

# Essential Elements to Crafting User-First Websites

*[celpr.com/calspra](http://celpr.com/calspra)*



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(she/her)

Vice President Integrated Marketing



#boymom



ambivert



caffeine enthusiast



# Poll: What area of your website do you need to work on most?

Easy Navigation  = 32%

Accessibility  = 13%

Ai-driven Search Optimization  = 23%

Engaging Content  = 32%

Mobile-Friendliness  = None

# O1

Create logical,  
data-driven and  
intuitive navigation.







The Key to  
*Success* is...



# You are NOT the Target Audience

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



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 to get started = **LISTEN**

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.

# Segment Analytics

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

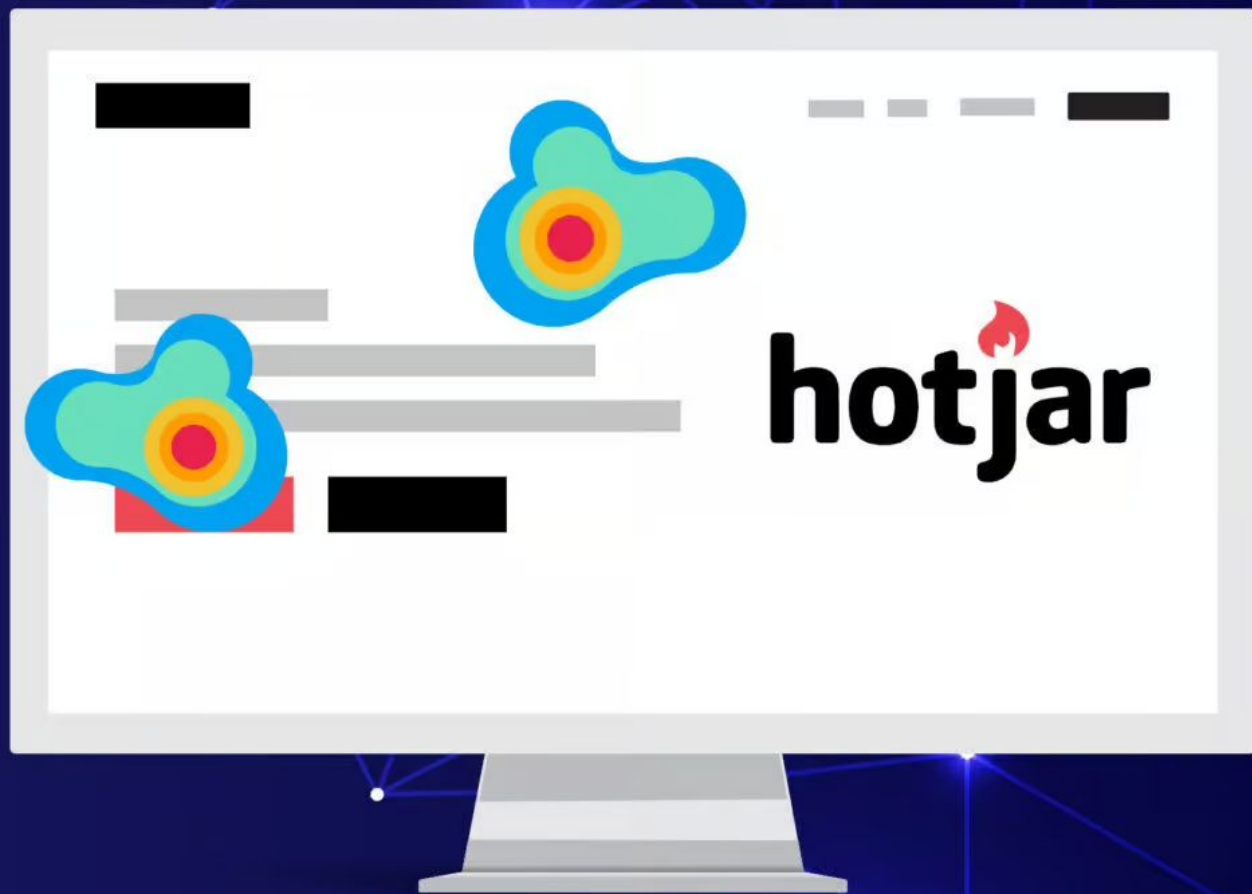


# Focus on User Centric Pages

<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

# Have you considered?

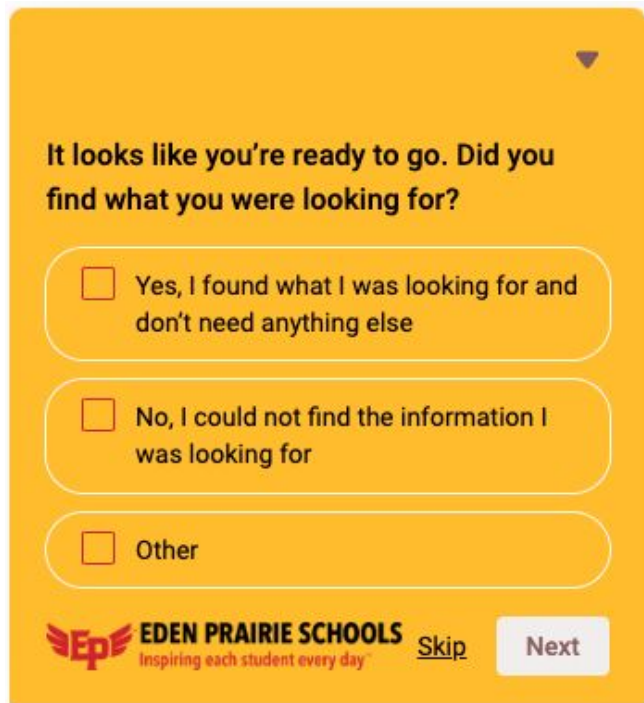








- Yes
- No
- Other


A yellow survey overlay with a small downward arrow in the top right corner. The text asks if the user found what they were looking for. There are three radio button options: "Yes, I found what I was looking for and don't need anything else", "No, I could not find the information I was looking for", and "Other". At the bottom, there is the Eden Prairie Schools logo, a "Skip" link, and a "Next" button.

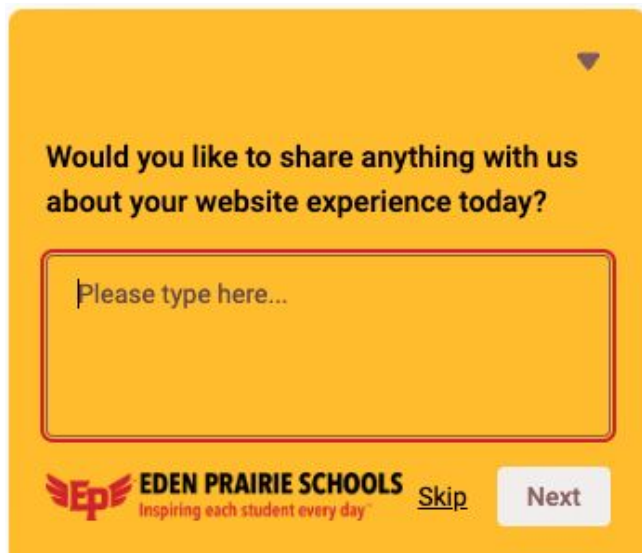
It looks like you're ready to go. Did you find what you were looking for?

☐ Yes, I found what I was looking for and don't need anything else

☐ No, I could not find the information I was looking for


☐ Other

 **EDEN PRAIRIE SCHOOLS**  
Inspiring each student every day™ [Skip](#) [Next](#)

A yellow survey overlay with a small downward arrow in the top right corner. The text asks if the user would like to share anything about their website experience. Below the text is a large text input field with the placeholder "Please type here...". At the bottom, there is the Eden Prairie Schools logo, a "Skip" link, and a "Next" button.

Would you like to share anything with us about your website experience today?

Please type here...

 **EDEN PRAIRIE SCHOOLS**  
Inspiring each student every day™ [Skip](#) [Next](#)

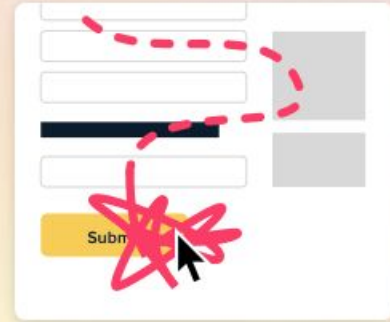
# Do you know where your visitors...



Click



Avoid



Struggle

# Baseline Measurements

- ✓ Survey Data
- ✓ Traffic year-over-year
- ✓ Pageviews (all and unique)
- ✓ Average time on top pages
- ✓ Top Pages
- ✓ Exit Pages
- ✓ Videos (include # without closed captions)
- ✓ Acquisition: how'd they find you
- ✓ Referrals: who sent them
- ✓ Total # of pages
- ✓ PDFs
- ✓ Images (include # without alt text)
- ✓ External linking
- ✓ Anecdotal Evidence
- ✓ and more....

# RPIE Process

## RESEARCH

Who are your  
users?

—

What do your  
users need?

—

Are users getting  
what they need?

## PLANNING

SMART Goals

—

Objectives

—

Strategies

—

Tactics

## IMPLEMENTATION

Create

—

Continued  
Monitoring

—

## EVALUATION

Post Launch  
Monitoring

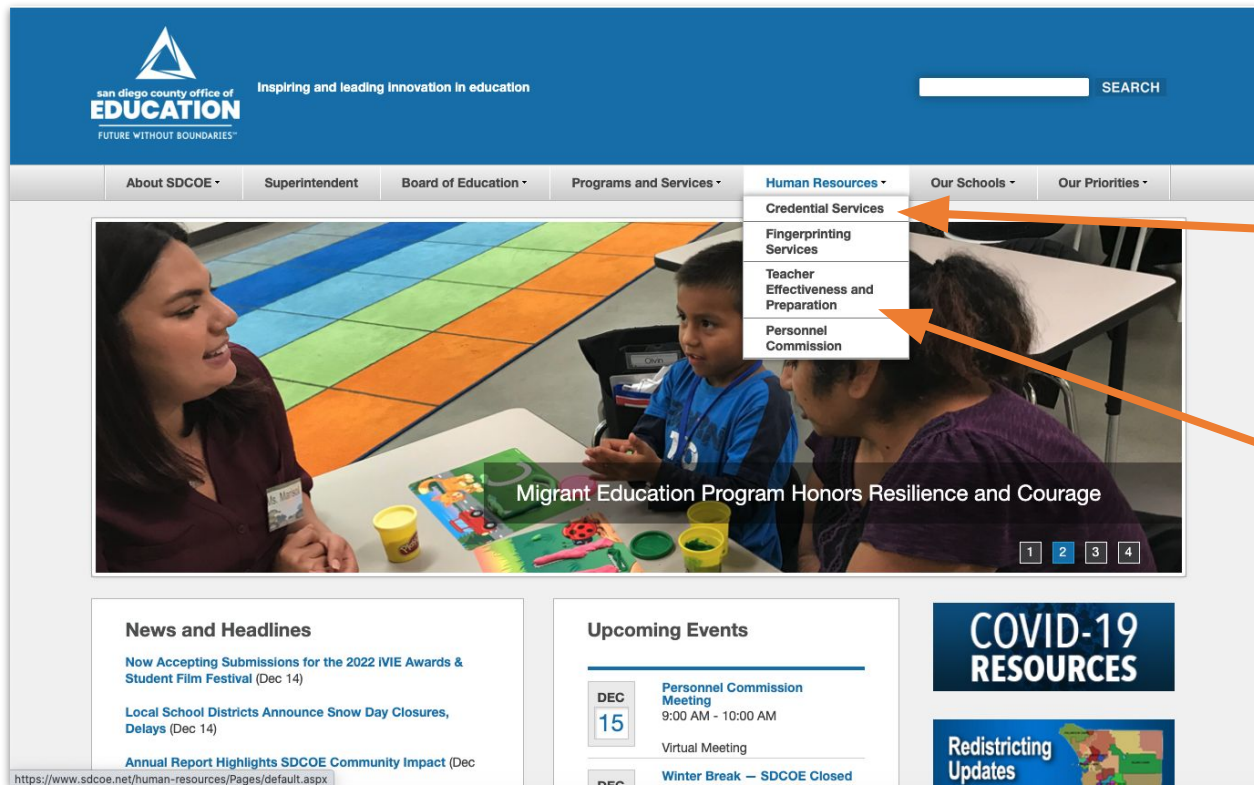
—

Room for Growth

—

Lifecycle

## Before

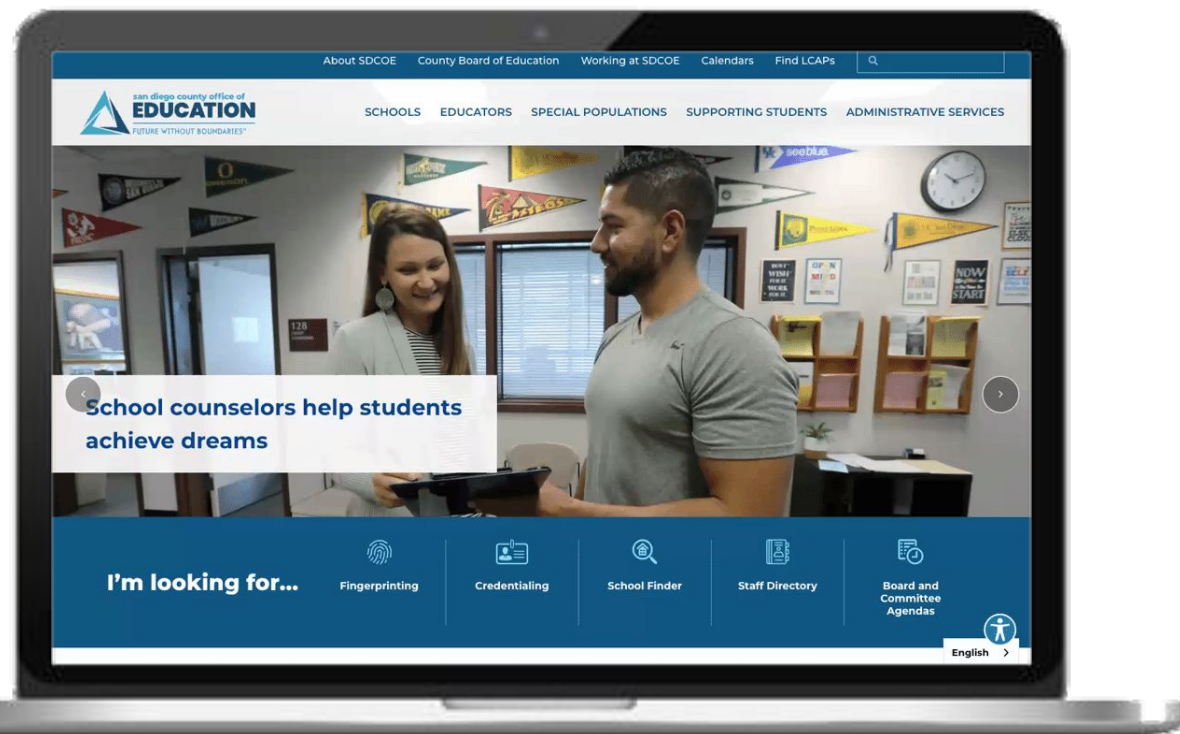


## Before

Multiple clicks -  
sometimes 8 deep

Departmentalized  
sitemap and language

Responsive uses on  
mobile and tablet devices



# After

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

# Data Can Define the User Experience



Admissions >



Giving



COTTER  
SCHOOLS



Family Links >



## ADMISSION

Welcome

Request Info

Places We've Been

I Am Cotter

## LOCAL

Enroll Today

Tuition & Financial Aid

Book a Tour

## INTERNATIONAL

Apply for Boarding

Boarding Costs

Agent

Living at Cotter

# RAMBLERS IN ACTION!

Show your Rambler pride and cheer on our Cotter student-athletes!





## FEATURED HIGHLIGHTS

# ENGAGING IN ACTIVITIES & ATHLETICS

We offer nearly 50 activities, extra-curricular opportunities and athletic teams that allow you to get involved in the school community.

EXPLORE OPPORTUNITIES →



## Globally Learning

Mission, Beliefs and Values

Back-to-School Hub

Main Square Campus: [MONTESSORI 16 MONTHS-6 YEARS](#)

St. Mary's Campus: [16 MONTHS-6 YEARS](#)

St. Stan's Campus: [GRADES 1-4](#)

St. Teresa's Campus: [GRADES 5-6](#)

St. Teresa's Campus: [GRADES 7-8](#)

St. Teresa's Campus: [GRADES 9-12](#)

St. Luke Hall: [COMING SOON](#)

Academic Advising

School Counseling Center

COVID-19



# 02

Plain Language  
Creates Clarity

# Plain Language

Understandable + Translatable + Equitable + Accessible



Persistent cough

Profound fatigue



Cough that won't go away

Feeling extremely tired for unknown reasons

# Plain Language

**Understandable + Translatable + Equitable + Accessible**



Utilizing rhetorical strategies, like ethos, pathos, and logos, can help a rhetor persuade an audience to action.



You can move an audience to action by:

- (E) earning trust or sharing values
- (P) getting them emotionally invested
- (L) clearly organizing your argument

# Plain Language

**Understandable + Translatable + Equitable + Accessible**

1. Write short, clear sentences.
2. Present important information first.
3. Include the details that help the reader complete the task.
4. Leave out details that don't help or may distract, even if they are interesting.

# Before

*department*

Learning and  
Leadership  
Services

# After

*user*

Educators



SCHOOLS

EDUCATORS

SPECIAL POPULATIONS

SUPPORTING STUDENTS

ADMINISTRATIVE SERVICES



## 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](#)



Sheiveh 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>

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
- + CTEL Test Preparation
- + Designated Subjects
- + Reading Instruction Competence Assessment
- + Teacher Induction Program
- + Teacher Intern Program

The screenshot shows the website for the San Diego County Office of Education (SDCOE). The header is blue with the SDCOE logo and navigation links: About SDCOE, County Board of Education, Working at SDCOE, Calendars, Find LCAPs, and a search bar. Below the header is a main navigation bar with links: SCHOOLS, EDUCATORS (highlighted), SPECIAL POPULATIONS, SUPPORTING STUDENTS, and ADMINISTRATIVE SERVICES. The main content area features a large image of a male teacher working with three female students at a table. Overlaid on this image is the text: "Providing support and growth opportunities for educators". Below the image, the breadcrumb trail reads: HOME > EDUCATORS > EDUCATOR PREPARATION. The section title "EDUCATOR PREPARATION" is in large, bold, black letters. The introductory text states: "The San Diego County Office of Education (SDCOE) provides 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." At the bottom, there is a link: "+ Teacher Effectiveness and Preparation Newsletter".

san diego county office of  
**EDUCATION**  
FUTURE WITHOUT BOUNDARIES™

SCHOOLS EDUCATORS SPECIAL POPULATIONS SUPPORTING STUDENTS ADMINISTRATIVE SERVICES

Providing support and growth opportunities for educators

HOME > EDUCATORS > EDUCATOR PREPARATION

## EDUCATOR PREPARATION

The San Diego County Office of Education (SDCOE) provides 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.

+ Teacher Effectiveness and Preparation Newsletter

# Now

## Educator Preparation

URL =  
[https://www.sdcoe.net/educators/  
educator-preparation](https://www.sdcoe.net/educators/educator-preparation)

# Shortening URLs

**Previous** =

[sdcoe.net/human-resources/teacher-prep/Pages/educator-effectiveness-and-evaluations.aspx/](https://sdcoe.net/human-resources/teacher-prep/Pages/educator-effectiveness-and-evaluations.aspx/)

**Now** = [sdcoe.net/educators/educator-preparation](https://sdcoe.net/educators/educator-preparation)

**Let's Make It Better** = [sdcoe.net/educators/preparation](https://sdcoe.net/educators/preparation)





**Providing support and growth opportunities for educators**

**170%  
increase**

in unique  
pageviews due  
to optimization  
and  
consolidation of  
content

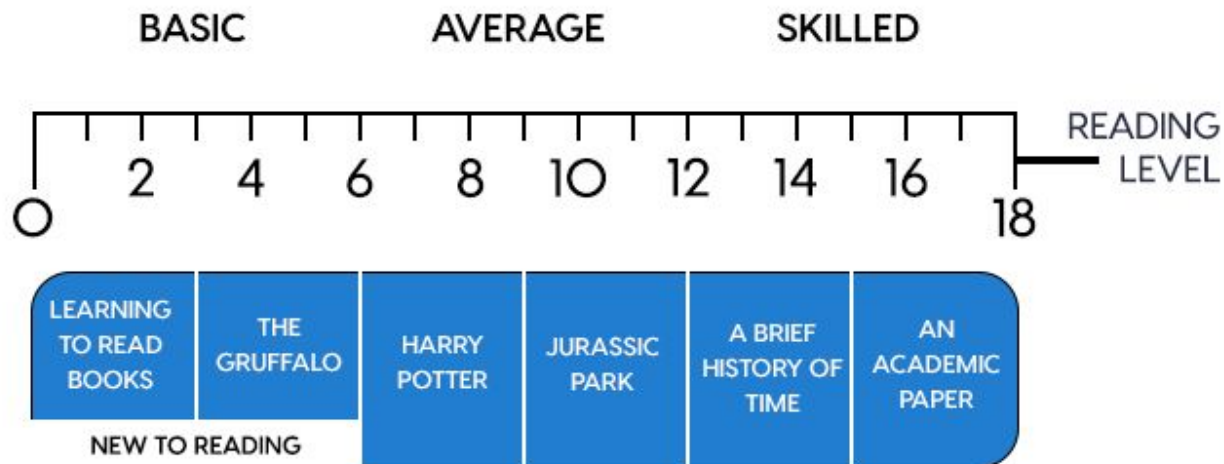
[HOME](#) > [EDUCATORS](#) > [EDUCATOR PREPARATION](#)

# EDUCATOR PREPARATION



English >

## Flesch-Kincaid Grade Level



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



Untitled document

All suggestions

HIDE ASSISTANT >>

82  
Overall score  
See performance

Goals  
Adjust goals >

All suggestions

Correctness  
17 alerts

Clarity  
A bit unclear

Engagement  
A bit bland

Delivery  
Just right

Get Expert Writing Help

Plagiarism

**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

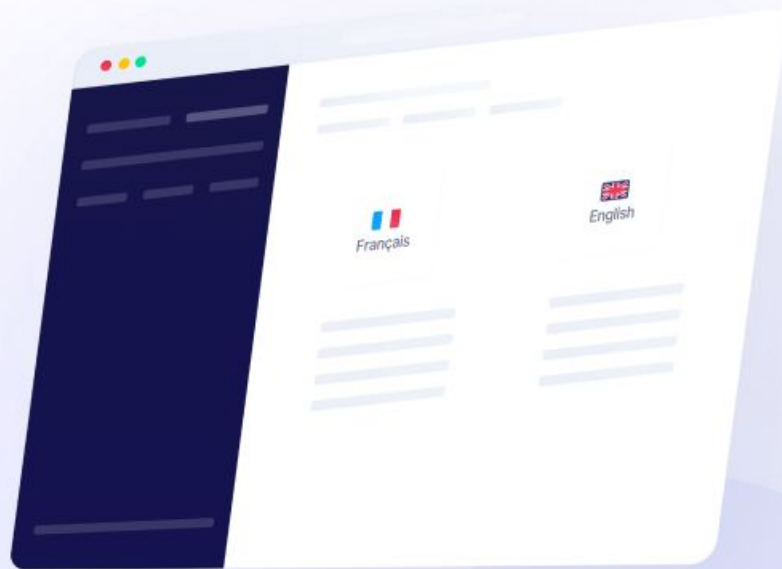
Close

# Resources

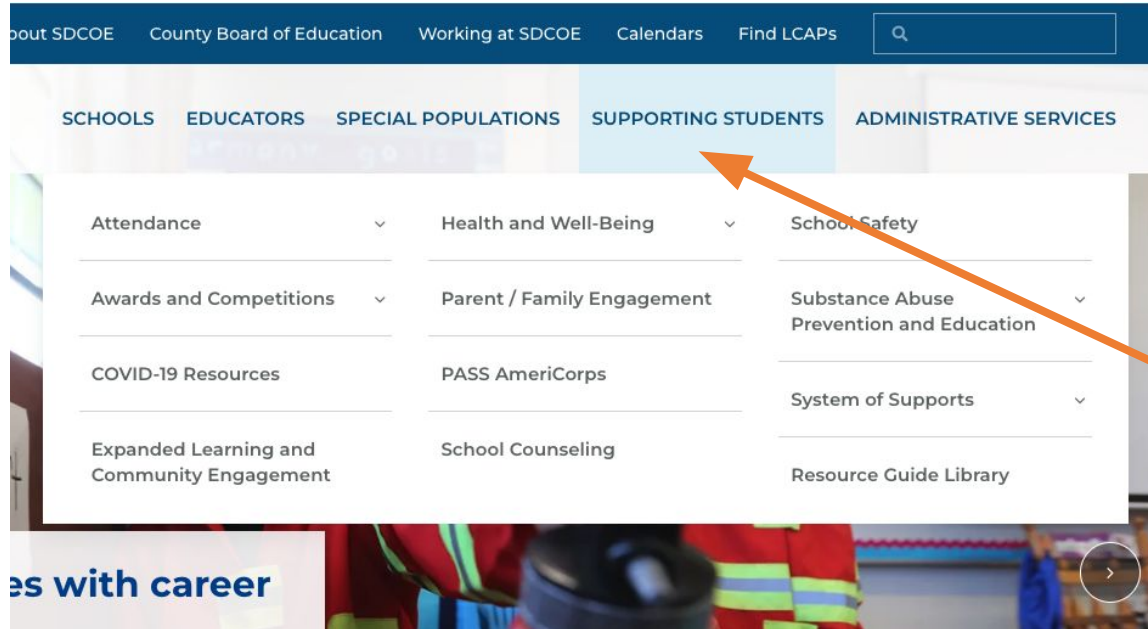
- Google search console
- Grammarly
- Flesch-kincaid



**Easily translate  
your website**



# Remove Jargon and Acronyms



## BEFORE

Student Services and Programs

## NOW

Supporting Students

# 03

Create content that  
answers the  
questions that are  
searched.



[Categories](#)[Deals](#)[New & featured](#)[Pickup & delivery](#)[Sign in](#)[Filter \(1\)](#)[Sort](#)[Brand \(1\)](#)[Deals](#)[Type](#)[Dietary Needs](#)[Price](#)[Guest Rating](#)[Featured](#)[Category](#)[Lunchables](#)**24 results** for “lunchables”[Pickup](#)[Shop in store](#)[Same Day Delivery](#)[Shipping](#)

**Lunchables Turkey & American Cheese - 3.2oz**

Lunchables

★★★★★ 917 reviews

SNAP EBT eligible



**Lunchables Pizza with Pepperoni - 4.3oz**

Lunchables

★★★★★ 1814 reviews

SNAP EBT eligible



**Lunchables Extra Cheesy Pizza - 4.2oz**

Lunchables

★★★★★ 1263 reviews

SNAP EBT eligible



**Lunchables Nachos Cheese Dip & Salsa - 4.4oz**

Lunchables

★★★★★ 1455 reviews

SNAP EBT eligible

 Meta







how do i enroll in eden prairie schools



All

Videos

Images

News

Forums

More

Tools

SafeSearch

About 23,500,000 results (0.37 seconds)

All families wishing to open enroll in Eden Prairie Schools must complete the Open Enrollment Application (printed and filled out) along with the student enrollment forms (Kindergarten and/or Grades 1-12).

Kindergarten and Grades 1-12 enrollment forms can be submitted online or printed and filled out.



Eden Prairie Schools

<https://www.edenpr.org/enroll>

[Enroll - Eden Prairie Schools](#)

[About featured snippets](#) • [Feedback](#)

People also ask

What time do Eden Prairie schools start?



What school district is Eden Prairie, MN in?



How many kids attend Eden Prairie High School?





ChatGPT 3.5 ▾

# Ai Generated Answers



How can I help you today?

**Plan a trip**

to experience Seoul like a local

**Explain nostalgia**

to a kindergartener

**Help me pick**

an outfit that will look good on camera

**Write a letter to future me**

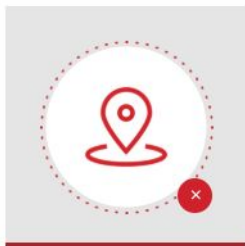
reflecting on my mental health

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.





PreK-12 Resident  
Enrollment



PreK-12 Open  
Enrollment



Preschool Registration



TASSEL Transition  
Program Enrollment



EP Online Enrollment



## Resident Enrollment

### *Step 1: Complete your child's enrollment*

ENROLL ONLINE >

Complete your child's enrollment online or contact the [Welcome Center](#) for enrollment assistance. You can also visit the Welcome Center to complete your application in person!

- **New Families:** You will start by creating an account in our Infinite Campus online enrollment system and answering 5 questions. Then, the system will send you an email to verify your account and invite you to finish the application.
- **Current Families – Add a New Student:** You will log into your Parent Portal account and click the "Online Enrollment" button, found on the homepage. Then, the system will send you an email to verify your account and invite you to finish



FIND



ENGLISH



SCHOOLS



LET'S TALK



BACK TO OLD  
WEBSITE

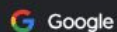


Register for **FREE** and get: ×

- 3 Dally searches
- Your searches (historical)

CREATE FREE ACCOUNT

Discover what people are **asking** about...



Google



Bing



YouTube



TikTok



Amazon

Enter a topic, brand or product...



United States ▾

English ▾

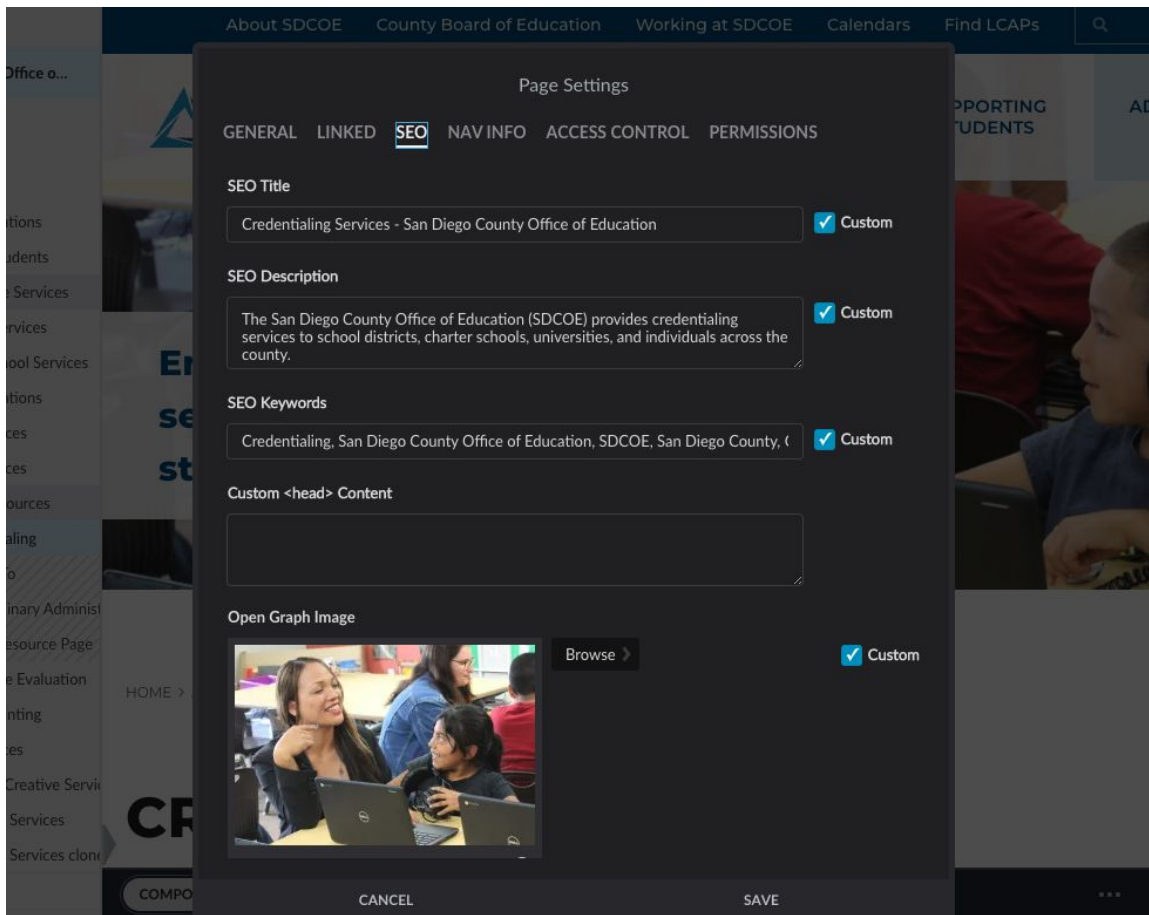
SEARCH



Use 1-2 words for best results

Get Instant, Raw **Search**

**Insights** Direct From The



# Commonly Overlooked

Optimize Your Pages  
(never too late)

# SEARCH RESULTS

Search

credentials

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

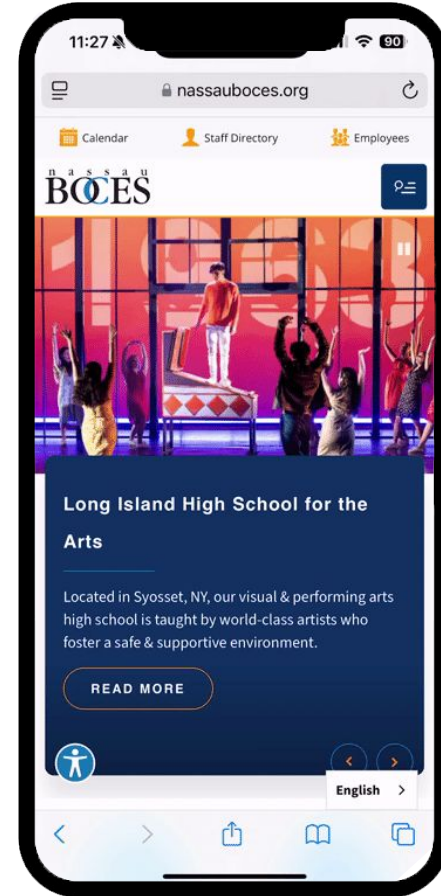
Enhanced search with search engine optimization

# 04

Multi-device  
formatting is  
essential.

On average,  
people check  
their phones 58  
times per day.

~ Harmony Healthcare

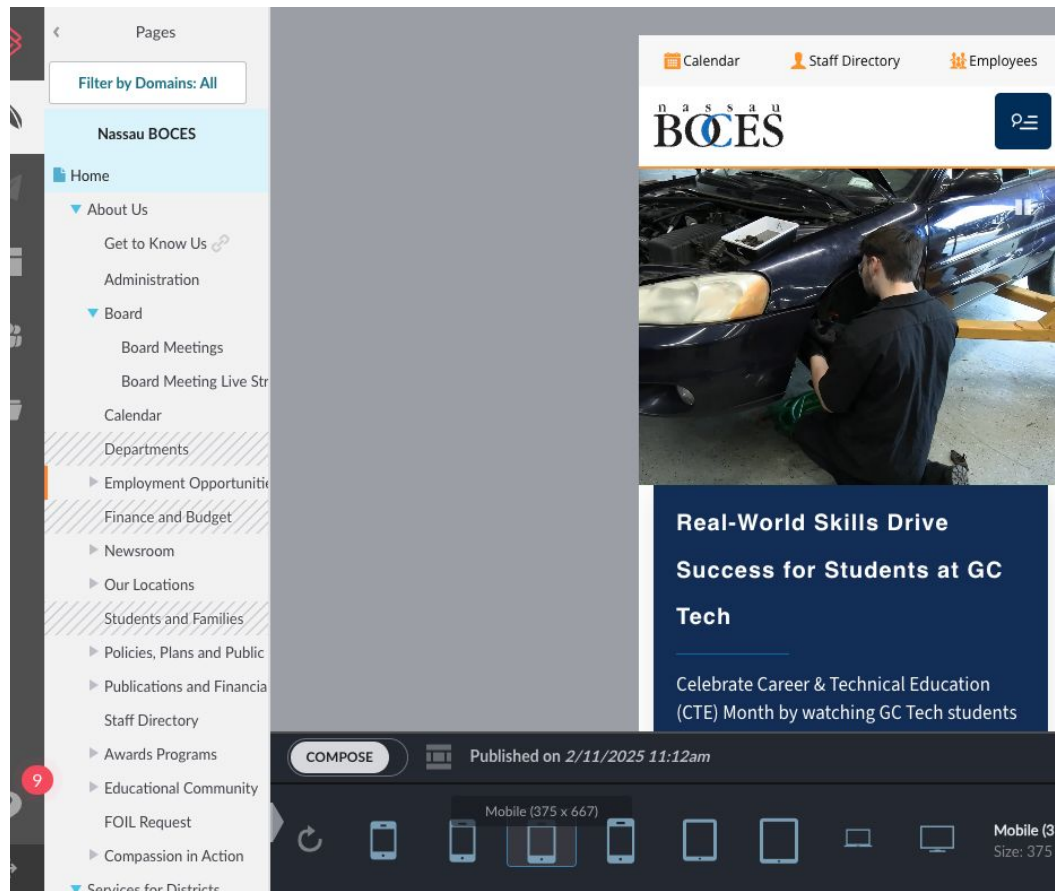




# Use Device Preview Tool

*or*

# Change Your Browser Size

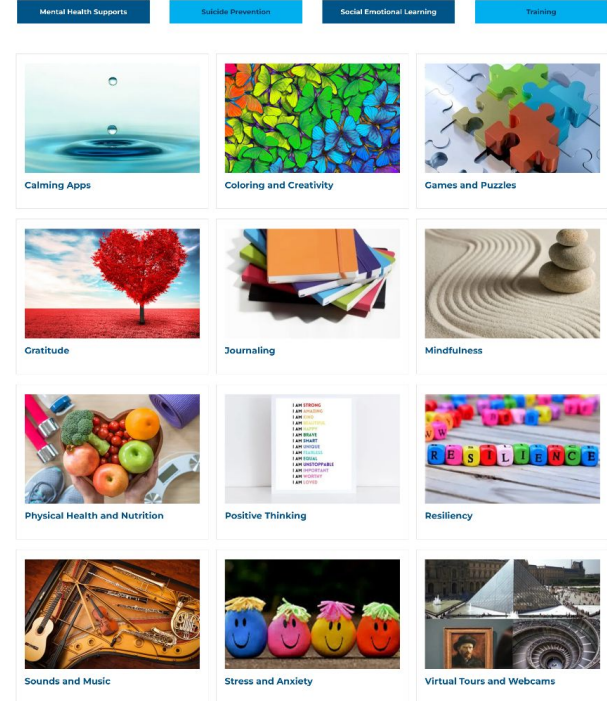


# Break Up Long Lists of Content Using Images or Videos

- Media Centers
- Resources
- Nutrition
- Wellness
- and more...

## 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.



# 05

Quick Access to Key  
Items Makes for a  
Better User  
Experience

# Data Can Help You Make Choices



**I am looking for...**



FIND CHILDCARE



CREDENTIALING



LOCATE MY DISTRICT



BOARD AGENDA



STAFF DIRECTORY

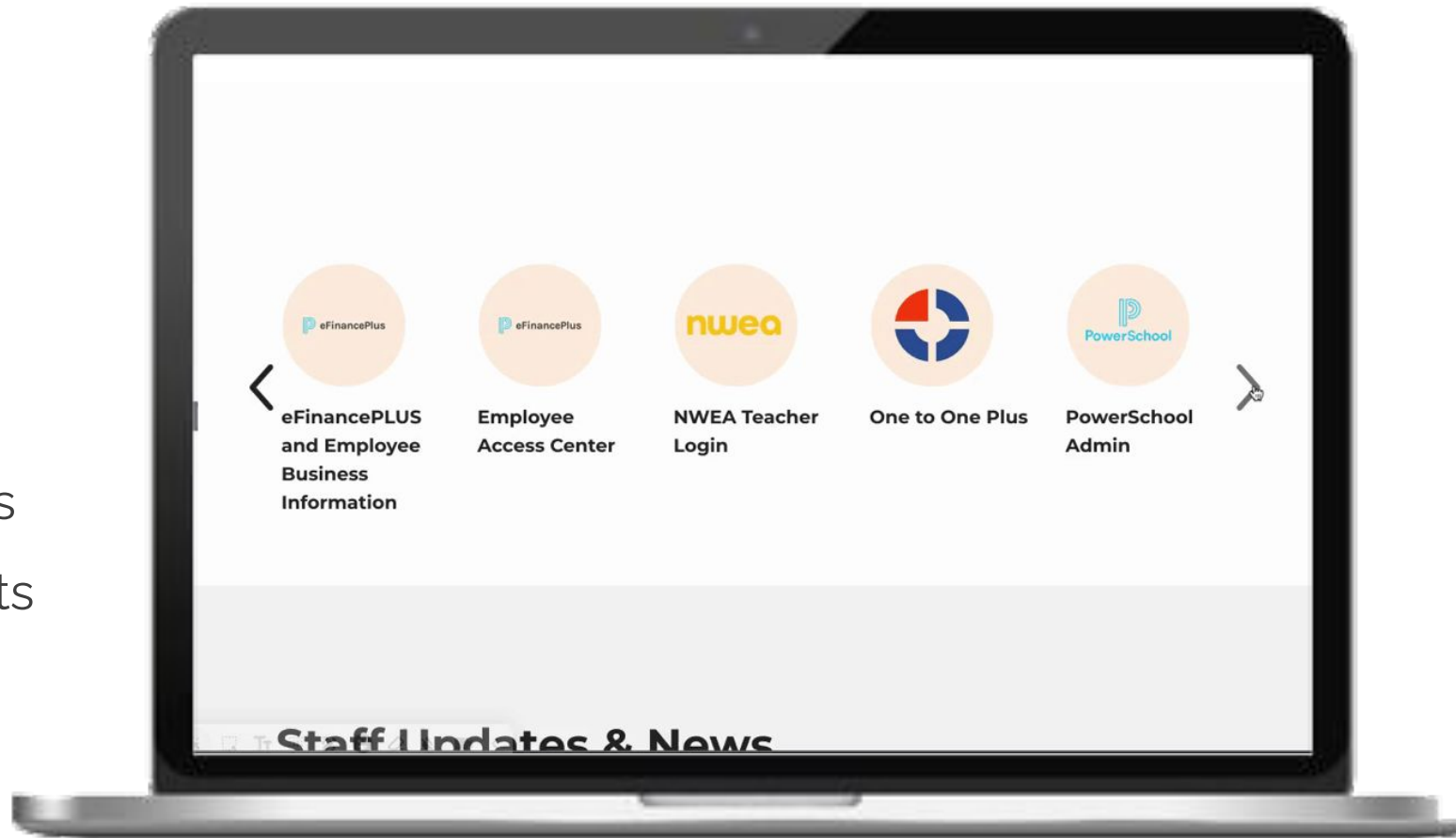


PUBLIC NOTICES

# Access

*Be Helpful!*

- Staff
- Families
- Students



06

# Accessibility Matters



# Accessibility Best Practices

- ✓ Header Structure Ordering
- ✓ Color Contrast
- ✓ Alt Text
- ✓ Accessible Content
- ✓ Avoid Directional Language



# 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 pariaturn 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 pariaturn 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 pariaturn 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 pariaturn 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 pariaturn 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



Future-ready with computer science

HOME > EDUCATORS > CURRICULUM AND INSTRUCTION

## 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

### 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 team! 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

**Mark Lantsberger**  
 Computer Science Coordinator  
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[Mark Lantsberger](#)
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[Maria Hynes](#)
[Administrative Assistant I](#)
[maria.hynes@sdcoe.net](mailto:maria.hynes@sdcoe.net)



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

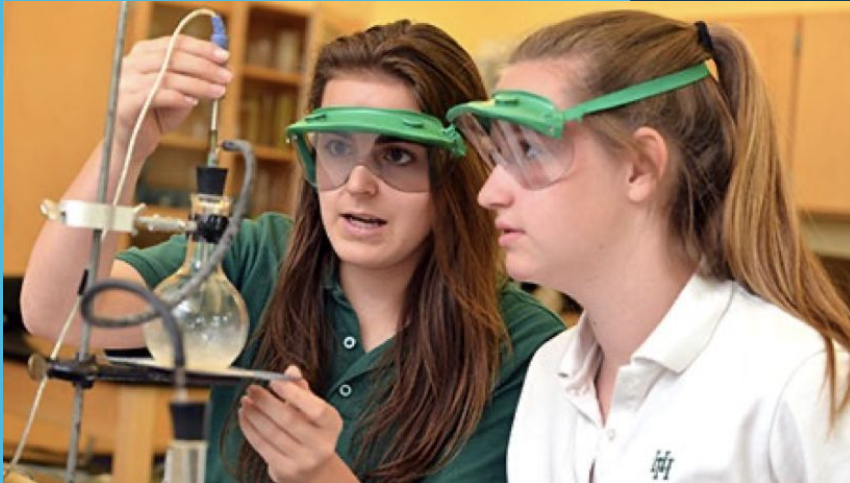
Pick what you want.... (ex: Events)

2 articles - titles =

- CA-SAIG Info Recap
- Computer Science Teachers Association

Choose which to open!

# Alt Text



**Bad:** img4653.jpg


**Acceptable:** 2 female students

**Good:** 2 female science students

**Best:** 2 female science students mixing solutions in beaker

**Too Much:** 2 female students one in white shirt and one in green shirt dropping solution in a beaker in a science classroom.

# Ai Can Now Help!!

 "Cambridge-Isanti Schools Staff Spotlight featuring Abby, a therapy dog at Cambridge-Isanti High School, smiling at the camera."



Message ChatGPT



# Rid the Internet of PDFs

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





# Before

**EDEN PRAIRIE SCHOOLS**  
Supporting the success of every child

**MEDICAL STATEMENT FOR CHILDREN  
WITH SPECIAL DIETARY NEEDS**

**Children with Lactose Intolerance**

Student Name: \_\_\_\_\_ School: \_\_\_\_\_  
Grade: \_\_\_\_\_ Birth Date: \_\_\_\_\_

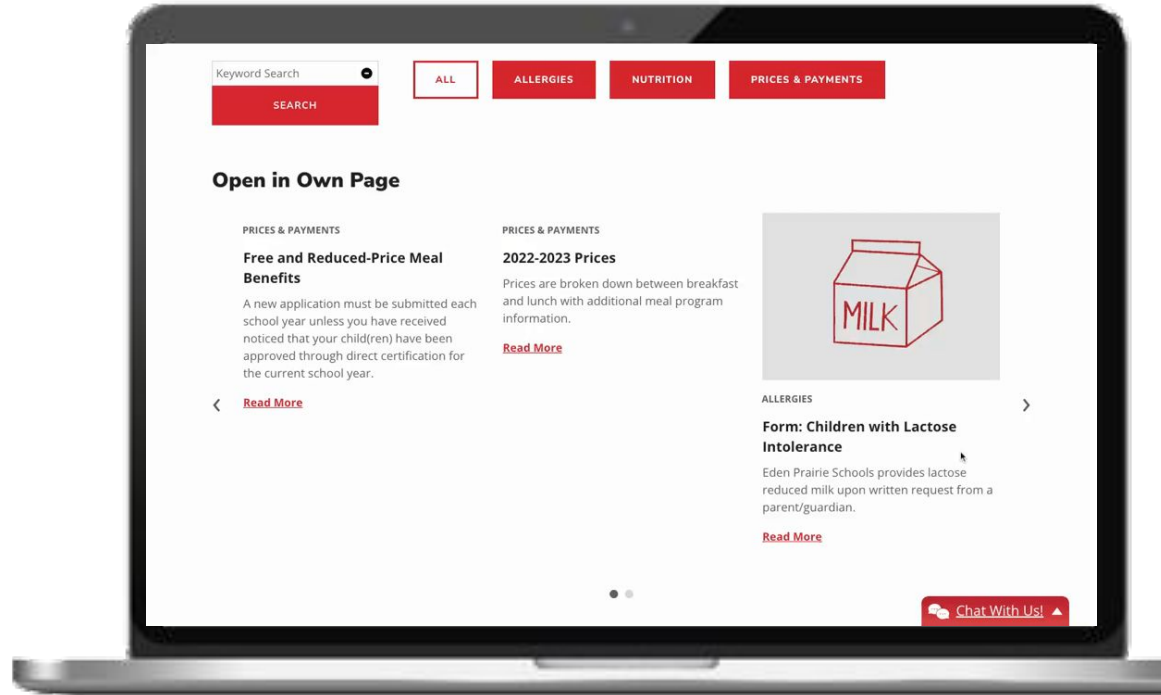
Under MN State Statute 124D.114 Lactose Reduced Milk, districts are required to make lactose reduced milk available to students that are lactose intolerant at the written request of a parent/guardian. Eden Prairie Schools provides lactose reduced milk upon written request from a parent/guardian. A physician's signature is not required for lactose reduced milk.

I certify that my child is lactose intolerant and should be provided with lactose reduced milk. \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Parent/Guardian Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Parent/Guardian Signature: \_\_\_\_\_  
Upon completion, please return this form to the office at your student's school.

Form updated 3/2017

# After

## Jotform for the Win *Add Print for Full Accessibility*





# Avoid Directional Language



# WCAG 2.1 >>> WCAG 2.2

- ✓ Minimum target size = must have easily clickable area for buttons, icons, etc.
- ✓ Predictability - putting help items in the same/similar places.
- ✓ Accessible authentication (ask your technology department)



*And more...*

# 07

Information is  
easier to maintain  
when it is  
consistently laid  
out and found

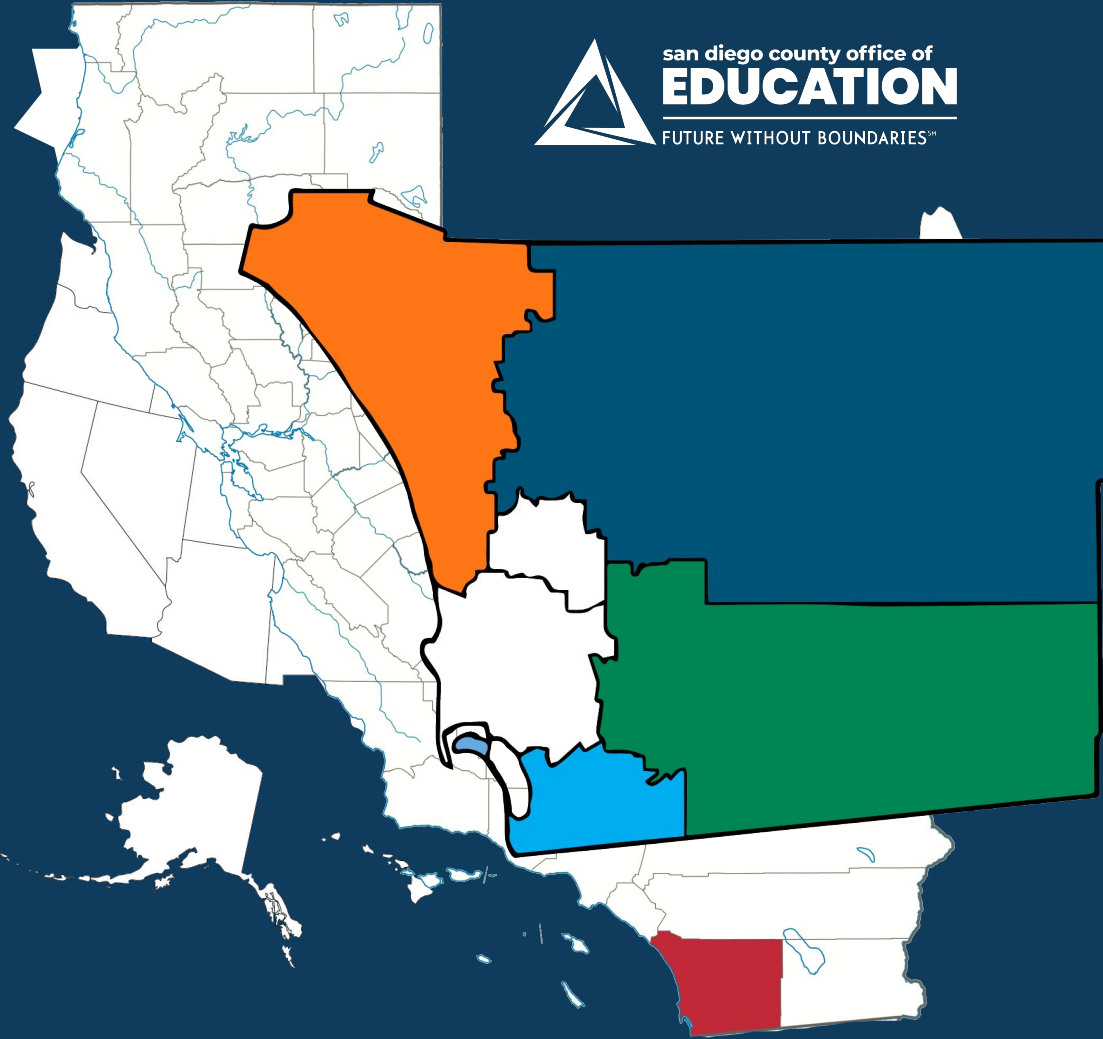
# Don't Get Stuck

—  
Don't just move  
content, rethink it.





san diego county office of  
**EDUCATION**  
FUTURE WITHOUT BOUNDARIES™



Decrease  
**68,759 pages**



**1,412 pages**

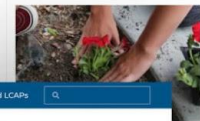
# Get Creative

*Formerly Print*

[sdcoe.net/annual-report](https://sdcoe.net/annual-report)

[sdcoe.net/WH](https://sdcoe.net/WH)





## 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

### Black

As class nation) celebr and imp beyond

[Get Mo](#)



### Guide Pacific

Celebra classroo families creates the con Americ spirit.

[Get Mo](#)



### Guide Stude

### 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 Fall) of a Rock-Climbing Champion*, by Ashima Shirasaki and Yao Xiao
- *Jun's Jar*, by Jane Yolen 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







The screenshot shows the top navigation bar of the Education for All website. The navigation bar includes links for Home, About Us, Contact Us, and a dropdown menu for Programs. The dropdown menu lists various programs: Early Childhood Education, Primary Education, Secondary Education, Tertiary Education, Technical and Vocational Education, and Adult Education. The main content area features a large heading "Placeholder" and a subheading "A short engaging lead in line goes here that wraps two lines." Below the subheading is a logo for "EDUCATION FOR ALL" with the tagline "IMPROVING LIVES THROUGH EDUCATION". To the right of the logo is a small image of a classroom with green chairs and a teacher standing at the front.

Summary goes here. Lorem ipsum dolor sit amet possumus fugia de non. Aut id utam enim quibusdam. Voluptatem eaque qui possit efficit. Quis Dele Procipio, teneat zereit. Fit lobis qui sequens fugit. Ipsa amet quoddam debetate propter. Qui teneat magna abis. Id ipsum deince. repellat minim. Molit odit cuque qui aut. Adipso vel delectus, pariatur propebant. Consequatur sit vero conueniant.

## CALENDAR OF EVENTS

[New Event Name Here](#) @ 10:00 AM - 12:00 PM [View Event](#)

[New Event Name Here](#) @ 10:00 AM - 12:00 PM [View Event](#)

[New Event Name Here](#) @ 10:00 AM - 12:00 PM [View Event](#)

#### MORE TO EXPLORE

- + New Panel
- + New Panel
- + New Panel

## MAIN CONTACTS

<p><b>Suzanne Tsutsuani</b>  Webmaster/Developer-  Programmer  Eretni, West Virginia  suzanne.tsutsuani@suzanne.net  855-295-0565</p>	<p><b>Name of Person</b>  Title Here  Location  Email  555-555-5555</p>	<p><b>Name of Person</b>  Title Here  Location  Email  555-555-5555</p>
---	---	---

Auto-regulated exercise

Manually created and modified

Manually created excerpt

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 testing 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](#)

The diagram consists of three blue rectangular boxes arranged horizontally. The first box on the left is titled 'ASSESSMENT' and contains the text: 'A system, approach, tool, methodology, and data system where a decision-maker such as a teacher makes a learning decision.' Below this text is a button labeled 'Get more'. The second box in the middle is titled 'FORMATIVE ASSESSMENT' and contains the text: 'Often referred to as assessment for learning, it is a process teachers and students undertake throughout the learning process to regularly provide feedback to adjust ongoing teaching, learning and learning facilities.' Below this text is a button labeled 'Get more'. The third box on the right is titled 'SUMMATIVE ASSESSMENT' and contains the text: 'Also referred to as testing-cycle assessment, this is the assessment of learning at a particular point in time and typically have higher stakes for the student and the teacher.' Below this text is a button labeled 'Get more'.

#### MORE TO EXPLORE

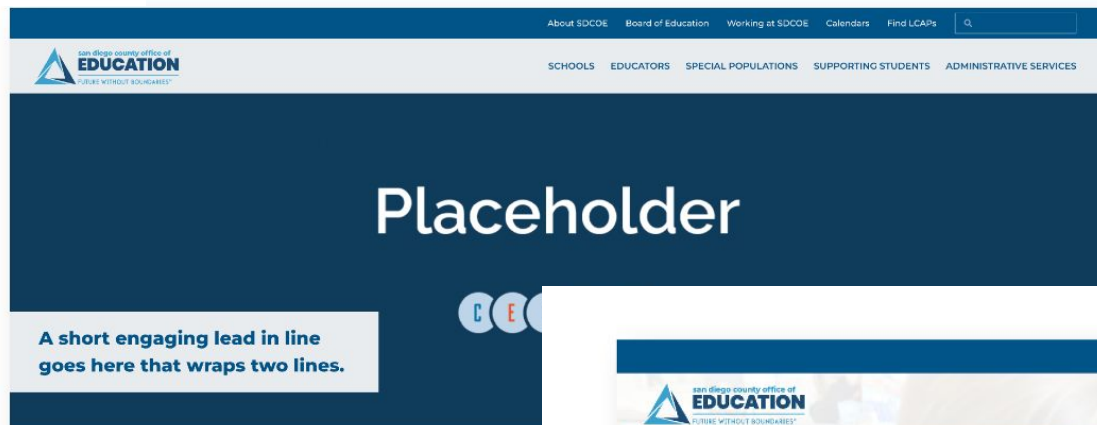
- A Student's Bill of Assessment Rights
- Data Reports
- Data and Assessment Network

## MAIN CONTACTS

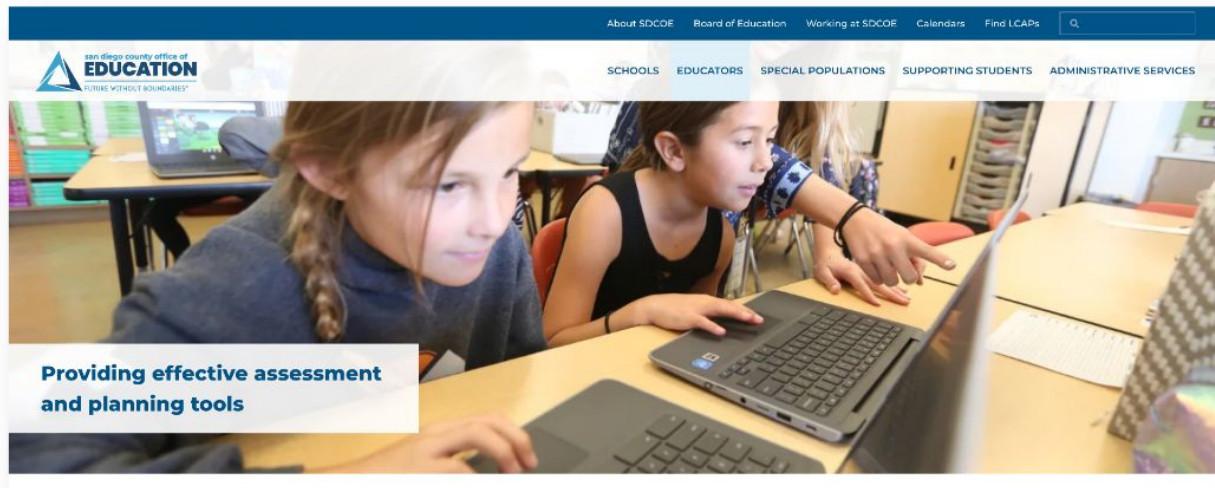
<p><b>Steven Green</b>          Senior Director  <a href="mailto:steven.green@adison.net">steven.green@adison.net</a>          858-295-8834</p>	<p><b>Erin Gordon</b>          Coordinator  <a href="mailto:erin.gordon@adison.net">erin.gordon@adison.net</a>          858-295-8899</p>	<p><b>Haydee Weber</b>          Admission Services Assistant I  <a href="mailto:hweber@adison.net">hweber@adison.net</a>          858-295-8904</p>
---	--	--



## EXAMPLE



## EXECUTION



## BASIC PAGE

## EXECUTION

Button

Button

## MORE TO EXPLORE

+ New Panel

+ New Panel

+ New Panel

## ASSESSMENT

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

Get More

## MORE TO EXPLORE

+ **A Student's Bill of Assessment Rights**+ **Data Reports**

+ Data and Assessment Network

## EXAMPLE



### MAIN CONTACTS

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[858-295-6266](tel:858-295-6266)

**Name of Person**  
Title Here  
Location  
[email@sdcoe.net](mailto:email@sdcoe.net)  
[555-555-5555](tel:555-555-5555)

**Name of Person**  
Title Here  
Location  
[email@sdcoe.net](mailto:email@sdcoe.net)  
[555-555-5555](tel:555-555-5555)

Auto populated example

Manually created example

Manually created example

## EXECUTION



**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](#) | [SCS Transcript Requests](#) | [Uniform Complaint Procedures](#) | [Bullying and Harassment Prevention](#) | [Web Accessibility and Content Disclaimer](#) | [Site Map](#)

Powered by [Frontline](#)



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Powered by [Frontline](#)

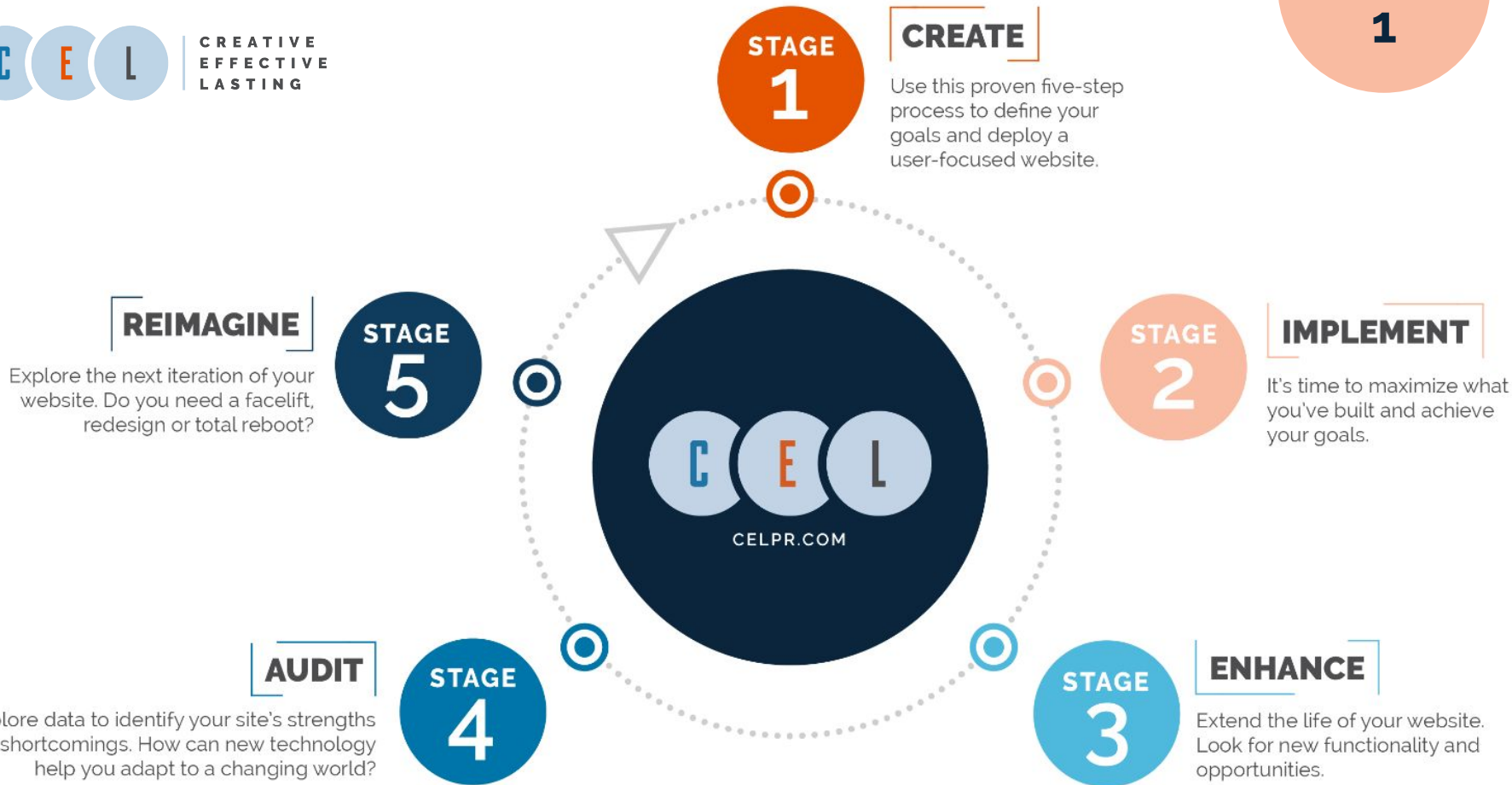


# 08

Updating your site  
is easier with a plan  
and strategy



CREATIVE  
EFFECTIVE  
LASTING



# 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

# LIFE CYCLE OF A WEBSITE

We lost 7 *more months!!!*

# LIFE CYCLE OF A WEBSITE

**2025** = *2 years*

~ Forbes



CREATIVE  
EFFECTIVE  
LASTING

## STAGE 1

### CREATE

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

## STAGE 2

### IMPLEMENT

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

## STAGE 3

### ENHANCE

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

## STAGE 4

### AUDIT

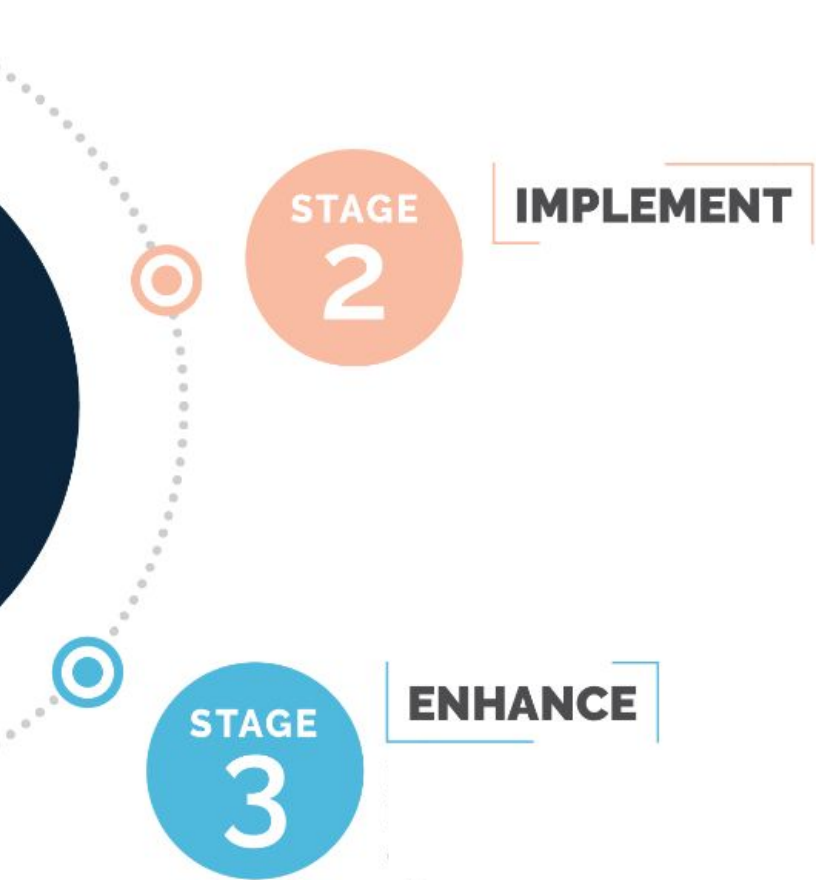
Explore data to identify your site's strengths and shortcomings. How can new technology help you adapt to a changing world?

## STAGE 5

### REIMAGINE

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





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

- Scheduled Audits (*Now, Monthly, Quarterly, Annually*)
- Training (*Live and Recorded*)
- Thinking Differently with Digital vs. Print

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

- Newsletter (*Finalsite Messages*)
- Staff Intranet
- Event Integration
- Design Enhancements (*BPA's or custom*)

## Welcome, Chelsea!



### Planning an Event? Get Resources to Make It Easy

More than three dozen events will be hosted by SDCOE teams this spring. Get access to easy-to-use directional signage and event templates, an array of loanable items to reserve, planning resources, and more!

[Read More](#)



English >

Feedback



Privacy - Terms





CREATIVE  
EFFECTIVE  
LASTING

## STAGE 1

### CREATE

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

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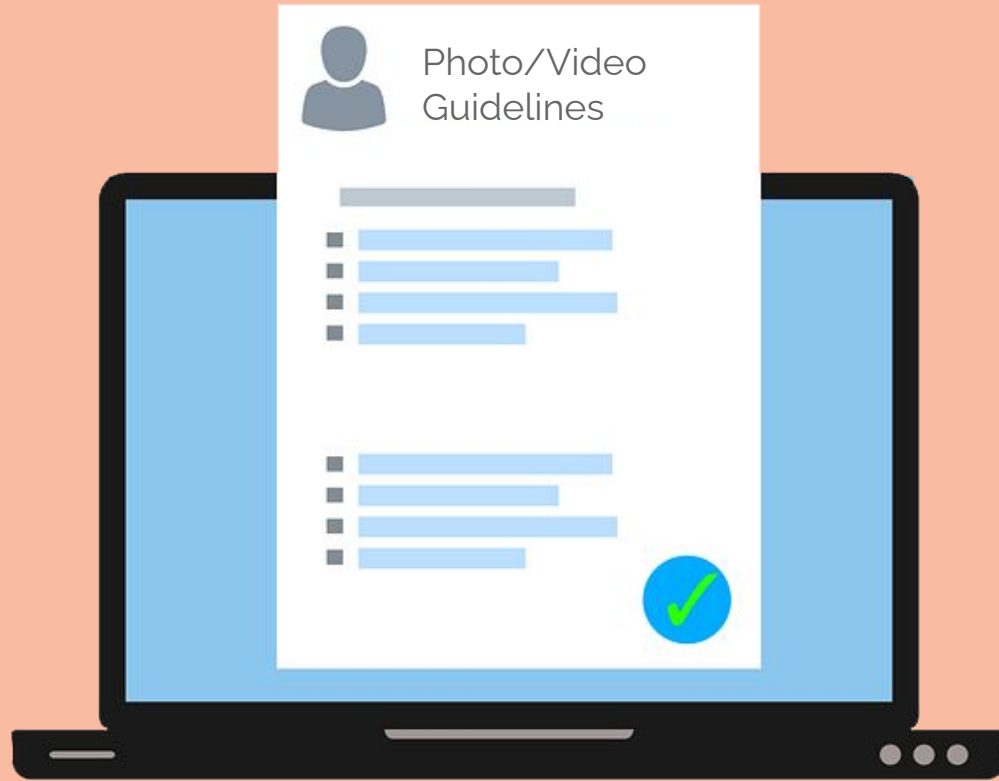
Explore the next iteration of your website. Do you need a facelift, redesign or total reboot?

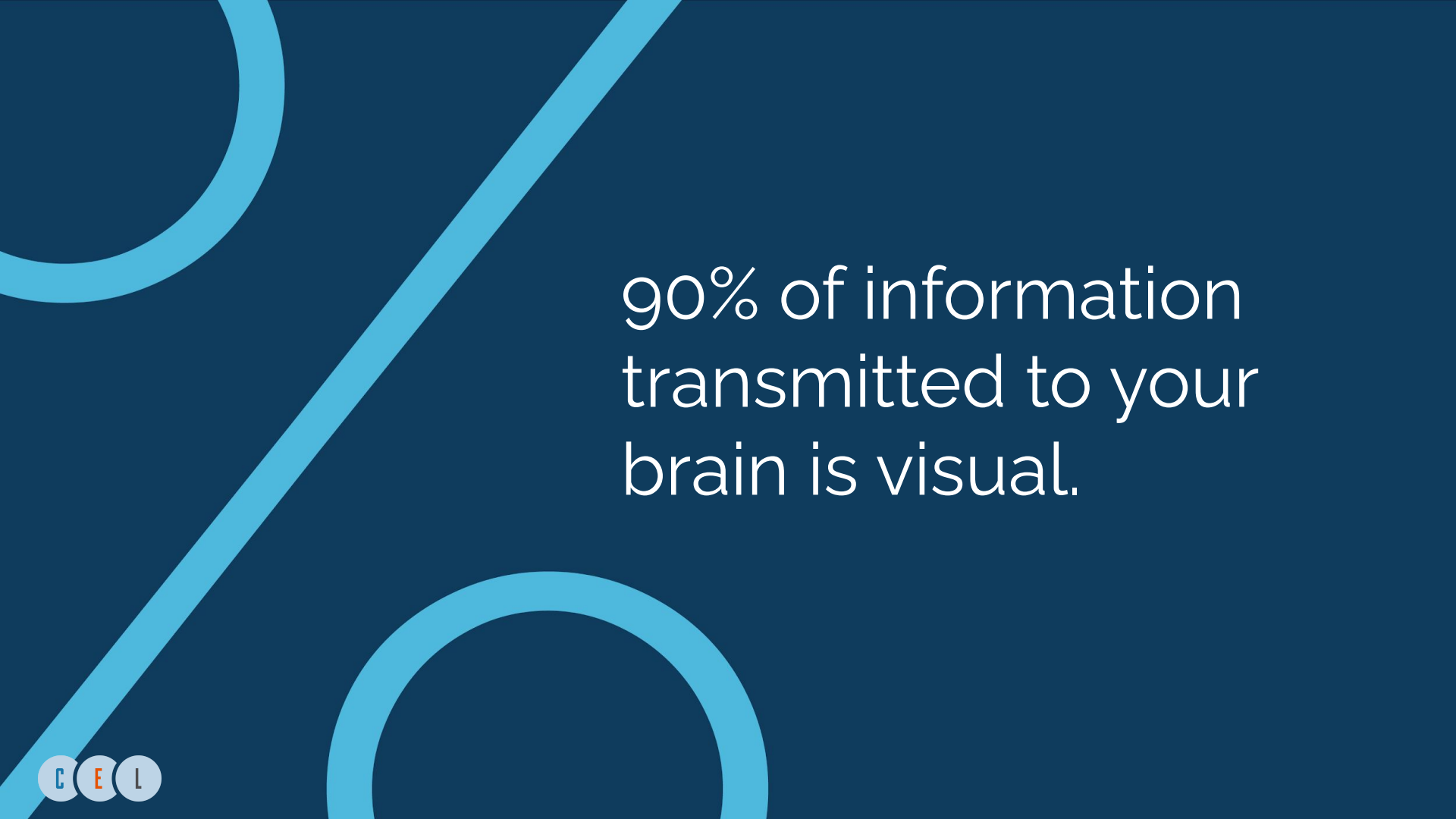






Engaging and  
authentic visuals  
make your content  
more meaningful



The background is a dark blue gradient. It features several large, light blue geometric shapes: a circle in the top-left corner, a diagonal line running from the bottom-left towards the top-right, and another circle in the bottom-center. The text is positioned on the right side of the slide.

90% of information  
transmitted to your  
brain is visual.



# Take Wide Photos

ORIGINAL

HERO



CIRCLE



VERTICAL



SQUARES





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

South  
County  
SELPa

## SOUTH COUNTY SELPA

This

or

That





# 10

Clear and concise  
call-to-actions will  
be a game changer

# Avoid “click here”, use action words

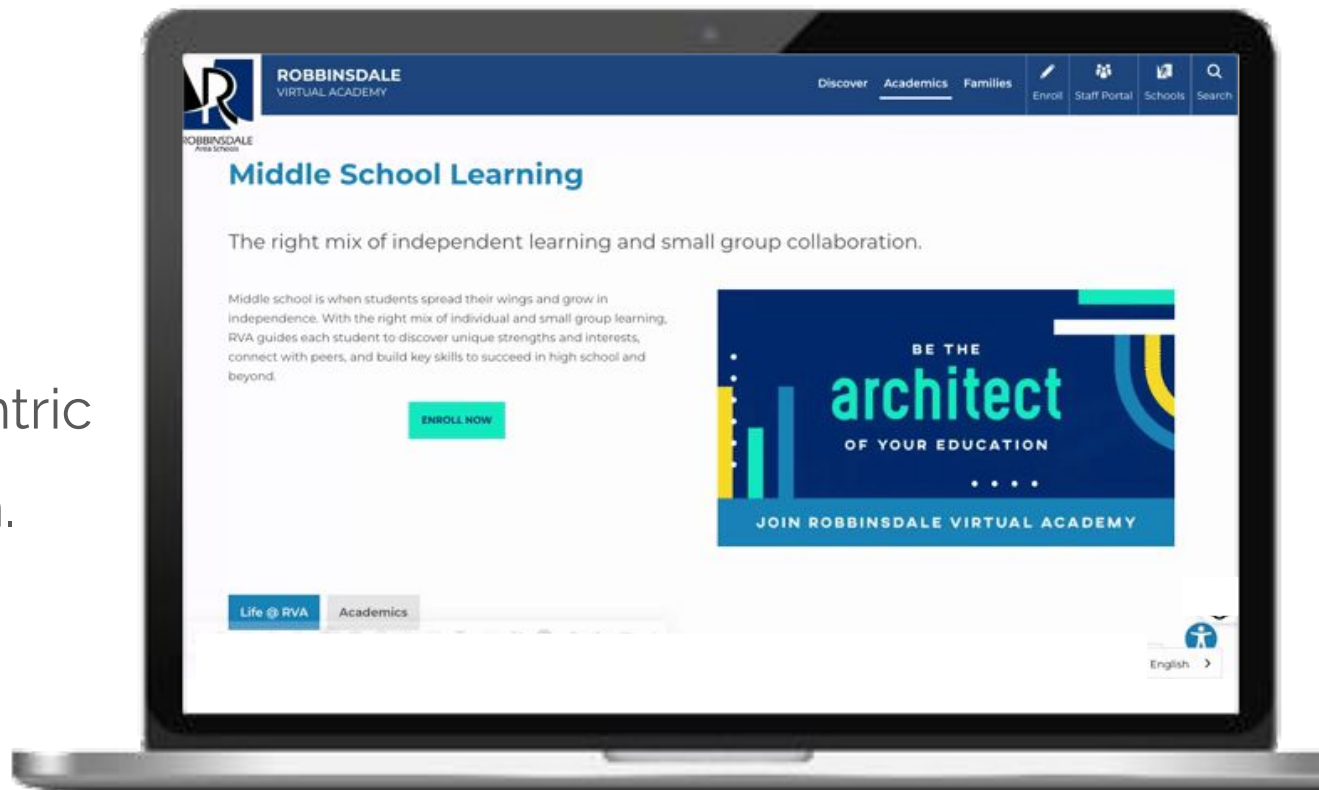
## FINGERPRINTING

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**

# Enroll Now

Add a jazzy motion  
gif that is brand centric  
and grabs attention.





YOU'RE INVITED!

## Exploring Together: An Hour of Family Fun

Join us on **February 25th from 6-7 PM** where enjoyment and education come alive for K-5 families! Experience the joy of a live read-aloud, partake in interactive group games, and enjoy a movement activity—all crafted to foster a sense of community among attendees. This special gathering lets you connect with fellow explorers in a lively, supportive environment.

No prep needed—come with your family, bring your adventurous spirit, and prepare to create delightful memories with new friends!

[REGISTER FOR FAMILY NIGHT](#)



EN ^





SCHOOLS >

ENROLL

CAREERS

CONTACT

English >



#WeAreRichfield

We are enriching and accelerating  
learning—for every student, every  
day.



Enriching and Accelerating Learning

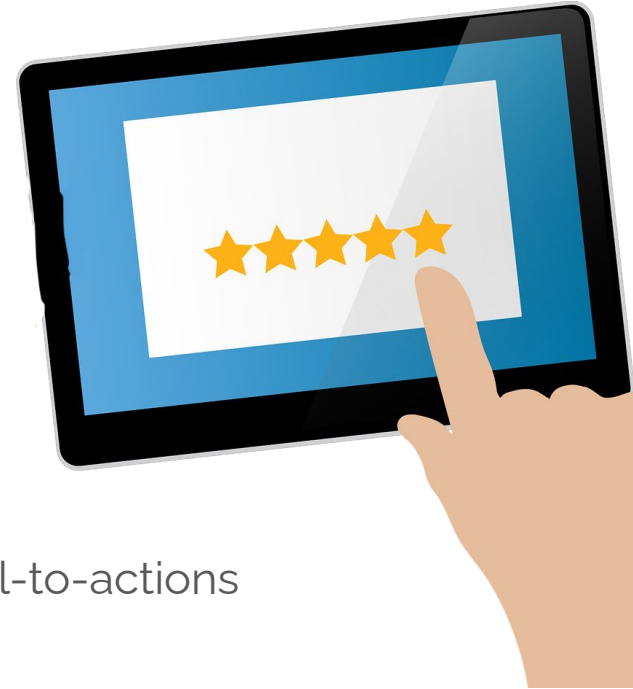


MacBook

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

# Checklist to User-First Websites

- ✓ Fact based navigation
- ✓ Clarity with plain language
- ✓ Content built for search
- ✓ Multi-device design
- ✓ Quick access to key needs
- ✓ ADA Compliant
- ✓ Consistency in formatting content
- ✓ Have an update plan
- ✓ Engaging and authentic visuals
- ✓ Clear and concise call-to-actions







Passionately committed to  
the betterment of **business**,  
**family** and **community**.

C E L



THANK YOU

## Stay Connected

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