2022 NSPRA National School Communication Awards
Website, Amy Painter, Graphic Designer, Uplift Education and Deekay Fox, Senior Director of Marketing and Communications, Uplift Education, The Hustle Marketing and Design
Title: Uplift Education Website Redesign
www.uplifteducation.org

Website Goal:
**Primary:** to inform and educate potential families on the benefits and offerings of our network and why their children should attend an Uplift Education school, then convert that knowledge to an action: application or contact us for info.

**Secondary:** to inform and educate the community at large about our network, then convert that knowledge to an action: support, careers, donate.

Benefits:
**Immediate**
- Have a more outward facing site that specifically focuses on educating and attracting new families and developing awareness of Uplift
- Be able to present a site that is more graphically pleasing, educational, better UI and optimized for SEO
- Pare down site content for easier maintenance.

**Long-term**
- Improve SEO function and search engine visibility by eliminating the limitations with Blackboard
- Improve design and user experience
- Streamline our web presence and messaging by potentially eliminating 20+ sites
- Save hosting costs of over $100K per year.

Milestones:
- March 2021 – Develop site plan and basic structure/content, get approval.
- April 2021 – Flesh out site map and content and determine basic visual elements and functionality; develop project scope and source developers, get quotes.
- May 2021 – Begin development
- June 2021 – Test and fine tune
- July 1, 2021 – make live
- Fall, 2021 – Fall, 2022 – continue to develop and refine new site; potentially develop parent portal in order to fully replace old sites.

Site Map (Primary Menu) [https://www.gloomaps.com/ajnntFzqRd](https://www.gloomaps.com/ajnntFzqRd)
Site Map (Secondary Menu) [https://www.gloomaps.com/94dFXiYKTd](https://www.gloomaps.com/94dFXiYKTd)