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## Content • Organization Design • Navigation

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These four pieces are all separate but integrated parts of creating a web site. **Content** drives it all, and it's based on your audience, your goals and your time and ambitions. **Organization** needs to take into account your current and future content need. **Design** provides the visual appeal and usability, which is especially important when designing for kids or people with limited literacy skills. **Navigation**, a sub-set of design, ties it all together by making the content and organization quick and obvious to users.

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## Special Opportunities for School Web Sites

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Schools can leverage several unique opportunities with a well-designed web site:

- **Build communication** – upload your news, calendars, handbooks, contact pages, and useful forms. Use pictures to communicate, too!
- **Celebrate Students' Work** – create a gallery where you can share examples of students' artwork, writing, projects, field trips & more.
- **Support the Curriculum** – provide links to quality web sites, including ones that support specific themes.
- **Build Support for the School** – Share ways people can contribute to the well being of your school.

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## Use your web site to support learning at school & home

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Do you want more out of your school's web page? Learn how one school uses its web site to support home-school communication, build interest and enthusiasm in the quality of students' writing, art and projects, and provide ready resources for both teachers and families to connect with the curriculum, using technology. We'll at web site content and organization, tools for building and maintaining a basic but effective web site, and strategies to build community interest and support. This session includes small group discussion and an opportunity for participant sharing and feedback to enhance the presentation.

**Topics:** Internet, On-line learning, Technology Innovations for Experienced Educators, Technology Innovations for New Educators

**Audience:** Classroom Teachers, District Administrators, Library/Media Specialists, Principals, Technology Coordinators

**Grades:** Primary (K-3), Elementary (4-6)

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### Connect to Resources:

[www.4j.lane.edu/~haugen](http://www.4j.lane.edu/~haugen)



*We are saving paper with this brochure -  
Visit my web site for complete  
resources, tips, links & more!*

# Weaving a Community of Learners



Using your web site  
to support learning at  
school and home

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## Fresh & Durable

Or, don't bite off more than you can chew!

It's easy to get ambitious early on – you'll post weekly homework and a student of the month page, right?

Nothing kills a web site quicker than outdated information, so if you have the resources, **keep it fresh!**

If you're running lean on time, skills or money to maintain your site, keep it **durable** – plan for content and language that doesn't go out of date.

*Jen has taught at Edison since 2003 is more durable than Jen has taught kindergarten for 2 years.*

*Edison Update is more flexible than This week at Edison ...and so on!*

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## Tools of the Trade at all Levels

Whether you're a novice with no time or money, a pro web designer, or (most likely) somewhere in between, you CAN build a school web site. The key is to choose the right tools for your needs:

Online services such as .Mac, TeacherWeb and more.

Web design templates where you create the content.

Web design software like DreamWeaver and Adobe GoLive, for total control

Blogs, photo-sharing, & other hip tools!



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## A Real-Life Web Site...

"Experience is simply the name we give our mistakes." - Oscar Wilde

My "experience" comes from spending at least 2 hours per week for the last year designing and maintaining the Edison Elementary web site:

<http://schools.4j.lane.edu/edison>



It's a work in progress which captures both successes and mistakes. Kids and parents love our links, which I call "dinnerware" – a set of quality sites and activities kids can explore while parents cook. It's been tougher to live up to our promise to provide monthly class updates, which is where I learned my "durability" lesson. I'm also hoping to expand our gallery, and keep it "fresh."

If **you** have a site, please share it, along with your "experiences."

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## Special Issues for Schools

As a school, it's critical to consider:

- **Privacy** – Can names be posted? How will you get permission for photos?
- **Responsibility** – Who decides what is okay and not to put on the site?
- **Teams & Timelines** – Who is responsible for getting content in on time? How will you collect articles and photos?

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## Evaluating School Sites

What makes for a good web site? What do you think, and what do the experts say? Consider some of these questions, and some of your own...

- Who are the intended users?
- What are the goals of the site? Does it do what it says?
- Are kids' pages usable by kids? (content, design, organization, navigation)?
- Does the site have personality? Is it fresh? Is it durable?
- Does the site work for people with limited literacy or with disabilities?

A very helpful web design resource is Steve Krug's book *Don't Make Me Think*, in print or at [www.sensible.com](http://www.sensible.com)

For accessibility and universal design issues, visit [www.cast.org](http://www.cast.org)

For free comprehensive web design tutorials, see [www.w3schools.com](http://www.w3schools.com)