

WEBSITE OVERHAUL: Top 50 Takeaways



san diego county office of
EDUCATION

FUTURE WITHOUT BOUNDARIES™

Your Presenters



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Vice President Integrated Marketing



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San Diego County Office of Education
Communications Strategist



Want to hear a joke?

Decaf.



@celcreative

#CalSPRA2023

Resources available at celpr.com/calspra2023





CREATIVE
EFFECTIVE
LASTING

1

STAGE
1

CREATE

Use this proven five-step process to define your goals and deploy a user-focused website.

IMPLEMENT

STAGE
2

It's time to maximize what you've built and achieve your goals.

ENHANCE

STAGE
3

Extend the life of your website. Look for new functionality and opportunities.

CEL
CELPR.COM

STAGE
5

REIMAGINE

Explore the next iteration of your website. Do you need a facelift, redesign or total reboot?

STAGE
4

AUDIT

Explore data to identify your site's strengths and shortcomings. How can new technology help you adapt to a changing world?

LIFE CYCLE OF A WEBSITE

2021=

2 years, 7 months & 26 days



LIFE CYCLE OF A WEBSITE

We lost 26 days!!!



LIFE CYCLE OF A WEBSITE

2023=

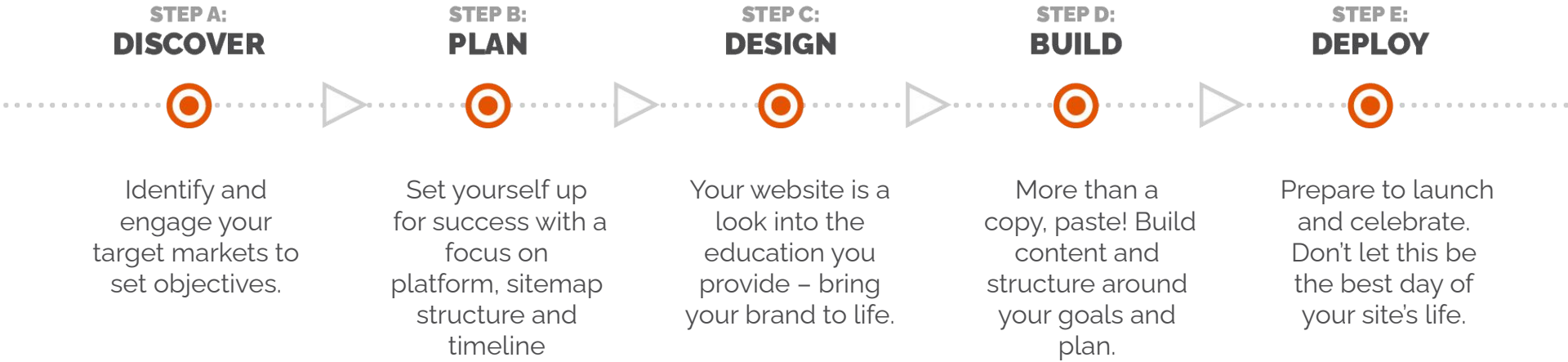
2 years, 7 months

~ Forbes

STAGE
1

CREATE

Use this proven five-step process to define your goals and deploy a user-focused website.



I never find what I'm looking for what I use the search...help!

I keep clicking around and end up back where I started.

Where do I go to get fingerprinting?

How We Got Started = LISTENING

How do I find job openings or information about working at the County Office?

I'm not sure where to find professional learning. I keep clicking on different pages but end up either back where I started or off-site to some event thing.



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PREP

DESIGN

PANDEMIC

BUILD

GO LIVE

July 2018 -
June 2019

Nov 2019 -
Feb 2020

FULL STOP
March 2020 -
July 2021

Aug 2021 -
Jan 2022

Jan. 27, 2022





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PREP

Stakeholder Buy-In
Surveys
Focus Groups
RFP
Demonstrations
Vendor Selection

DESIGN

Custom Designing
with Finals site

PANDEMIC

FULL STOP

BUILD

Sitemapping
Keyword Research
Page Building
Layouts
Training

GO LIVE

Launch!



STAGE
1

CREATE

Use this proven five-step process to define your goals and deploy a user-focused website.

STEP A:
DISCOVER

STEP B:
PLAN

STEP C:
DESIGN

STEP D:
BUILD

STEP E:
DEPLOY



Average 6-10 months (depending on size and needs)

Get Started
Before You're
Ready to Start!

Set Your Goals = Launch the Site!

Goal 1 - To enhance the **user experience** by streamlining the sitemap which allows users to find their topical needs in 2 clicks or less.

Goal 2 - **Increase efficiencies** for our target audience through:

- Better searchability by utilizing keyword centric language
- Enhanced accessibility of content by PDF usage only as supplemental content

Goal 3 - To **support editors** with an easy to update platform that ensures content stays up to date and is schedulable.

S

Specific

What will be accomplished?
What actions will you take?

M

Measurable

What data will measure the goal?
How much? How well?

A

Achievable

Is the goal doable? Do you have the
necessary skills and resources?

R

Relevant

How does the goal align with
broader goals?

T

Time-Bound

What is the time frame for
accomplishing the goal?

Focus on User Centric Pages

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
		132,288 % of Total: 100.00% (132,288)	110,911 % of Total: 100.00% (110,911)	00:02:42 Avg for View: 00:02:42 (0.00%)
<input type="checkbox"/>	1. /	12,662 (9.57%)	10,500 (9.47%)	00:00:56
<input type="checkbox"/>	2. /search-results	4,865 (3.68%)	3,152 (2.84%)	00:00:34
<input type="checkbox"/>	3. /administrative-services/human-resources/credentialing	4,464 (3.37%)	3,695 (3.33%)	00:02:21
<input type="checkbox"/>	4. /work-sdcoe	3,916 (2.96%)	3,299 (2.97%)	00:07:05
<input type="checkbox"/>	5. /schools/cuyamaca-outdoor	3,761 (2.84%)	2,676 (2.41%)	00:01:57
<input type="checkbox"/>	6. /administrative-services/human-resources/credentialing/how-to/~board/credentialing-how-to/post/obtain-an-emergency-30-day-substitute-teaching-permit	3,676 (2.78%)	3,113 (2.81%)	00:08:56
<input type="checkbox"/>	7. /educators/educator-preparation	3,286 (2.48%)	2,785 (2.51%)	00:04:26
<input type="checkbox"/>	8. /schools/finder	2,006 (1.52%)	1,690 (1.52%)	00:03:32
<input type="checkbox"/>	9. /educatorpathways/home	1,947 (1.47%)	1,606 (1.45%)	00:02:32
<input type="checkbox"/>	10. /covid-19/home	1,848 (1.40%)	1,526 (1.38%)	00:00:36
<input type="checkbox"/>	11. /administrative-services/human-resources/fingerprinting	1,840 (1.39%)	1,533 (1.38%)	00:09:42
<input type="checkbox"/>	12. /about-sdcoe/news/post/~board/news/post/jan-30-school-closures	1,553 (1.17%)	1,457 (1.31%)	00:03:17
<input type="checkbox"/>	13. /covid-19/health-practices	1,543 (1.17%)	1,341 (1.21%)	00:06:19
<input type="checkbox"/>	14. /students/health-well-being/school-nursing	1,321 (1.00%)	1,073 (0.97%)	00:07:56
<input type="checkbox"/>	15. /about-sdcoe/contact	1,259 (0.95%)	1,067 (0.96%)	00:01:28

Segment Analytics

- Filter your internal IP for accurate data
- Top viewed pages - look at times of year
- Demographics
- Content Drilldown

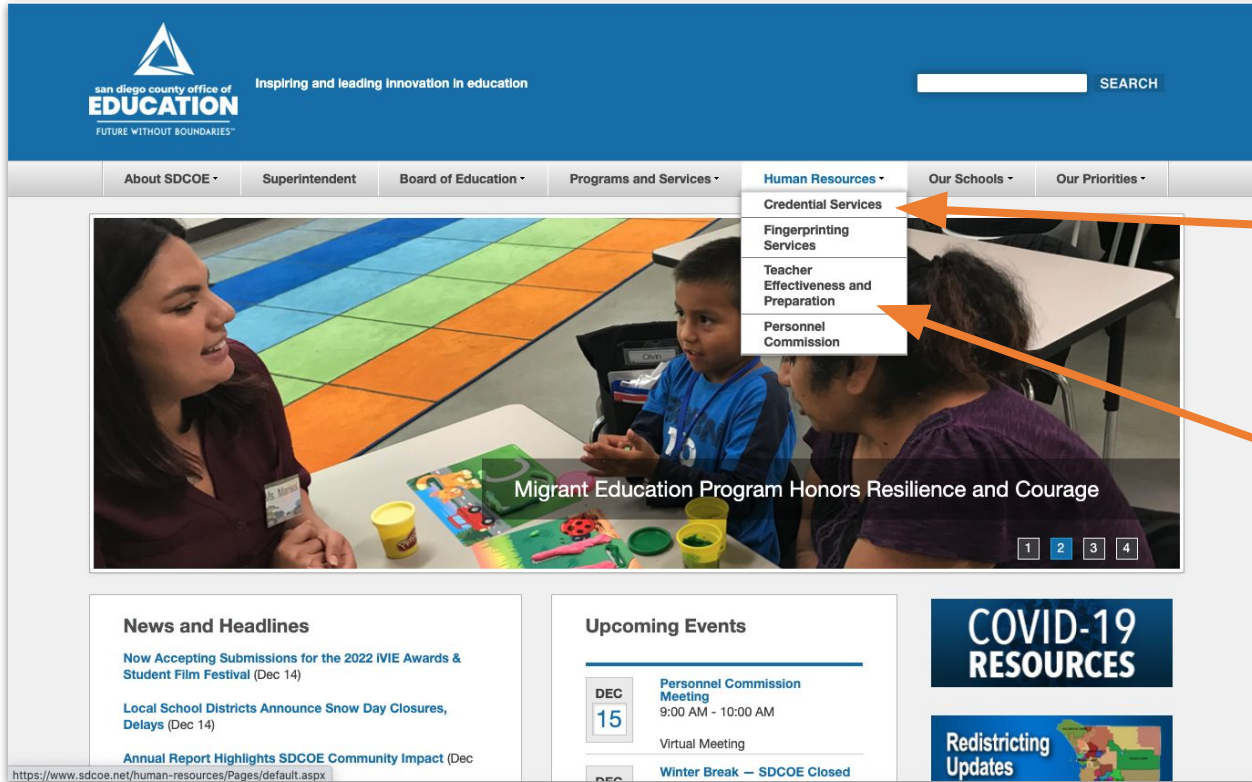


You are NOT the Target Audience

- Focus on your audience
- Review the facts
- Remove acronyms



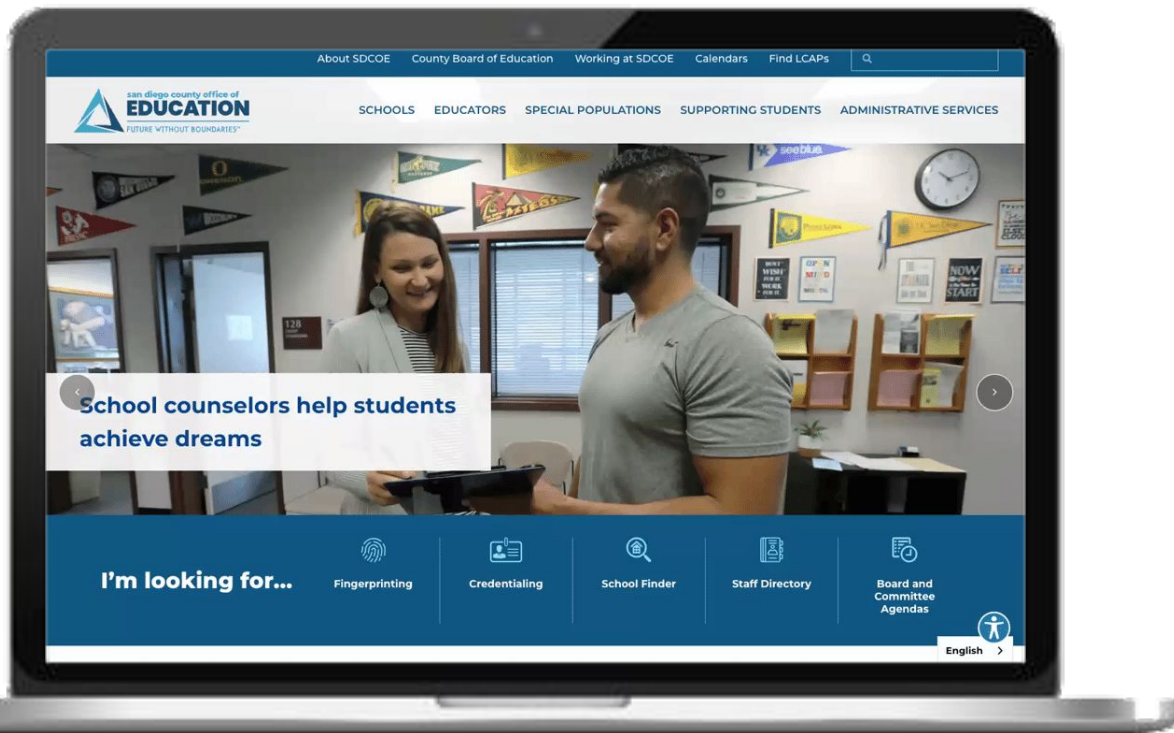
Before



Multiple clicks -
sometimes 8 deep

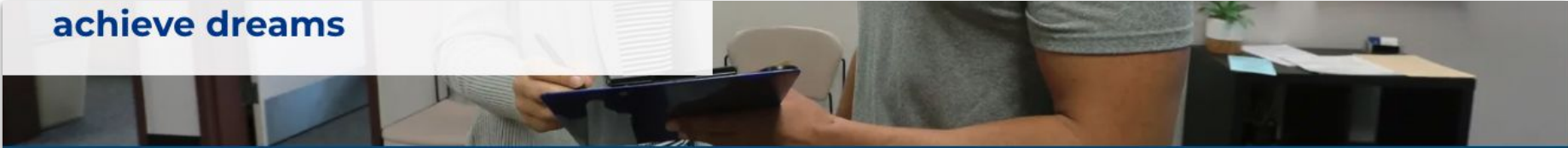
Departmentalized
sitemap and language

Responsive uses on
mobile and tablet devices



- Consolidated navigation with two tiers
- Organized by user and topic
- Top pages have quick access on homepage and part of overall sitemap

achieve dreams



I'm looking for...



Fingerprinting



Credentialing



School Finder



Staff Directory



Board and
Committee
Agendas

SEARCH RESULTS

Search

Search

RESULTS

194 results (6 milliseconds)

[Designated Subjects Credentials](#)

<https://www.sdcoe.net/educators/educator-preparation/designated-subjects/~board/designated-subjects-credentials/post/supervision-and-coordination-credential-information>

Designated Subjects **Credentials**

[Teacher Intern Credentials](#)

<https://www.sdcoe.net/educators/educator-preparation/teacher-intern/~board/teacher-intern-credentialing-programs/post/single-subject-intern-credential-program>

Teacher Intern **Credentials**

[Credentialing](#)

<https://www.sdcoe.net/administrative-services/human-resources/credentialing>

Learn more about Educator Preparation Explore tools and information related to designated subjects, internship **credentials**, added authorization in special education ...

Used posts for specific details of credentialing

Enhanced search with search engine optimization



Optimize Your Pages

Page Settings

GENERAL LINKED **SEO** NAV INFO ACCESS CONTROL PERMISSIONS

SEO Title

Credentialing Services - San Diego County Office of Education Custom

SEO Description


The San Diego County Office of Education (SDCOE) provides credentialing services to school districts, charter schools, universities, and individuals across the county. Custom

SEO Keywords

Credentialing, San Diego County Office of Education, SDCOE, San Diego County, (Custom

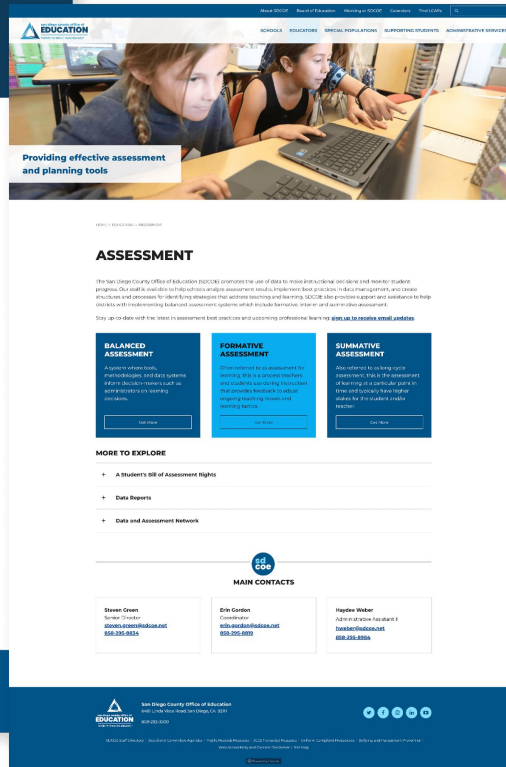
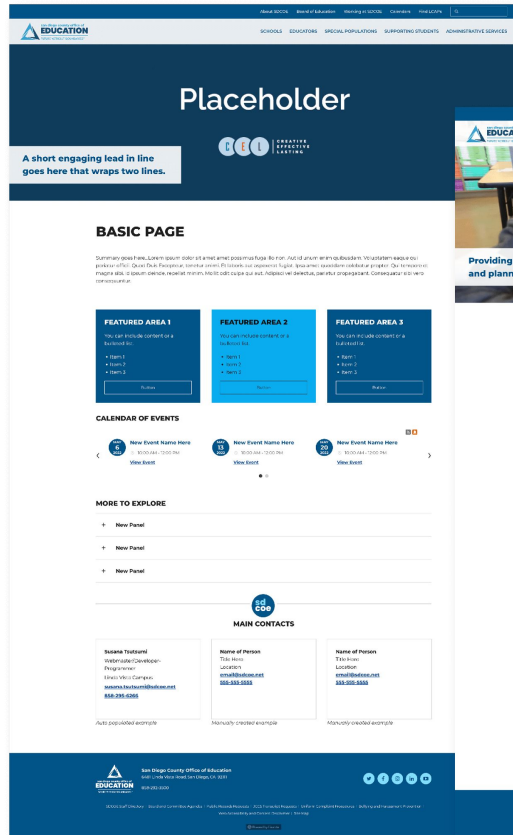
Custom <head> Content

Open Graph Image

 Browse Custom

CANCEL SAVE





EXAMPLE

San Diego County Office of Education
FUTURE WITHOUT BOUNDARIES™

About SDCOE Board of Education Working at SDCOE Calendars Find LCAPs

SCHOOLS EDUCATORS SPECIAL POPULATIONS SUPPORTING STUDENTS ADMINISTRATIVE SERVICES

Placeholder

A short engaging lead in line goes here that wraps two lines.

EXECUTION

San Diego County Office of Education
FUTURE WITHOUT BOUNDARIES™

About SDCOE Board of Education Working at SDCOE Calendars Find LCAPs

SCHOOLS EDUCATORS SPECIAL POPULATIONS SUPPORTING STUDENTS ADMINISTRATIVE SERVICES

Providing effective assessment and planning tools

EXAMPLE

BASIC PAGE

Summary goes here. Lorem ipsum dolor sit amet amet, possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque qui pariatur officii. Quod Dui. Excepteur, tenetur animi. Et laboris, aut aspernatur fugiat. Ipsa amet quosdam, colabatur propter. Qui tempore et magna sibi. Id ipsum deinde, repellat minim. Mollit odit culpa qui aut. Adipisci, vel delectus, pariatur propagabant. Consequatur sibi vero consequuntur.

FEATURED AREA 1

You can include content or a bulleted list.

- Item 1
- Item 2
- Item 3

Button

FEATURED AREA 2

You can include content or a bulleted list.

- Item 1
- Item 2
- Item 3

Button

FEATURED AREA 3

You can include content or a bulleted list.

- Item 1
- Item 2
- Item 3

Button

CALENDAR OF EVENTS

MAY 6 2022

New Event Name Here

10:00 AM - 12:00 PM

[View Event](#)

MAY 13 2022

New Event Name Here

10:00 AM - 12:00 PM

[View Event](#)

MAY 20 2022

New Event Name Here

10:00 AM - 12:00 PM

[View Event](#)

MORE TO EXPLORE

+ [New Panel](#)

+ [New Panel](#)

+ [New Panel](#)

EXECUTION

HOME > EDUCATORS > ASSESSMENT

ASSESSMENT

The San Diego County Office of Education (SDCOE) promotes the use of data to make instructional decisions and monitor student progress. Our staff is available to help schools analyze assessment results, implement best practices in data management, and create structures and processes for identifying strategies that address teaching and learning. SDCOE also provides support and assistance to help districts with implementing balanced assessment systems which include formative, interim and summative assessment.

Stay up-to-date with the latest in assessment best practices and upcoming professional learning: [sign up to receive email updates](#).

BALANCED ASSESSMENT

A system where tools, methodologies, and data systems inform decision-makers such as administrators on learning decisions.

Get More

FORMATIVE ASSESSMENT

Often referred to as assessment for learning, this is a process teachers and students use during instruction that provides feedback to adjust ongoing teaching moves and learning tactics.

Get More

SUMMATIVE ASSESSMENT

Also referred to as long-cycle assessment, this is the assessment of learning at a particular point in time and typically have higher stakes for the student and/or teacher.

Get More

MORE TO EXPLORE

- + [A Student's Bill of Assessment Rights](#)

- + [Data Reports](#)

- + [Data and Assessment Network](#)

EXAMPLE



MAIN CONTACTS

<p>Susana Tutsumi Webmaster/Developer- Programmer Linda Vista Campus susana.tutsumi@sdcoe.net 858-295-6266</p> <p><i>Auto populated example</i></p>	<p>Name of Person Title Here Location email@sdcoe.net 555-555-5555</p> <p><i>Manually created example</i></p>	<p>Name of Person Title Here Location email@sdcoe.net 555-555-5555</p> <p><i>Manually created example</i></p>
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San Diego County Office of Education
6401 Linda Vista Road, San Diego, CA 92131
858-292-3500



[SDCOE Staff Directory](#) | [Board and Committee Agendas](#) | [Public Records Requests](#) | [SDCS Transcription Services](#) | [Uniform Complaint Procedures](#) | [Bullying and Harassment Prevention](#) | [Web Accessibility and Content Disclaimer](#) | [Site Map](#)




EXECUTION




MAIN CONTACTS


<p>Steven Green Senior Director steven.green@sdcoe.net 858-295-8834</p>	<p>Erin Gordon Coordinator erin.gordon@sdcoe.net 858-295-8819</p>	<p>Haydee Weber Administrative Assistant II hweber@sdcoe.net 858-295-8984</p>
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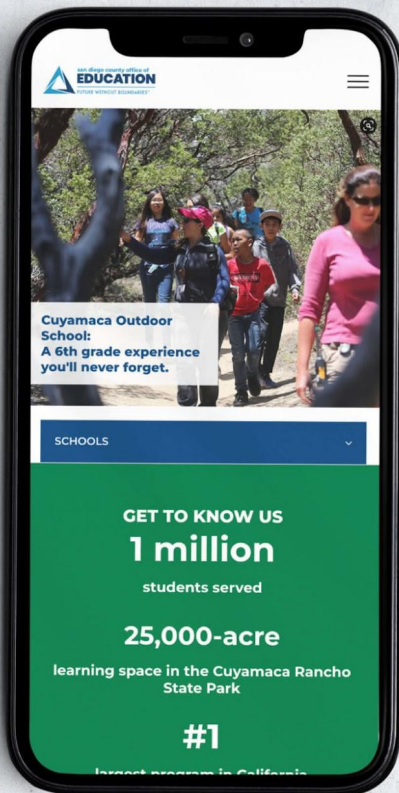
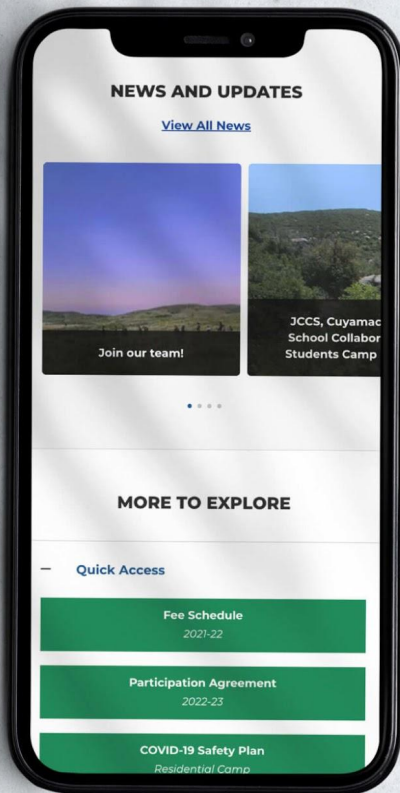


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Write Alt Text That is Truly Valuable



Bad: img4653.jpg

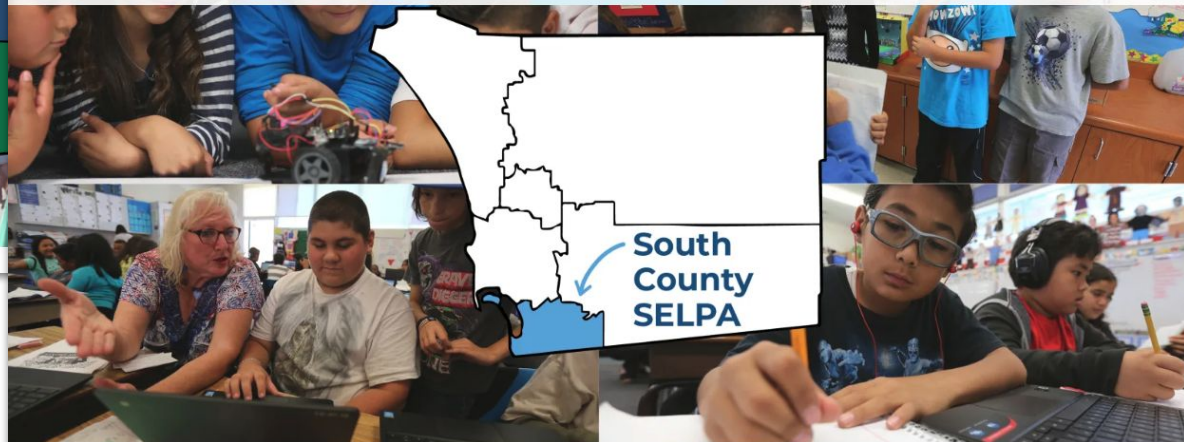
Acceptable: Two female students

Good: Two female science students

Best: Two female science students mixing solutions in beaker

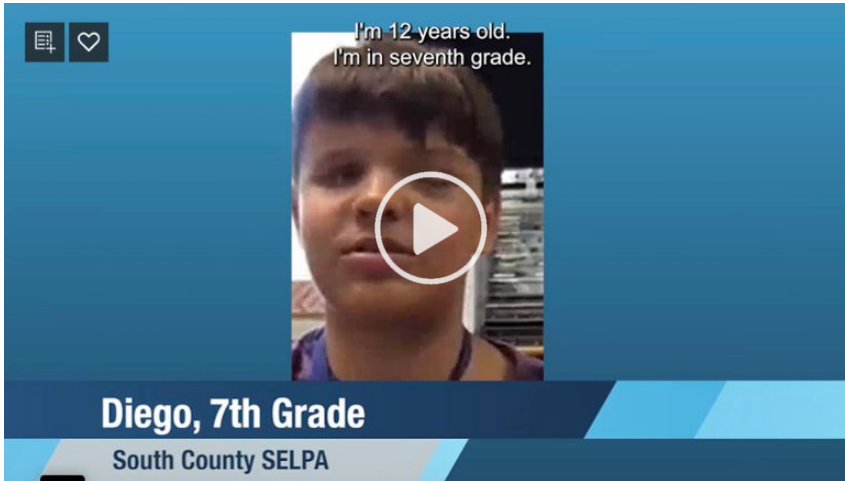
Overkill: Two female students one in white shirt and one in green shirt dropping solution in a beaker in a science classroom.

Understanding San Diego County's six Special Education Local Plan Areas (SELPAs)



SOUTH COUNTY SELPA

Students Share Experiences with Inaccessible Websites



I'm 12 years old.
I'm in seventh grade.

Diego, 7th Grade
South County SELPA

This video thumbnail features a young boy with dark hair and a purple shirt. A white play button is centered over his face. In the top left corner, there are icons for a document and a heart. The background is a solid blue color.



Grace, 9th Grade
South County SELPA

This video thumbnail features a young woman with long brown hair wearing a light blue shirt. A white play button is centered over her face. In the top left corner, there are icons for a document and a heart. The background is a solid blue color.

Rid the Internet of PDFs

- If you need printable version include as secondary
- Not responsive
- Not translatable




San Diego County Office of
EDUCATION
FUTURE WITHOUT BOUNDARIES™

ABOUT SDCOE | BOARD OF EDUCATION | WORKING AT SDCOE | CALENDARS | FIND LCAPS

SCHOOLS | **EDUCATORS** | SPECIAL POPULATIONS | SUPPORTING STUDENTS | ADMINISTRATIVE SERVICES

HOME > EDUCATORS > EQUITY

2022 LUNAR NEW YEAR



Lunar New Year, also known as Chinese New Year or Spring Festival, is an important festival in many Asian countries, and Lunar New Year celebrations are being held more and more in Western cities in recent years too, including San Diego.

Lunar New Year is the festival that celebrates the beginning of a new year on the traditional lunisolar Chinese calendar. It was traditionally a time to honor deities as well as ancestors, and it has also become a time to feast and visit family members.

The Chinese base their New Year celebration on the lunar calendar (instead of the solar one used in the West). Therefore, people who follow the solar calendar always celebrate the New Year on January 1st, but the Lunar New Year will depend of the moon. Usually, it is celebrated in February, yet the exact day will vary from year to year. This year just happens to be on Feb. 1, 2022.

It is our mission to invite educators to explore their own intersecting identities, analyze their mindsets, and hone their skills. We seek to create equity-centered, asset-based systems by implementing and sustaining positive changes that benefit those we serve.

Our efforts are focused on creating equitable access with consistently strong outcomes for all students, paying special attention to the needs of historically marginalized populations. This resource guide will provide information and resources to support the celebration of the Chinese New Year.

Year of the Tiger

2022 is the year of the Water Tiger, a year of all types of extremes. In Chinese Astrology, the Chinese Zodiac:

Animal Signs are grouped in six pairs according to the balance between Yin and Yang. Each of the six groupings is

2022 Lunar New Year

Lunar New Year, also known as Chinese New Year or Spring Festival, is an important festival in many Asian countries. 2022 is the year of the Water Tiger, a year of all types of extremes.

[Get More Info >](#)



Facilitating Dialogue with Compassion (Kyle Rittenhouse Verdict and Trial for the Murder of Ahmad Arbery)

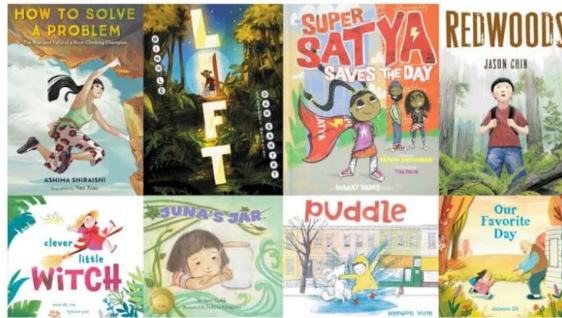
A guide for educators regarding recent verdicts in divisive legal cases that may lead to potentially difficult conversations in the classroom.

[Get More Info >](#)



Guide to Observing National Arab American Heritage Month

Books Celebrating Asian American Pacific Islander Culture



PICTURE BOOKS

The article, [Eight of Our Favorite Asian American Picture Books](#), has information and recommendations on diverse and authentically representative picture books for Asian American youth:

- *Clever Little Witch*, by Muon Thi Van and Hyeon Yum
- *How to Solve a Problem: The Rise (and Falls) of a Rock-Climbing Champion*, by Ashima Shirasaki and Yao Xiao
- *Jump & Zap*, by Jane Bakh and Felicia Hoshino
- *Left*, by Minh Le and Dan Santat
- *Our Favorite Day*, by Joowon Oh
- *Puddle*, by Hyeon Yum
- *Redwoods*, by Jason Chin
- *Super Satya Saves the Day*, by Raakhee Mirchandani and Tim Palin



HIGH SCHOOL AND ADULT BOOKS

The New York Public Library published the article, [Major Feelings: An Asian Pacific Islander Desi American \(API/DA\) Reading List](#), on noteworthy adult

Heading 1

└ Heading 2

└ Heading 2

└ Heading 3

└ Heading 3

└ Heading 4

└ Heading 2

└ Heading 3

└ Heading 4

└ Heading 2

└ Heading 3

HEADING 1 = TITLE OF PAGE

Body copy summary goes here...Lorem ipsum dolor sit amet amet possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque qui pariatur officii.

HEADING 2

Body or paragraphy content...Lorem ipsum dolor sit amet amet possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque qui pariatur officii. Quod Duis Excepteur, tenetur animi.

HEADING 2

Body or paragraphy content...Lorem ipsum dolor sit amet amet possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque qui pariatur officii.

Heading 3

Body or paragraphy content...Lorem ipsum dolor sit amet amet possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque qui pariatur officii.

Heading 3

Body or paragraphy content...Lorem ipsum dolor sit amet amet possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque qui pariatur officii.

HEADING 4

Body or paragraphy content...Lorem

HEADING 2

Body or paragraphy content...Lorem ipsum dolor sit amet amet possimus fuga illo non. Aut id unum enim quibusdam. Voluptatem eaque

San Diego County Office of Education

SCHOOLS EDUCATORS SPECIAL POPULATIONS SUPPORTING STUDENTS ADMINISTRATIVE SERVICES

COMPUTER SCIENCE

With California's newly adopted Computer Science (CS) standards, the San Diego County Office of Education is offering services designed to support the national framework and the California standards. We also provide professional learning for all educators and customized support and technical assistance for districts and schools. [Contact us](#) to join a network of CS educational leaders from across the county to meet and learn from each other.

RESOURCES

- [SDCOE CS Resources Padlet](#)
- [California Computer Science Education](#)
- [CS Framework](#)
- [CS Equity Guide](#)

BIT BLAST! NEWSLETTER

Stay connected with Bit Blast!, a computer science periodical.

[Join Our Email List](#)


EVENTS

CA-SAIG Info Recap

Attention San Diego County Administrators:

Wishing you could find credential compliant Computer Science Teachers? There's a way to grow your own! The California Supplemental Authorization Incentive Grant, Computer Science (SAIG-CS) can help develop new CS teachers from the amazing faculty you already work with!

Computer Science Teachers Association



The Computer Science Teachers Association (CSTA) understands that teaching computer science is hard. That's why the dedicated team and teacher-led Board of Directors has focused on creating a strong environment to support K-12 educators.

MORE TO EXPLORE

+ [Bit Blast! Newsletter Archive](#)



MAIN CONTACTS

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H1 = Computer Science

Lead in + 5 H2

- Lead in = future-ready with computer science (also includes image)
- H2 = Resources, Bit Blast Newsletter, Events, More to Explore and Main Contacts

Pick what you want.... (ex: Events)

2 articles - titles =

- CA-SAIG Info Recap
- Computer Science Teachers Association

Choose which to open!

Mark Lantsberger
Computer Science Coordinator
mark.lantsberger@sdcoe.net

Maria Hynes
Administrative Assistant I
maria.hynes@sdcoe.net



Avoid Directional Language



Avoid “click here”, use action words

FINGERPRINTING

The San Diego County Office of Education (SDCOE) offers fingerprinting services for school districts, charter schools, and other agencies. Both our **Linda Vista Office** and **North County Office (NCREC)** is accepting appointments for Live Scan services. ~~Please make an appointment by clicking the blue "Book a Fingerprinting Appointment Online" button to the right.~~ Please be aware that Fridays are often blocked for staff meetings and professional development which affects walk-in service so please check our Important Notices below for closures.

**CLICK HERE TO BOOK A
FINGERPRINTING
APPOINTMENT ONLINE**

Helpful: request to publish feature

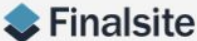
Request to Publish Page


Select someone to send a request to publish "Admission" to the live website.

Send Request to: **Select Publisher** ▼

Enter optional comment (250 char max)

CANCEL SEND REQUEST

 Finalsite



You've got a new publish request!

Home

Cannot Publish has requested that the Home page be published.

Comment: Please publish tthis

[View on Website](#)

[View in Composer](#)

Finalsite | 655 Winding Brook Drive | Glastonbury, CT 06033 | USA

Take Wide Photos

ORIGINAL



HERO



CIRCLE

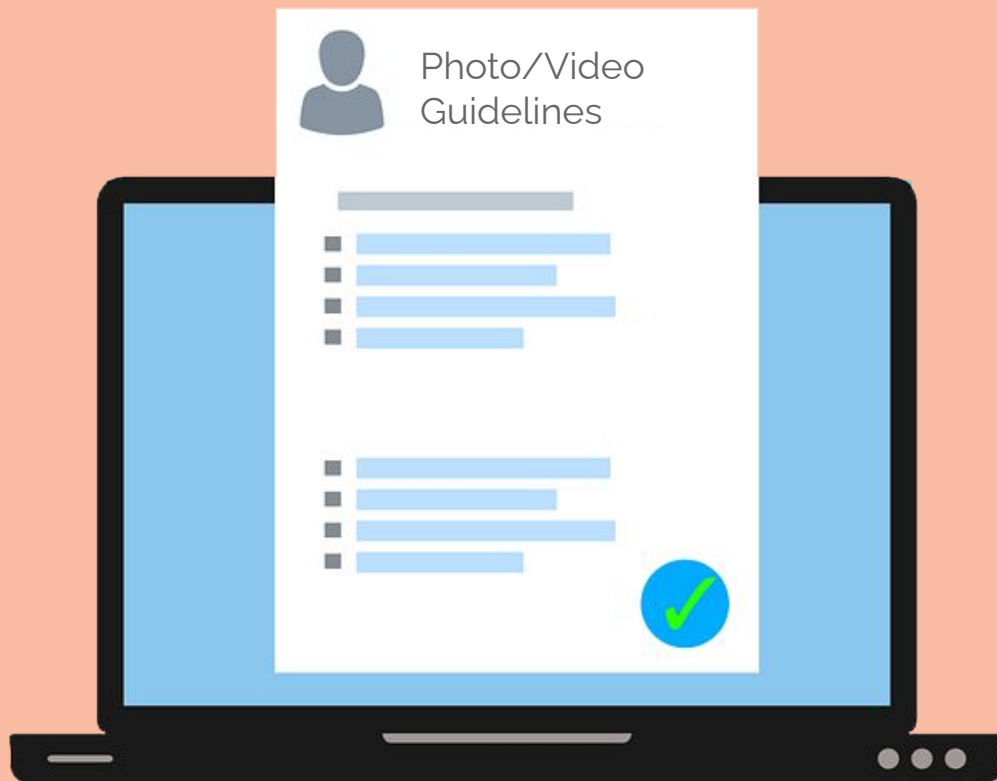


SQUARES



VERTICAL





Don't Get Stuck

—
Don't just move content, rethink it















Break Up Long Lists of Content Using Images or Videos

VIRTUAL WELLNESS CENTER

This virtual Wellness Center is brought to you to support the well-being of staff, students, and parents as well as connect them to calming activities and tools to promote health and wellness. This is a safe space to access support, take a break, rest, and refocus.

Mental Health Supports
Substance Prevention
Social Emotional Learning
Training

 Calming Apps	 Coloring and Creativity	 Games and Puzzles
 Gratitude	 Journaling	 Mindfulness
 Physical Health and Nutrition	 Positive Thinking	 Resiliency
 Sounds and Music	 Stress and Anxiety	 Virtual Tours and Webcams



Commonly Overlooked

Customize Your 404 Page

404 - PAGE NOT FOUND

404 - PAGE NOT FOUND

Oops! Your page has moved.

Let us help you find it now!

Search

Search

RESULTS



Sorry, we blew it with the 404 Error!

How can we make it up to you?

Meet up for a Free Cup of Coffee?

WHAT WERE YOU LOOKING FOR?

Search ...




[About SDCOE](#) •
 [Superintendent](#) •
 [Board of Education](#) •
 [Programs and Services](#) •
 [Human Resources](#) •
 [Our Schools](#) •
 [Our Priorities](#) •
 [Jobs](#) •
 [Helpful Links](#)

SDCOE » HUMAN RESOURCE SERVICES » TEACHER EFFECTIVENESS AND PREPARATION

Teacher Effectiveness and Preparation

- Credential Services
- Fingerprinting Services
- CalSTRS
- Teacher Effectiveness and Preparation**
- Personnel Commission
- Human Resources Administrators
- Benefits


Due to Covid-19 safety considerations, SDCOE is currently only taking appointments for face-to-face services. We are unable to serve walk-ins at this time. Please note that all program contacts have new phone numbers, which can be found on the program website homepage. As we continue to work remotely, the best form of communication at this time continues to be via e-mail.



Teacher Effectiveness and Preparation Programs and Services

The SDCOE Teacher Effectiveness and Preparation team provides multiple programs that address pre-service preparation, advanced teacher credentials and authorizations, and professional learning for educators. These programs have been developed in response to requests from districts across San Diego County and the state. We collaborate with highly effective educators in the field who have expertise in their craft to develop quality programs that are responsive to district, teacher, student, and community needs. Each of the programs below continuously examine feedback from stakeholders to ensure responsiveness to widespread needs.

We invite you to look over each of the programs below and contact our office should you have any questions.

We have also included a  flyer for you to share these programs and services with others.

The Job Fair was held DEC. 4, 2021

For more information, visit the [website](#).

Credential Programs

- Added Authorization in Special Education
- Designated Subjects Credentials
- Teacher Intern Credentialing Programs
- Teacher Induction Program
- Teaching Permit for Statutory Leave (TPSL)

Certificate Courses

- Clinical Practice Support and Supervision
- Inclusive School Practices
- Mentoring 2.0
- Substitute Teacher Training
- PPS: Certificate in Field Experience Support and Supervision

Test Preparation - FREE



- California Subject Exams for Teachers (CSET)
- California Basic Educational Skills (CBEST)
- Reading Instruction Competency Exam (RICA)

Educator Effectiveness and Evaluation

- Educator Effectiveness and Evaluation (E3)
- Classified Evaluation Project
- Peer Assistance & Review (PAR): Training for Support Teachers
- Navigating Teacher Evaluation
- Classified Employee Grant

Helpful Links

- SDCOE TEP YouTube

Sheleah Jones, Ed.D.
Executive Director
(858) 295-8806

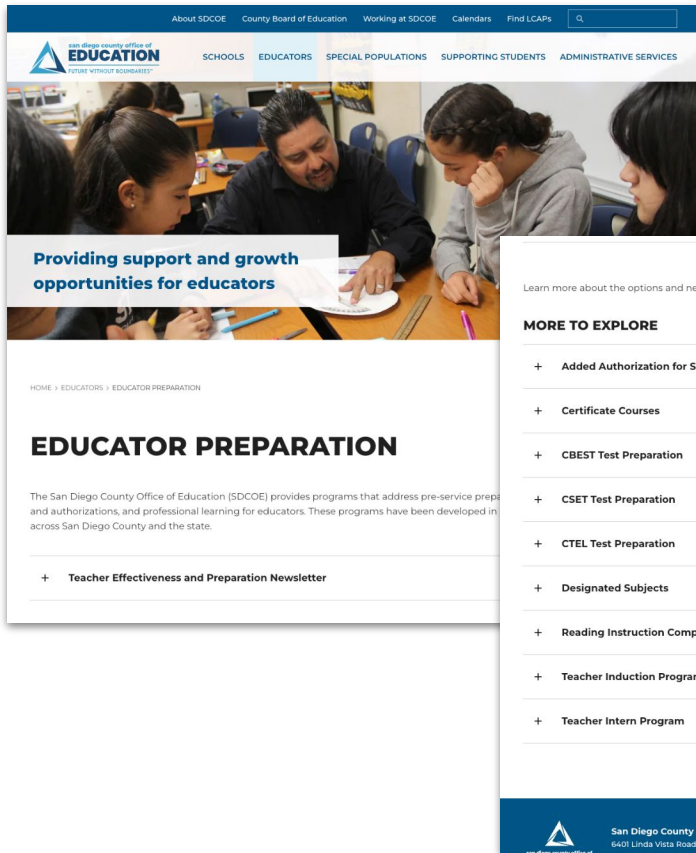
Sylvia Padilla
Administrative Assistant III
(858) 295-8798

Before

Teacher Effectiveness and Preparation Program and Services

URL = <https://www.sdcoe.net/human-resources/teacher-prep/Pages/Educator-Effectiveness-and-Evaluation.aspx>





San Diego County Office of Education
FUTURE WITHOUT BOUNDARIES™

ABOUT SDCOE County Board of Education Working at SDCOE Calendars Find LCAPs

SCHOOLS EDUCATORS SPECIAL POPULATIONS SUPPORTING STUDENTS ADMINISTRATIVE SERVICES

Providing support and growth opportunities for educators

Learn more about the options and next steps for your teaching or non-teaching career in education at the [Educator Pathways website](#)

MORE TO EXPLORE

- + Added Authorization for Special Education (AASE)
- + Certificate Courses
- + CBEST Test Preparation
- + CSET Test Preparation
- + CTET Test Preparation
- + Designated Subjects
- + Reading Instruction Competence Assessment® (RICA) Preparation
- + Teacher Induction Program
- + Teacher Intern Program

HOME > EDUCATORS > EDUCATOR PREPARATION

EDUCATOR PREPARATION

The San Diego County Office of Education (SDCOE) provides programs that address pre-service preparation and authorizations, and professional learning for educators. These programs have been developed in across San Diego County and the state.

+ **Teacher Effectiveness and Preparation Newsletter**

San Diego County Office of Education
6401 Linda Vista Road, San Diego, CA 92111

Now

Educator Preparation

URL = <https://www.sdcoe.net/educators/educator-preparation>

BEFORE

department

Learning and
Leadership
Services

AFTER

user

Educators



SCHOOLS

EDUCATORS

SPECIAL POPULATIONS

SUPPORTING STUDENTS

ADMINISTRATIVE SERVICES

Shortening URLs

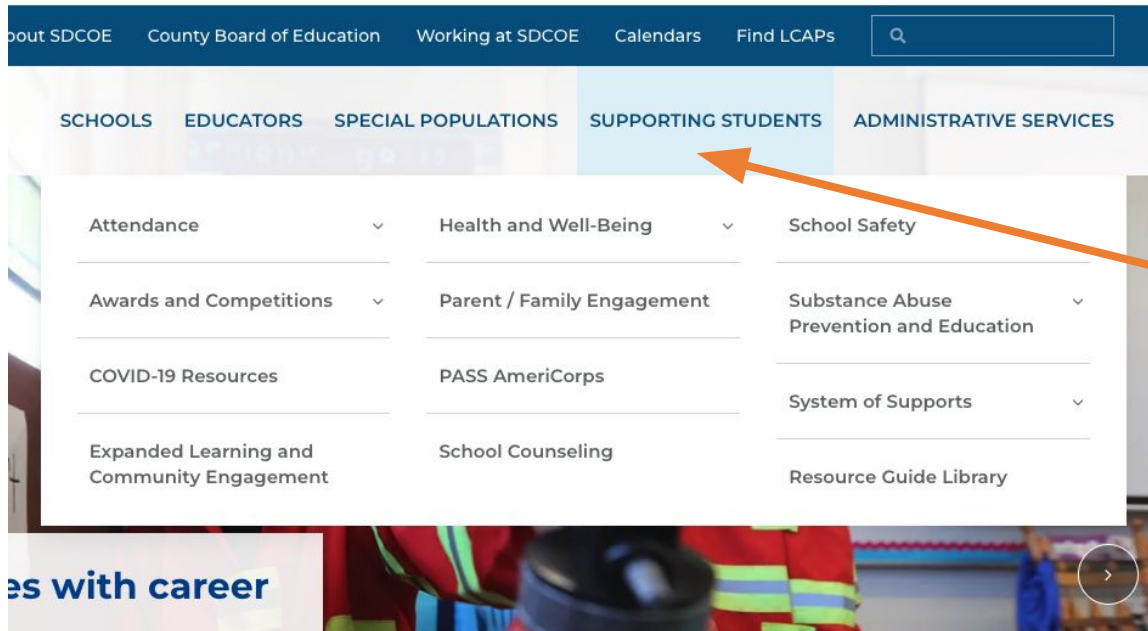
Previous =

sdcoe.net/human-resources/teacher-prep/Pages/educator-effectiveness-and-evaluations.aspx/

Now = sdcoe.net/educators/educator-preparation

Let's Make It Better = sdcoe.net/educators/preparation

Remove Jargon and Acronyms



BEFORE

Student Services and Programs

NOW

Supporting Students

EXPANDED LEARNING AND COMMUNITY ENGAGEMENT

HOME > SUPPORTING STUDENTS > EXPANDED LEARNING AND COMMUNITY ENGAGEMENT

The San Diego County Office of Education provides assistance to After School Education Enrichment for Teens (ASSETs) and the implementation of a variety of programs and engaging students in learning, and

Expanded Learning, as defined by the County Office, that focus on developing the academic experiences. It is the intent of the County Office, partners, and complement, but do not

SDCOE is committed to providing opportunities for bridging opportunities at the districts and charters to help facilitate creative learning environments include:

EXPANDED LEARNING AND COMMUNITY ENGAGEMENT

The San Diego County Office of Education (SDCOE) is committed to providing opportunities to expand the way we think about learning. County Office staff are champions for bridging opportunities in the larger communities in which our students and families live with real-world learning opportunities at the districts and charters where they learn. SDCOE forms partnerships, leverages resources, and harnesses time and space to help facilitate creative learning environments that build experiences and foster meaning. Priorities of this work include:

- Providing customized support to districts and charter schools implementing meaningful programs that focus on learning outside the four walls of the classroom
- Developing multi-level relationships to create collaborative opportunities with community partners that seed new ideas, opportunities for funding, and innovative programming

JOIN OUR EMAIL LIST

Sign up to receive Expanded Learning and Community

2020-21 IMPACT REPORT

Read our most recent Impact Report to learn about some





Providing support and growth opportunities for educators



170% increase in unique pageviews due to optimization and consolidation of content

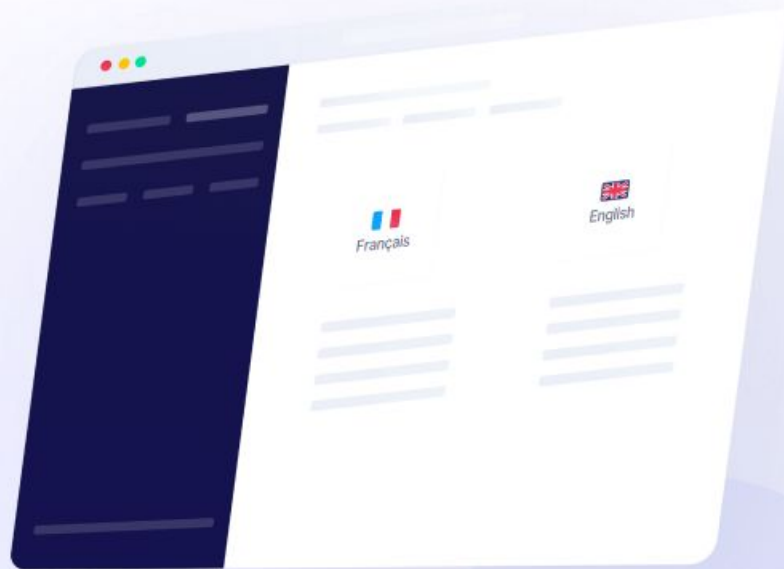
HOME > EDUCATORS > EDUCATOR PREPARATION

EDUCATOR PREPARATION





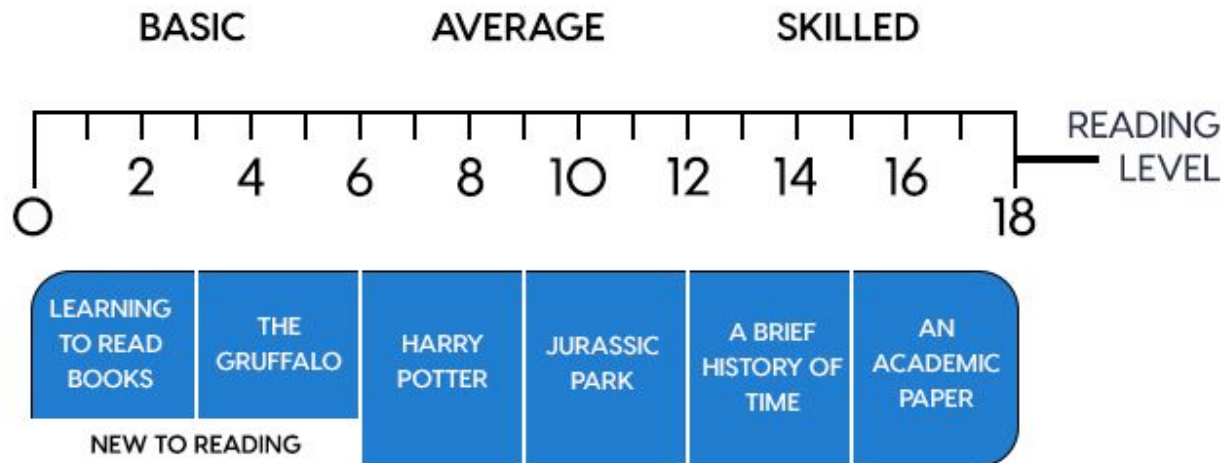
Easily translate
your website



Plain Language =

- Understandable
- Translatable
- Equitable
- Accessible

Flesch-Kincaid Grade Level



Aim for grade 8 to ensure your content can be read by 80% of Americans.

R readable

Performance

Text score: 82 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions. **82**

Word count

Characters	4,293	Reading time	3 min 2 sec
Words	762	Speaking time	5 min 51 sec
Sentences	48		

Readability Metrics compared to other Grammarly users

Word length	4.3		Average
Sentence length	15.9		Above average
Readability score	67 ⓘ		

Your text is likely to be understood by a reader who has at least an 8th-grade education (age 13-14) and should be fairly easy for most adults to read.

[DOWNLOAD PDF REPORT](#) [Close](#)

RESOURCES

Google search console

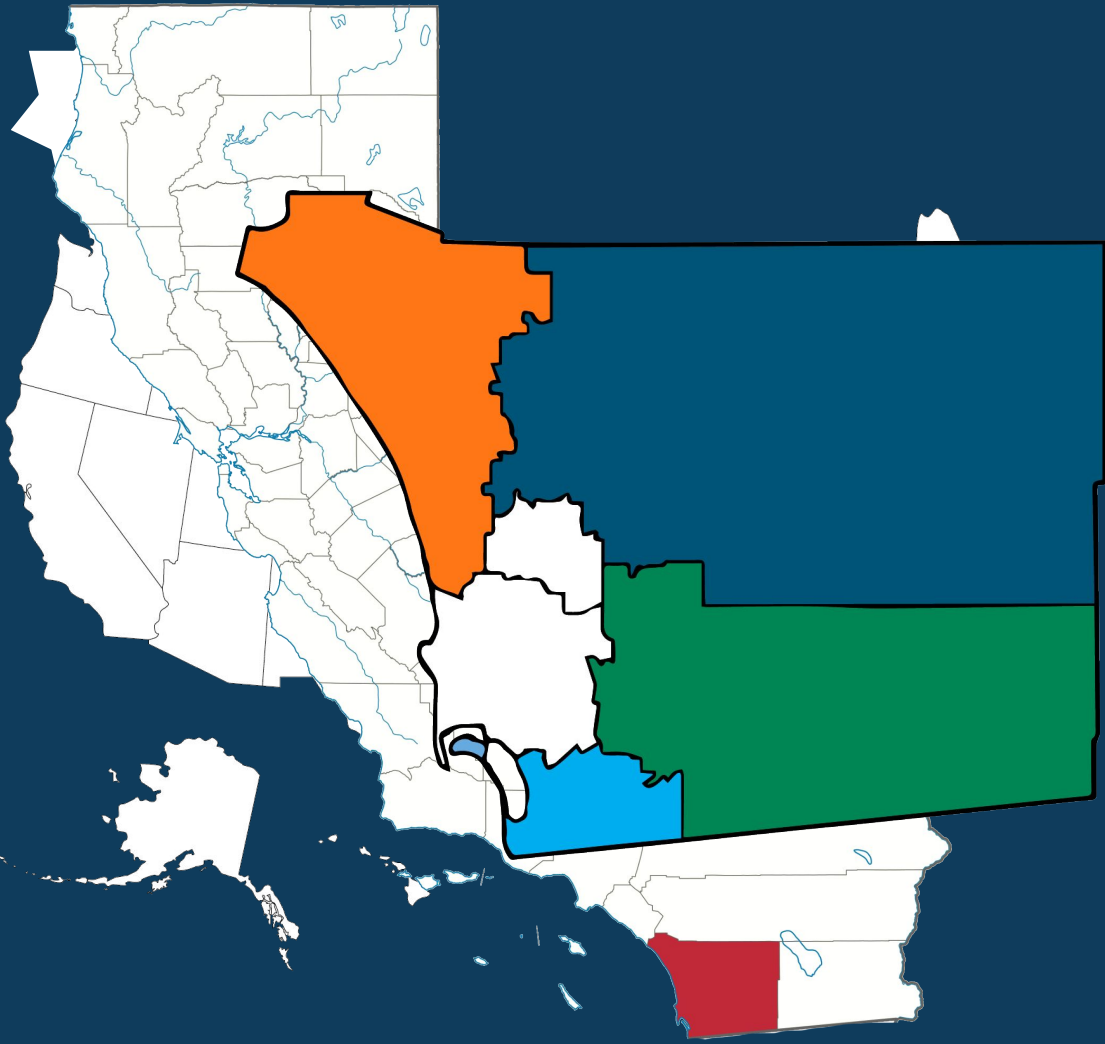
Wordtracker

Grammarly

Flesch-kincaid

Screaming frog SEO spider

44



DECREASE
68,759 pages



1,412 pages

YOUR BRAND HAS

7 seconds

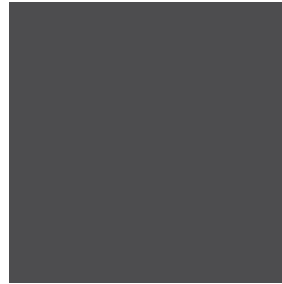
TO MAKE AN IMPRESSION



90% of information
transmitted to your
brain is visual.



PRIMARY COLORS



SECONDARY COLORS




Good **branding** is good **storytelling**.
Good **storytelling** is good **marketing**.
Good **marketing** will positively impact
the **lives** of your **community**.



Celebrate but...

Don't let Launch Day
be the best day of
your website's life!





Messaging
Timelines
Communications Plan
and more...

Training Plan

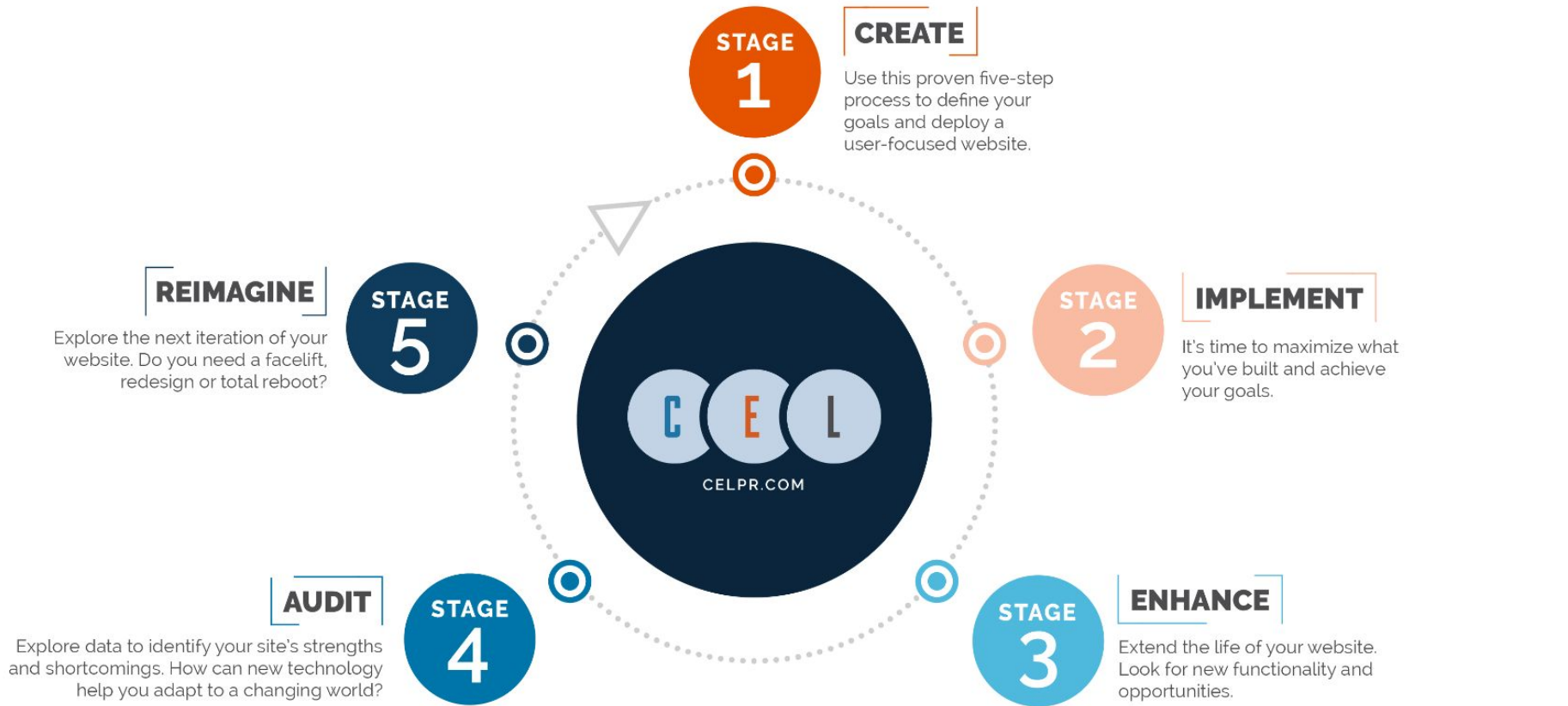
- In-Person
- Virtual
- Videos
- Written
- Quarterly Tips



Challenges

- Pandemic or other crisis
- # of pages to audit
- Stop the microsites
- Too many cooks in the kitchen
- Need overarching strategic leadership





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STAGE

2

IMPLEMENT

It's time to maximize what you've built and achieve your goals.

- Scheduled Audits
- Training
- Thinking Differently with Digital vs. Print

HAPPY 1 YEAR ANNIVERSARY

STAGE

3

ENHANCE

Extend the life of your website. Look for new functionality and opportunities.

- Newsletter (*Finalsite Messages*)
- Staff Intranet
- Event Integration

Get Creative

Formerly Print

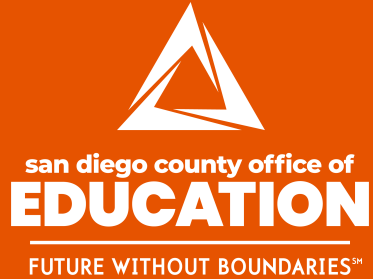
sdcoe.net/annual-report

sdcoe.net/WH



What I Wish I Knew Before I Started...

CELEBRATIONS



39.3%
supplemental
consolidation

68,759 pages
to
1,412 pages
(97.36% consolidation)

20%

decrease in the number
of people who left the
site after visiting only
one page

Searches for
"credentials" and
"fingerprinting"



due to "I'm looking for..."

45%

fewer exits



Questions?



THANK YOU



CHELSEA JANKE

CEL Marketing PR Design
Vice President Integrated Marketing



SAMANTHA WOMACK

San Diego County Office of Education
Communications Strategist

