WEBSITE ENTRY
INDEPENDENT SCHOOL DISTRICT 279 – OSSEO AREA SCHOOLS
https://www.district279.org/

SUMMARY
Independent School District 279 – Osseo Area Schools enrolls 21,000 students and includes 29 schools or learning centers. Previously, each school had its own site and webmaster, which led to inconsistencies in functionality, content management and accessibility.

Osseo Area Schools partnered with CEL Marketing PR Design to develop a centralized, mobile-friendly design with clear, easy-to-use navigation for 30 total websites, including the district site, school sites and two specialty microsites. Launching new websites districtwide presented the perfect opportunity to build updated, robust content while also engaging families, staff and community members more effectively and efficiently.

In all, more than 12,500 web pages were consolidated to 3,600 web pages – reducing Osseo's web page count by 82.57 percent. In addition, the websites included 100 percent accessibility upon launch and continue to maintain a high accessibility rating.

The website project also included:
- Fully incorporating co-branding elements, such as the district emblem and mascot, into the school websites
- Reviewing Google Analytics and usage to prioritize content and top-level buttons, such as Family Access
- Decreasing the number of PDFs on the website to drastically improve accessibility
- Transitioning from a partially responsive website to a fully responsive website
- Implementing Weglot for accurate translation and then training the district's translation liaisons how to customize translations as needed
- Developing a staff intranet
- Developing specialty website pages, including the Virtual Kindergarten Information Fair, which is available in five languages
- Developing a Career Center hub that incorporated an interactive “Explore our Community” component to support employee recruitment and retention
Independent School District 279 – Osseo Area Schools developed a centralized, mobile-friendly design with clear, easy-to-use navigation for 30 total websites, including the district site, school sites and two specialty microsites. More than 12,500 web pages were consolidated to 3,600 web pages – reducing Osseo’s web page count by 82.57 percent.
The project included multiple components, including developing specialty website pages. One example is the Virtual Kindergarten Information Fair, which is available in five languages.
The launch of new websites across the district presented the perfect opportunity to build updated, robust content while also engaging families, staff and community members more effectively and efficiently. For example, a new staff intranet was created.
The project also included developing a Career Center hub that incorporated an interactive “Explore our Community” component to support employee recruitment and retention.
The project transitioned Osseo from a partially responsive website to a fully responsive website. In addition, the sites fully incorporated co-branding elements, such as the district emblem and mascot, into the school websites.