

Strategic Plan 2.3 Designing for Success Website
CABE COMPASS PROJECT WORKPLAN

Project Title		#2.3 Designing for Success Website: Develop an interactive Designing for Success website to access current and relevant information regarding current research, best practices, demographics, policies, and basic information about English Learners for our diverse stakeholders and clients.			Project Manager		
Designing for Success					Laurie Nesrala		
Timeline		Action Steps	Milestones/Deliverables		Lead	Assessment (Current Status)	Additional Funds
Start	Complete		Milestone (Deliverable)	Target Date			
July 2013 Restarted March 2015	Ongoing updates	2.31 Identify specific information to be researched for the website.	<ul style="list-style-type: none"> Establish the timeline for committee meetings. Recruit additional committee members as needed. Brainstorm the types of information, resources, and research needed. Decide how many categories Determine a protocol for vetting information, resources, and research. Identify key people, experts in the field and survey them 	End of May 2013	Initially Fred Dobbs, then Laurie Nesrala, as of March 9, 2015	<p>*Completed* 2013</p> <p>*Completed* Jan 2015</p> <p>*Completed* March 2015</p> <p>*Completed* March 2015</p> <p>*Completed* March 2015</p> <p>*Completed* April 2015</p>	N/A

Progress March 2017

Strategic Plan 2.3 Designing for Success Website

July 2013 Restarted March 2015	Ongoing updates	2.3.2 Select information, resources, and research for Phase One of the website.	<ul style="list-style-type: none"> Gather, organize, and evaluate information, resources, and research using the protocol. Determine the final selection. 	End of August 2013	Laurie Nesrala (LN)	*Completed* March 2015	N/A
Restarted March 2015	July 2015	2.3.3 Design the website	<ul style="list-style-type: none"> Review web design formats via web searches. Meet with the CABE webmaster to draft the final layout of the design. Create a form for submitting content Launch pilot website. Market the launch of the website 	End of August 2013	LN	First demo draft published *Completed* April/May 2015 June pilot was delayed due to technological set-backs *Completed* March 2016 2 nd demo draft *Completed* March 2015	N/A
Restarted March 2015	Aug 2015	2.3.4 Launch Phase Two of website	<ul style="list-style-type: none"> Create a feedback form. Solicit feedback from the field Determine revisions Implement revisions and launch Phase Two of the website. 	End of November 2013	LN	<i>Phase 2</i> *Completed* <i>and launched</i> <i>At CABE 2016</i>	N/A

Progress March 2017

Strategic Plan 2.3 Designing for Success Website

Restarted March 2015	Aug 2015	2.3.5 Determine the protocol for ongoing maintenance of the website	<ul style="list-style-type: none"> Meet with CAFE staff to create the protocol. Determine the timeline for review and updating the site. 	End of August 2015	LN	<i>Delayed due to tech issues. Moved tentatively to mid-October. Dec 2015 Will re-evaluate and adjust process based on collaboration with new webmaster.</i> *Completed*	N/A
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Summary as of September 2015 Board Meeting:

- Current working title of website: CAFE Resource Center
- Laurie was given higher access to site on September 10th, which facilitated further development.
- WordPress consultant reinstalled and reconfigured the theme and resolved most issues, September 15-17.
- Laurie is currently reloading content.
- We are about two months behind on the schedule, but we should have a well-developed and reviewed/revised site before the end of the year, probably by November 1st.
- While it is anticipated that the website will be completely finished within a month or so, this project will be ongoing as additional resources are added.

Summary as of November 2015 Board Meeting:

- Final Title: CAFE Resource Center
- Hired part-time webmaster, Jesse Acosta, who is transitioning from PDS and P2I, while working on website when he can
- Most pages are ready or almost ready for internal review. Some still need videos and photos.
- Video page: Jesse will create a Vimeo account for CAFE to house videos that will play from this video page. Some videos are ready to link, but more still needed.
- Overall, website is almost ready (85-90%) for an internal review by some of CAFE’s “strategic friends.”
- Additional revisions will be made based on their feedback.
- We should have a launch-able website to debut to public by January 2016.
- Website will continually change based on feedback and review.

- CABE's new to-be-developed website will integrate with and complement these new webpages.

Summary as of June 2016 Board Meeting:

- The website design and layout is complete as of June 2016!
 - Design adjustments will be made on an on-going basis.
- The website content is complete as of June 2016
 - Additions, deletions and changes to content will be done on an on-going (at least monthly) basis.
- A new home page was created with links to hot news and events, and links to high-traffic sections of the website. This includes the menu of parent pages, as well.
- The "parent page" for each major section of the site was enhanced with:
 - A distinctive image related to the focus of that section
 - Hot news, links, events and downloads.
 - Side menu with links to relevant "child pages" of each "parent" page.
 - Internal cross-links that go back to related specific content within the website itself.
- New "Ask the Expert" section planned for later (possibly this summer), which will allow visitors to the site ask questions that will then be re-directed to an expert (Board members, Staff, partners), who will respond to questions on a monthly rotating basis.
- Translation of Resource Center is complete and translation of the rest of the site into Spanish will be in progress over the summer.

Summary as of September 2016 Board Meeting:

- The website is 100% complete and will continue to be monitored and revised at least monthly.
- Design adjustments are complete and are updated on an ongoing basis.
- Additions, deletions and changes to content are made on an on-going basis.
- Webpages for each chapter and affiliate are being developed and are 19% complete, with pages created for 4 of CABE's 21 chapters/affiliates. Webpages for the remaining chapters will be completed, as that information is uploaded by chapter officers to the consultant who compiles the information and sends it to the webmaster. CABE staff and consultants, along with all Regional Board Representatives have collaborated and will continue to collaborate to contact all chapters/affiliates about their webpages and to facilitate the submission of information for development of those pages. CABE staff will continue this work until each chapter and affiliate has a completed webpage on gocabe.org.
- New "Ask the Expert" section is still intended to be created by a future date to be determined. This feature will allow visitors to the site to ask questions that will then be re-directed to an expert (Board members, Staff, partners), who will respond to questions on a monthly rotating basis.
- Translation of Resource Center is 100% complete. The software set-up for translation of the remainder of the website into Spanish is 25% complete.

Quarterly Report Summary of Progress from July through December 2016

- All “parent” pages were given a uniform look and format
- Five templates were created to ensure conformity of look and format of the “child” pages.
- Each department reviewed their area/pages of the website and submenus are being created based on that feedback. (still in progress)
- Marketing features were added to highlight both regional conference and the annual conference. These features include sliding banners, CAFE 2017 website, email blasts, etc. The website also links to online forms for registration, award nominations, volunteer recruitment, etc. This creates a seamless experience for those using the website.
- New page was created, “Prop 58—Next Steps,” which includes a list of resources. These have and will continue to be reviewed on a regular basis as new resources are identified.
- In collaboration with PDS, the IT Team is/has been working on a DLI Guide, which will be available free on the website. It serves as a precursor for the LMS DLI Academy website to be unveiled in Spring 2017
- The CAFE Resource Center (CRC) is accessed from the website and has been continually expanded and revised.
- CAFE Corner blog can also be accessed from the website and publishes 4-6 posts on the first Monday of each month.
- Entire website, along with all downloadable documents and links, have been and continue to be reviewed monthly for needed revision, additions and deletions.

Summary as of September 2016 Board Meeting

- Dozens of edits have been made to the CAFE Resource Center, which include deleting non-functioning links, adding new resources, and updating current resources.
- The PDS section has been updated with a new and unique sidebar menu featuring links to 4 new pages:
 - **Consulting:** full page listing and explanation of PDS consulting services
 - **Professional Development:** 16 different types of PD outlined
 - **PDS Consultants:** 19 consultants with photos and biographies
 - **References:** 22 reference contacts with phone numbers and email addresses of prior clients
- Much effort has gone into creating these new PDS pages with new content, new layout, and improvement of overall navigation.
- Additionally, a Team Resources area for Consultants has been added below the new PDS sidebar menu.
- Plans have been made to add board member biographies to the board page, at the request of strategic partners via Enrique González.
- After CAFE 2017, there are plans to begin translation of the rest of the website. Currently, only the Resource Center has been translated.