

Rethinking Websites in Conveying School Improvement Efforts

Given the various threats to public education, there is widespread agreement about the need to do more in widely conveying the major efforts being carried out to improve schools. One important tool for this are websites.

In sampling state department, district, and school websites, we find mostly fragmented and disjointed sets of information (e.g., news, events, lists of departments, programs, services, personnel, initiatives, features, etc.). Missing is a lack of a coherent presentation of all that is being done for school improvement. That is, rather than highlighting a rich vision and a systemic strategic approach for continuous school improvement, the emphasis mainly is on activities and bureaucratic concerns.

With summer approaching, it is a good time for schools, districts, regional units, and state agencies to rethink and redesign their websites to convey the message:

What we are about is school improvement!

Making It Happen

- (1) Access the set of online guidance notes providing a content-oriented outline to stimulate rethinking about revising school websites to strengthen how they convey the above message. Go to: <http://smhp.psych.ucla.edu/pdfdocs/webguide.pdf>
- (2) Review current websites with an eye to how they convey the efforts for continuous school improvement.
- (3) Help establish a workgroup to rethink and recommend website changes to ensure all stakeholders can appreciate what is being accomplished and are invited to join in.

*For more information on the 2015 National Initiative for Transforming Student and Learning Supports, see <http://smhp.psych.ucla.edu/newinitiative.html> .

**Equity of opportunity is fundamental to enabling civil rights;
transforming student and learning supports is fundamental to
enabling equity of opportunity and promoting whole child development.**