CABE STRATEGIC PLAN
ANNUAL SUMMARY REPORT
2013-2018

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.

As of June 2018

Website	May-June 2018 Weekly Users	May - June 2018 Monthly Users	Growth 2018 vs 2017
gocabe.org	542	3058	**43.12%**
resources.gocabe.org	113	414	**63.77%**
di.gocabe.org	52	255	**124.14%**
cabe2019.gocabe.org	147	518	**100%**

Facebook Followers: 5904

ACTIONS	KEY EVIDENCE
2.3.1 Identify specific information to be researched for the website.	Researched relevant content and reviewed feedback from stakeholders for changes in content and design layout components. Research and maintain updated website with new policy, practices, announcements and ads—e.g. Prop 58, Immigration resources, EL Roadmap, Events, CABE Corners, Resources, Board and Staff Updates, etc.
2.3.2 Select information, resources, and research for Phase One of the website.	Made appropriate changes, additions, and deletions to website content based on ongoing feedback. Continued to "tweak" and adjust the layout of pages as needed.

ACTIONS	KEY EVIDENCE
	Closed and archived the old domain: www.biingualeducation.org

Continued to make appropriate changes, additions, and deletions to website content on a regular basis based on ongoing feedback. |
| **2.3.3**
Design the website | New content has been researched, gathered, evaluated and added on an ongoing basis. With 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 *whether to/how to* design and develop the "Ask an Expert" component of the website.

There are concerns and unanswered questions regarding if and how to incorporate the "Ask an Expert" feature, particularly around staffing the "Expert" role. This feature has been put on hold indefinitely until we have more information about its feasibility and structure. |
| **2.3.4**
Launch Phase Two of website | Translation of the Resource Center is complete.
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.

The website landing page is complete and launched.

Translation of the About Section is currently being worked on (June 2018)

CABE has been receiving inquiries from educational organizations and businesses (at least one per month) requesting that links to certain resources be added to the Resource Center. If and when the resources are "vetted" by the Education Consultant, they are added to the Resource Center, predominantly in the "Links" section. |
| **2.3.5**
Determine the protocol for ongoing maintenance of the website | Met with IT Department, CEO and other staff and consultants, as needed to determine website visitor needs and respond accordingly.

All requests for assistance from the IT department were submitted via the FreshDesk app—a new technology staff service and request system put in place in 2015.

The entire site is reviewed on a regular basis for maintenance, such as fixing broken links and typos, deleting expired |

ACTIONS	KEY EVIDENCE
	information, adding missing information, and reorganizing the format to better meet the needs of the end user. Significant revisions include: keeping the rotating banner and 'latest news' current and relevant; inclusion of links to information about EL "hot topics", policy and legislation on the homepage and elsewhere; online access to conference presenter handouts; addition of even more Board and staff resources. Team members and Board members share new information and insights regarding the website that supports the IT/CD team. The CEO meets regularly with the Coordinator for IT/CD regarding new information and updates. The site is regularly reviewed by the Education Consultant to support updates and edits.