DoDEA’s Global Content Pages Project

Project Start Date: April 25, 2018
Completion Date: September 13, 2021

Example URL’s
Counselling: https://www.dodea.edu/Ramey/counseling-services.cfm
Psychology: https://www.dodea.edu/LejeuneHS/psychology-services.cfm
Handbook: https://www.dodea.edu/heroeses/handbook.cfm
School Improvement: https://www.dodea.edu/MaxwellAFBEMS/improvement.cfm

Background

Department of Defense Education Activity (DoDEA) is a Federally operated school systems that supports and provides education services to the children of active military and DoD civilian families. DoDEA is responsible for 160 accredited schools from prekindergarten through 12th grade, in 8 districts located in 11 foreign countries, 7 states, Guam, and Puerto Rico. Each of the 160 schools has its own subsite within the dodea.edu website. The DoDEA Web Team has been collecting visitor data and feedback via Verint’s Foresee Customer Satisfaction Platform and has been using that data and feedback to make improvements to the DoDEA school website system. One of the recommendations from the report was to improve content, layout and site content consistency. To address this, the Web Team has been working on implementing a set of standard Global Pages.

Global Pages

Global pages aggregate content that is the same for all regions alongside content that is regionally specific with local content; content managed at the school level. For example, each school has a “School Policies” global page which aggregates global (DoDEA, Area, District, Community) and school managed procedures in one page.

Global pages allow the DoDEA web team and other content contributors to:

1. Present content consistently (layout, structure and context) across all school websites.
2. Keep users in the context of the school website.
3. Maintain content accuracy and relevance (keep content up to date).
4. Practice greater quality control.
5. Quickly disseminate content to one, all, or subsets of schools based on region and or type (ES, MS, HS, etc.).
6. Scheduled announcements and other content elements.
7. Share HQ resources and critical messaging across all school websites.
8. Simplify the content creation process.

Over the course of three years, the DoDEA Web Team deployed more than 20 global content pages to all 160 school websites, including School Meals, Registration, Calendars and Activities. During the past year, the team completed the last set of global pages for each school: Counseling Services, School Psychology Services, School Improvement, a digital school Handbook and a Handbook Admin page.
Global Pages Completed in 2020-21

- **School Improvement**: (improvement.cfm) Displays School Improvement Plan, as well as links to HQ assessment sites. Content mirrors that which displays in the school handbook.
- **Counseling Services**: (counseling-services.cfm) Displays counselor contact info and HQ-managed content (mirrors handbook). Pages are school-level adjusted to include additional content for schools with high-school students (college admissions, financial aid, etc.)
- **School Psychology Services**: (psychology-services.cfm): Displays school psychologist contact info and HQ-managed content (mirrors handbook).
- **School Handbook** (handbook.cfm): Aggregates content from the School Policy element, School Info element, Chain of Command element and other local content, including school calendars. This is meant as a printable page to replace the pdf version of the annually reviewed school handbook - the school handbook can now be updated on the fly. Global and regional policies in the handbook are managed at the HQ and Area levels. The handbook page can be easily augmented with local school policies. Policies are managed in coordination with Ed Operations (Joy Medley). Most recently globally deployed page.
- **School Handbook Administration** (handbook-admin.cfm): Shows school admins the content in the school handbook pages that can be edited at the school level (removing any HQ or regional content).

Feedback Collection

Foresee continues to collect customer feedback via a randomly presented customer satisfaction (CSAT) survey. DoDEA uses the collected feedback to determine the changes and updates that need to be made to dodea.edu in order to improve the DoDEA CSAT Score.

In addition to the existing survey, the DoDEA Web Team is considering adding a granular feedback mechanism that will allow DoDEA to collect specific feedback at the school level and for designated campaigns. This granular feedback will allow school administrators to make improvements specific to their content and their communication methods.

Tracking Progress

With the help of Verint’s data analysts, the DoDEA web team can track how the changes we are making to DoDEA.edu are affecting our customer satisfaction scores.

Since we began implementing the various recommendations made by Foresee’s analysts we have seen a gradual increase in customer satisfaction from 59.3% in 2018, to 69.8% in the early part of 2021. It held steady for the beginning of 2022 at 69.2%. We are confident that the additional improvements we are making to DoDEA.edu will have a considerable effect.

The charts below represent that increase.

DoDEA Website Customer Satisfaction Score, 2019
DoDEA Website Customer Satisfaction Score, 2020

CSAT Score 62.4

DoDEA Website Customer Satisfaction Score, 2021

CSAT Score 69.8

DoDEA Website Customer Satisfaction Score, Year to Date 2022

CSAT Score 69.2