

**CABE STRATEGIC PLAN
ANNUAL SUMMARY REPORT
July 2015-June 2016**



**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 2016-17
<p>2.3.1 Identify specific information to be researched for the website.</p>	<p>Information was researched and sorted into the following categories: About, Communications, Conferences, Educators, Parents, and Research Center</p>	<p>Continue to research relevant content and review feedback from stakeholders for changes in content and design layout components.</p>
<p>2.3.2 Select information, resources, and research for Phase One of the website.</p>	<p>Information researched was further reviewed, selected, and then sorted into subcategories and assigned to the corresponding parent pages to be developed.</p> <p>Wordpress was designated CABE's new online platform for the new website, gocabe.org, the blog, CABE Corner, and any future online innovations, projects, etc. A website and multi-media designer was hired to build the new site in</p>	<p>Make appropriate changes, additions, and deletions to website content.</p> <p>Continue to adjust the layout of pages as needed.</p> <p>Close and archive the old domain: www.bilingualeducation.org</p>

	<p>collaboration/consultation with the CEO, Education Consultant and the Director of IT.</p> <p>The Resource Center was translated and a Spanish Translation feature was added for that section of the website.</p>	
<p>2.3.3 Design the website</p>	<p>“Parent,” “Child,” and a few “grandchild” pages were designed and populated with the content previously researched. These pages were reviewed numerous times for both content and design layout by CABE’s CEO, Education Consultant, Website and Multimedia Designer, and later by selected staff and board members.</p> <p>Design and content completed for phase one.</p>	<p>Design an “Ask an Expert” component to add to the website. Visitors with questions will send them via a link on the website. Questions will be directed to appropriate staff, board members, and other designated experts, who will then respond to the visitor’s question.</p> <p>Develop new content and adjust website as needed to accommodate the content changes.</p>
<p>2.3.4 Launch Phase Two of website</p>	<p>The website was launched at CABE 2016. Additional feedback was provided by various interested stakeholders and changes considered and applied, as appropriate.</p>	<p>Begin translation of the entire site in Spanish.</p> <p>Develop a Regional landing page for Chapters in each Region.</p> <p>Create and launch the CABE 2017 landing page (Summer 2017)</p>
<p>2.3.5 Determine the protocol for ongoing maintenance of the website</p>	<p>The Website and Multimedia Designer met at least monthly with the Education Consultant and any other relevant staff to identify any needed content or design layout revisions.</p>	<p>Continue meeting with staff and consultants, as needed, and at least monthly to determine website visitor needs and respond accordingly.</p> <p>Requests for changes to be submitted to IT Department via a website portal.</p>

