)
- b. Required for current school families
  - i. Current calendar / list of deadlines and events
  - ii. Individual teacher pages / descriptions of curriculum / ability to communicate directly with teachers
  - iii. Access to school social media
  - iv. Description of extracurricular programs
  - v. Sports schedules, directions to other schools' gyms or fields, pdf of athletic handbook
  - vi. Current, inviting photos of student life
  - vii. Information about ways for parents to be involved, HSA, Board, events, etc.
  - viii. Information about governance
  - ix. Information about strategic plan / vision for the school
  - x. PDF of parent handbook
  - xi. Information about uniform guidelines, where to purchase uniforms, etc
  - xii. Forms in pdf (medical, permission slip, etc.)
- c. Required for alumni
  - i. Lively history pages
  - ii. Profiles of former faculty members, alumni in the news
  - iii. Description of ways alumni can get involved
  - iv. Guidelines for reunion planning
  - v. Access to alumni social media
- d. Required for fund development
  - i. Funding priorities
  - ii. Description of strategic plan / vision for the future of the school
  - iii. Description of governance

1. Statement from the Board chair
  2. Description of the mission and structure of Board
  3. PDF of Board bylaws
  4. Names of current Board members
  5. Current Board minutes, ideally not pdf\*
- e. Giving program
    - i. Description of ongoing giving programs
    - ii. Calendar of initiatives / progress toward goals, etc
    - iii. Page of “donor care”
    - iv. Named funds, scholarship opportunities
  - f. Donors / Business partners
    - i. Descriptions of ways to get involved
    - ii. Page listing donors with links to their own sites
    - iii. Gratitude / descriptions of how gifts benefit the children
2. Appearance
    - a. Branded
      - i. Careful font selection, no more than one or two font choices
      - ii. No use of all caps, ever, not ever
      - iii. Limited use of exclamation points and never more than one in a phrase
      - iv. Left justified copy with very rare use of centered copy
      - v. Announcements in copy; not as pdf insertion\*
      - vi. Professional looking “mark” or logo
      - vii. Consistent page layout
    - b. Design
      - i. Design choices that indicate that this is a Catholic elementary school
      - ii. Consistent use of carefully chosen colors
      - iii. Quiet landing page with clear direction as to where to find things
      - iv. Phone number, street address and contact information available w/o hunt
    - c. Professional looking graphics
      - i. No clip-art or animation
      - ii. Appropriate sizing of images and children’s artwork
    - d. Affecting photographs
      - i. Tight shots of groups of children smiling or at work or prayer
      - ii. Majority of shots showing children in uniform
    - e. Effective use of screen space (not too busy; not out of balance)
  3. Content
    - a. Well-written, clear and concise copy
    - b. Current
    - c. Engaging stories with photographs
    - d. Professionally laid out on page
    - e. Minimal use of pdf files; never for principal letters or “Friday flyers”\*

\*Don’t make them take extra steps to get information; pdf is fine for forms, not for communication