

TK WEBSITE GROWTH STRATEGY – “SCHOOLS BUTTON”

“Using technology to add value to the educational experience of the students, staff and community of Thornapple Kellogg Schools”.

Use this form to help us compile various types of information to ensure that we creating an effective, comprehensive and user friendly Website that meets the needs of our audience.

Target Audience/Group: **Parents** **Community** **Staff** **Students**

Prepared by: _____

General description/expectation for the section you are reviewing:

Development Information

A. **Objectives:** Thinking of your target group, what should we try to achieve with this section?

B. **Current:** Is there existing content that is meeting the objective? If so, what?

C. **Missing:** What's missing?

D. **Navigation:** Is it logical? Are you finding what you expect to find? What should change? What should stay the same?

E. **Competitive Assessment:** What do other school Websites provide in this category? Are there

things we should copy?

Other items to consider or include: