

**CABE STRATEGIC PLAN
ANNUAL SUMMARY REPORT
July 2016-June 2017**



**PRIORITY CLAIM/GOAL: 2.3 DESIGNING FOR SUCCESS WEBSITE
PROJECT MANAGER: Laurie Nesrala**

DESCRIPTION: 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.

IN PROCESS

COMPLETED

NOT YET STARTED

ACTIONS	KEY EVIDENCE	PRIORITY STEPS FOR 2017-18
<p>2.3.1 Identify specific information to be researched for the website.</p>	<p>Researched relevant content and reviewed feedback from stakeholders for changes in content and design layout components.</p>	<p>Continue to research relevant content and review feedback from stakeholders. Analyze website usage statistics to inform the addition and revision of content.</p>
<p>2.3.2 Select information, resources, and research for Phase One of the website.</p>	<p>Made appropriate changes, additions, and deletions to website content based on ongoing feedback.</p> <p>Continued to “tweak” and adjust the layout of pages as needed.</p> <p>Closed and archived the old domain: www.biingualeducation.org</p>	<p>Continue to revise the website content based on ongoing feedback.</p> <p>Use website statistics to analyze website traffic in order to plan and design future changes.</p>
<p>2.3.3 Design the website</p>	<p>New content has been researched, gathered, evaluated and added on an ongoing basis. With</p>	<p>Meet with the CEO, key consultants, and selected board members to make a final decision about whether to begin</p>

	<p>the exception of the "Ask an Expert" section, the design and content are completed for phase one. Staff continues to research and discuss with stakeholders about <i>whether to/how to</i> design and develop the "Ask an Expert" component of the website.</p>	<p>design and development of the "Ask an Expert" component, or whether to schedule it for a later time, or to postpone it indefinitely.</p>
<p>2.3.4 Launch Phase Two of website</p>	<p>Translation of the Resource Center is complete.</p> <p>Developed a regional landing page for chapters in each region: http://www.gocabe.org/index.php/about/regions/ These pages are developed and revised on an ongoing basis, as content from chapters is received.</p> <p>The website landing page is complete and launched.</p>	<p>Begin translation of website in Summer of 2017.</p> <p>Meet with translators as needed to plan and guide the translation process.</p>
<p>2.3.5 Determine the protocol for ongoing maintenance of the website</p>	<p>Met with IT Department, CEO and other staff and consultants, as needed to determine website visitor needs and respond accordingly.</p> <p>All requests for assistance from the IT department were submitted via the FreshDesk app.</p>	<p>Continue to monitor website and its analytics monthly to determine any needed additions, deletions, or revisions related to content and/or design.</p> <p>Continue to use FreshDesk to collaborate with IT Department.</p>