

LISD.net

OBJECTIVE

Lewisville ISD (LISD) launched a new district and campus website design offering a more user-friendly experience compatible with mobile devices and modern browsers. Education in Texas has changed over the last few years, with school choice becoming more widespread across the state. Consequently, LISD began to shift communication strategies, introducing a marketing focus to bolster enrollment numbers. With an average of more than 22-million pageviews during a school year, LISD's website is a vital communication tool for parents, students, staff and the community. The website for any organization is the first-impression for visitors, and LISD's intention with the redesign was to give community members, and potential LISD families, an inside look at the district, while improving usability for viewers who frequently use the website.

FEATURES

- Simplified navigation built with user behaviors in mind
- Improved mobile compatibility with more information visible for the user
- A "Search" function with popular web pages available for quick access
- A "Campus Spotlight" section highlighting points of pride across the district
- A "Four Cornerstones" section showcasing the four pillars of LISD
- A "Video Showcase" promoting high-quality videos produced by the district
- An "Upcoming Events" section for important events happening in the district
- A "District Announcements" section for district news and more
- A "Translate This Site" function

LAUNCH PLAN

PHASE 1: RESEARCH & PRICING

- LISD communications held discussions with Blackboard sales reps and designers about the benefits of custom vs non-custom templates.
- LISD communications spent weeks researching hundreds of sites to create a skeleton of the direction the district wanted to go.
- Ideas and examples were shared with Blackboard to determine what was realistic within Blackboard capabilities.

PHASE 2: PO APPROVAL & FINANCING BY THE DISTRICT

PHASE 3: DESIGN

- LISD communications and Blackboard met to kick-off the design process, spending approximately two-months finalizing the initial design.
- Blackboard presented the initial design to LISD communications, with revisions and approvals taking approximately two months to finalize.
- Once finalized by LISD communications, the final design was presented to LISD leadership for approval before moving into the development phase.

PHASE 4: DEVELOPMENT

- The completed design was handed off to the Blackboard development team where it sat until completion.
- The templates and custom apps were delivered Fall 2019.

PHASE 5: TESTING & PREP-WORK

- LISD communications spent approximately three months prepping and reconfiguring webpages, as well as testing the new design and custom apps in anticipation of the website launch.
- Prep items included: Custom Headlines and Features app migration, Channel Specific Imagery for all sections, creating testing navigation and site map, redesign of resources pages, and more.

PHASE 6: LAUNCH

- LISD communications created a [video](#) and sent an email to all staff and families within the district to notify them that the website would receive a facelift in the coming weeks. The video was created to give viewers an idea of what was coming.
- All migration was completed by the start of the 2020-21 school year.

PHASE 7: REVISIONS

- LISD communications continues to gather feedback from campuses and the community, making adjustments to the website as needed.