

New York State

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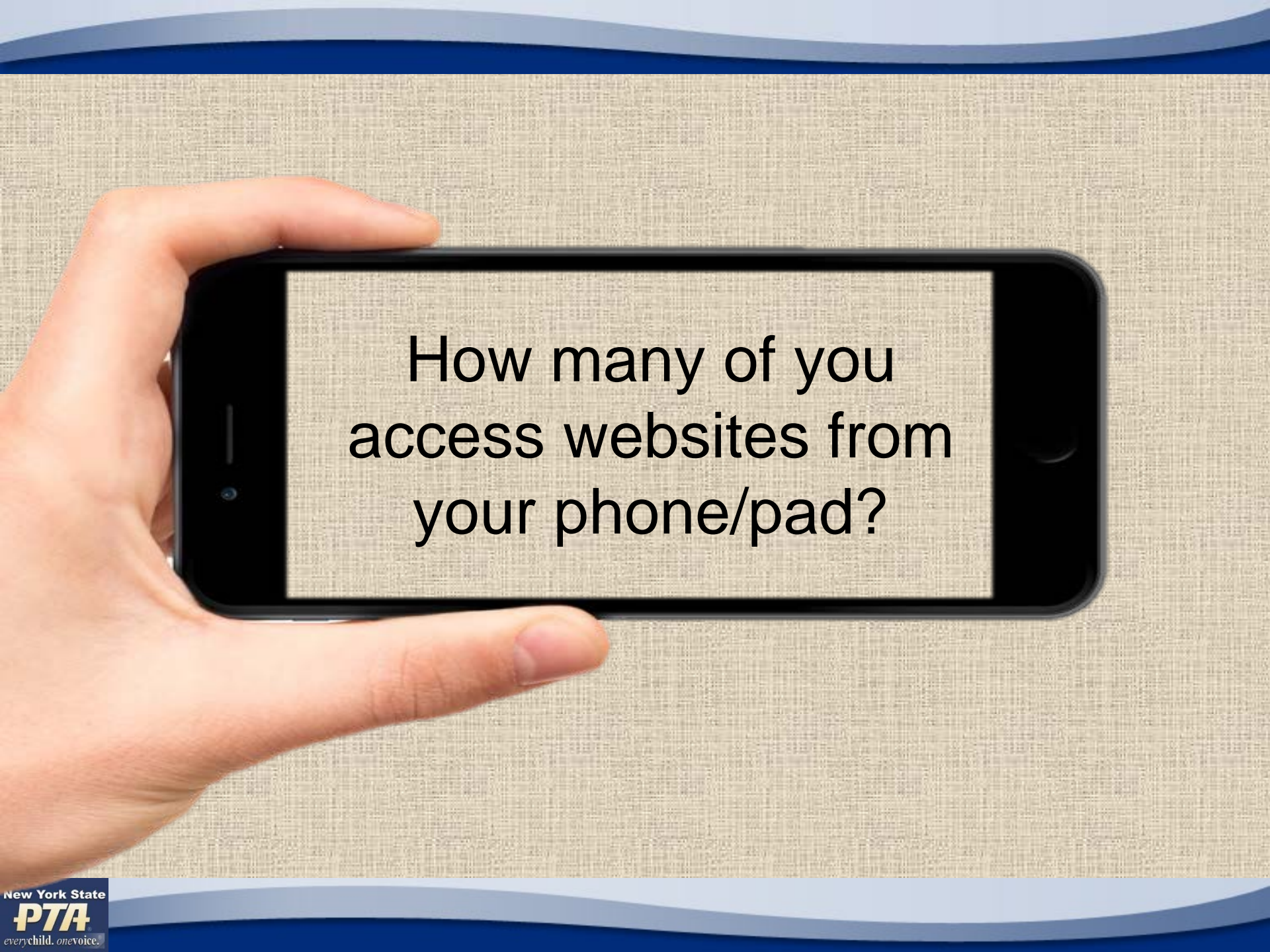


Website Creation

**NYS PTA
Summer Leadership
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A hand is holding a black smartphone horizontally. The screen of the phone displays a survey question in black text on a light beige background. The background of the entire image is a textured, light beige fabric. The top and bottom of the image have a blue wavy border.

How many of you
access websites from
your phone/pad?

- Who currently has a unit website (PTA/School District webpage)
- How many of you are interested in creating one?
- Anyone here have experience with Google Sites or Wordpress? Other website creation products?

Workshop Objectives

An interactive discussion about...

- Website Planning
- Website Platforms
- Determining Best Solution for you

Steps of the Process

- Plan Appropriately
 - Survey Members to Identify Needs
 - Look at Other Communication Vehicles
 - Identify Available Resources (money and people)
 - Verify Timeline
 - Identify Possible Solutions

What Do You Need: Survey Members

- Use a Free Survey Software – SurveyMonkey or Google Forms
- Determine 5-8 important questions
- Distribute to as large an audience as possible – work with your administration to have them include in their newsletters

Other Communication Vehicles

- Based on results of the survey, determine what you need in your website
- Are you using other social media to connect and share information? Facebook? Twitter? Mailchimp?
- Determine where the new website fits in to your communication model

Resources

- What human resources do you have to create the website?
- What human resources do you have to maintain the website?
- What financial resources do you have available? Can you pay an annual fee? If so, is it limited? Do you need a free solution?

Timeline

- How quickly do you need the solution up and running?
- How much time do you have for postings to the website to be available? (Can items wait a few days? A week? Within hours?)

Answers to all of these questions make a difference to which of the following solutions you pick!

Packaged-Based Free/Low Cost Products

- Wordpress.com
- Googlesites
- GoDaddy
- Utilize a webpage on District website

Google Sites

Pros

- Free
- Connects with other google products
- Use google images for free to use images
- Simple to use

Cons

- Limitations because it is free
- May not meet all of your requirements

Wordpress.com

Pros

- Can be Free
- Content User Based
- Don't need to know html/coding language
- Includes hosting
- Many template to work from

*explain difference between Wordpress.com and Wordpress.org

Cons

- Paid versions offer more
- May not meet all of your requirements
- You may have your own server you want to host it on
- Coding and overall look is limited by templates

Webpage on School District Website

Pros

- Can be Free
- Encourages open communication and collaboration with your school/district administration
- Don't need to know html/coding language
- Includes hosting

Cons

- You do not have control over the update of the page
- You are at the mercy of someone else's time schedule
- You may have your own server you want to host it on
- Overall look is limited by district style sheets

Questions?