Website Creation

NYS PTA
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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?