

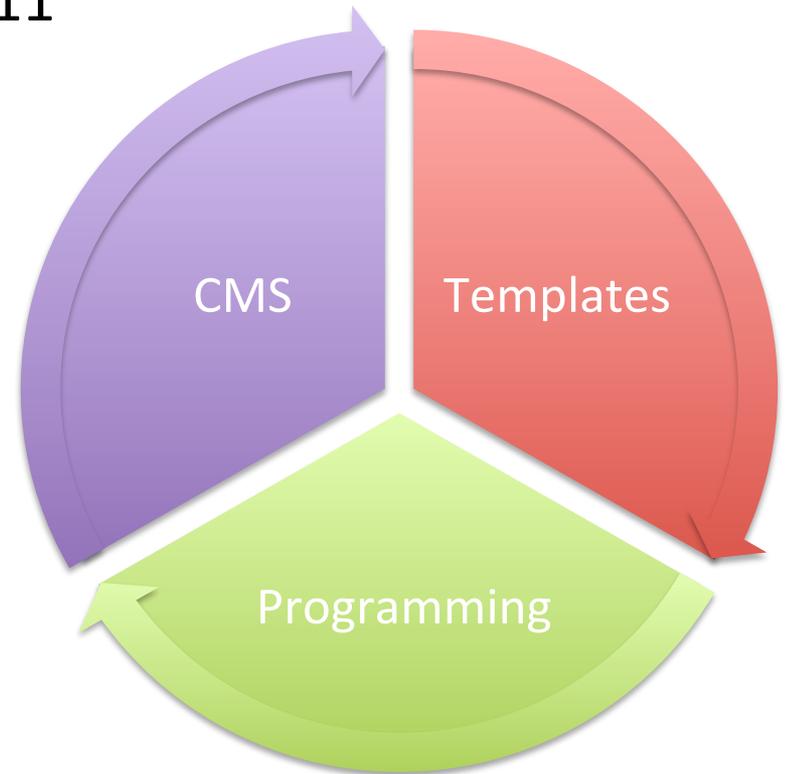
WEBSITE REDESIGN PROJECT OVERVIEW



2012

WEBSITE REDESIGN HIGHLIGHTS

- ★ Communications Audit – Winter 2011
- ★ Custom template designs
- ★ New Content Management System
- ★ In-house programming
- ★ In-house content migration
- ★ Focus Groups – Spring 2012
- ★ Launch – August 2012
- ★ Staff training, content and updates - ongoing



WEBSITE REDESIGN UTILIZATION

★ Social Media use soars: (Feb/Oct)

- ★ GBN: Facebook 173/486 | Twitter 302/533 = 1,019
- ★ GBS: Facebook 350/940 | Twitter 53/213 = 1,153
- ★ GBN Facebook – 50/50%; 57% under 24 yrs.
- ★ GBS Facebook – 56% female; 57% under 24 yrs.
- ★ District launches Pinterest and LinkedIn

★ Video production

- ★ Featuring student and staff work

★ Homepages stay current, change often

- ★ Photos, news stories, rotating features



COMMUNICATIONS PLAN PROJECTS

- ★ Crisis Communication Plan (completed)
- ★ Branding (in-progress)
 - ★ Logo, stationary, style guide, positioning statements and tagline
- ★ Fall Community Newsletter (completed)

