WEBSITE ENTRY
SAN DIEGO COUNTY OFFICE OF EDUCATION
https://www.sdcoe.net/

SUMMARY
San Diego County of Education (SDCOE) partnered with CEL Marketing PR Design on a website redesign project that resulted in streamlined content, strategic storytelling and a 97.96 percent webpage consolidation.

As SDCOE was implementing a new website platform, this project required a reimagined sitemap, updated systems integration and significant content migration. The website was consolidated from 68,759 pages to 1,412 pages, making the mobile-friendly site accessible and easier to navigate. It also now incorporates SDCOE’s vibrant color palette, as well as useful content features, such as sections, accordion drop-down menus, page pops and “more to explore” call-outs.

The website project also included:
- Migrating website content to a new platform
- Restructuring the site map and improving navigation
- Featured the most frequently visited pages prominently on the homepage
- Reviewing Google Analytics and usage to prioritize content and call-out sections
- Developing focused content areas to support SDCOE’s strategy and storytelling
- Creating co-branded school landing pages
- Removing stock photography and incorporating additional SDCOE student photos
- Reducing PDF and external document usages throughout the sites
- Designing consistent website features and elements, such as website sliders with introductory content
- Developing specialized pages, such as a Virtual Wellness Center resource hub, to boost user engagement with the site
- Enhancing SEO and searchability on the site for a more positive user experience
- Redirected over 5,000 URLs to ensure the transition to the new website was seamless.
- Training the skills for website content updates to a large group of SDCOE administrators with a range of abilities and permissions.
San Diego County Office of Education's website redesign project resulted in streamlined content, strategic storytelling and a 97.96 percent webpage consolidation. From featuring the most frequently visited pages prominently on the homepage to implementing a more robust search feature, the most-used SDCOE resources are now easy and intuitive for users to find.
The project included creating branded school landing pages, removing stock imagery and incorporating featured SDCOE student photos. Consistent website features and elements, such as website sliders with introductory engaging content, were also utilized.
Useful content features, such as sections, accordion drop-down menus, page pops and “more to explore” call-out sections, were incorporated. Those features helped to consolidate the website from 68,759 pages to 1,412 pages, while making the mobile-friendly site accessible and easier to navigate.

SPECIAL EDUCATION LOCAL PLAN AREAS

SELPA

In 1977, all school districts and county offices of education were required to join to form geographical regions of sufficient size and scope to provide for all of the special education service needs of children residing within the region boundaries. Each region developed a local plan describing how it would provide special education services. The SELPA governance structure varies in form. Single district SELPAs are of such significant size to provide all services within their boundaries while smaller districts joined consortia to provide the full range of services.

There are six SELPAs in San Diego County. Each SELPA must have an administrative unit, the legal entity that receives funds and is responsible for seeing that every eligible child receives appropriate services. The San Diego County Office of Education is the administrative unit for North Coastal, North Inland, East County, and South County SELPAs; the San Diego Unified School District is the administrative unit for the SELPA, as is the Poway Unified School District.

MORE TO EXPLORE

+ SELPA Responsibilities
+ SELPA Map
Through the project, SDCOE enhanced SEO and searchability for a more positive user experience. In addition, the team developed specialized pages, such as a Virtual Wellness Center resource hub, to boost engagement.