

KAMERON R. WILLIAMS | FEB. 4, 2020

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URBANA SCHOOL DISTRICT COMMUNICATION UPDATE

A Communication Update for USD116 Board of Education



WHERE WERE WE?

MINIMAL SOCIAL MEDIA PRESENCE

A HARD-TO-NAVIAGATE WEBSITE

LONG PAGES OF TEXT- NOT USER FRIENDLY

LITTLE-TO-NO COHESIVENESS WITH SCHOOL DIGITAL PLATFORMS

NO BRANDING ESTABLISHED

NO COMMUNICATION PRACTICE ESTABLISHED

NO TEMPLATE FOR WEBSITE AND DIGITAL PLATFORMS

NO PROPER TRAINING FOR SCHOOL-BASED USERS TO UPDATE

WHAT DID I DO?

MEETINGS WITH ADMIN TO DISCUSS NEEDS AND SKILLS

WORKING WITH SUPER TO DISCUSS BRANDING AND TYPICAL COMMUNICATION

LOOKING AT STATE REQUIRMENTS

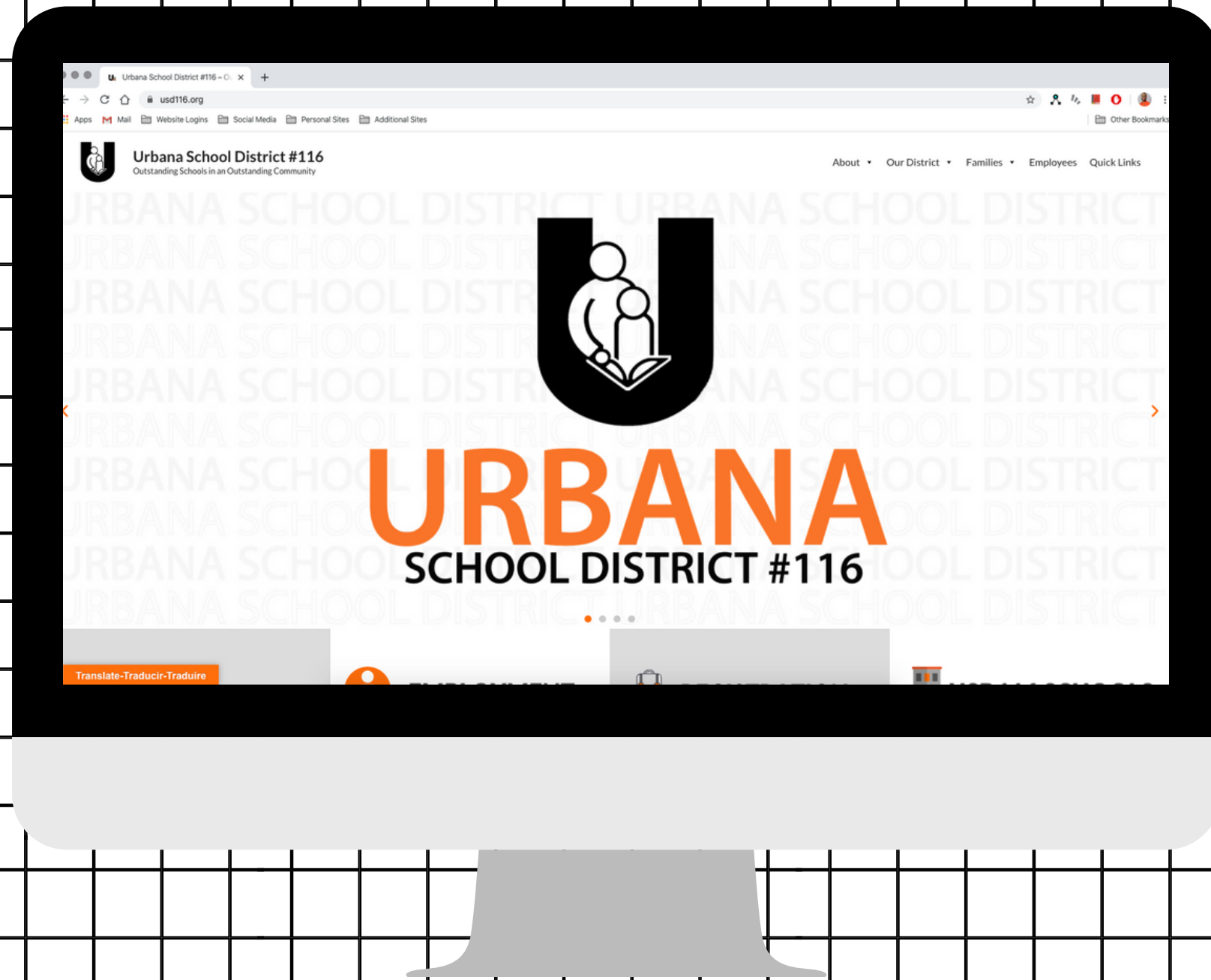
TAKING NOTES FROM GREAT EXAMPLES

WEBSITE WIPE DOWN

TRACK MOST-USED PAGES AND INFORMATION

ESTABLISHMENT OF MARKETING AND COMMUNICATION PARENT COMMITTEE

2020 UPDATE



New General Layout

USD116 acts as parent site with schools mirroring

New Information/backpage layouts

Shorter pages with more links

Quick links page

[VIEW LIVE TABS](#)

ABOUT USD116

Urbana School District #116 is a diverse, innovative, and exciting organization committed to educational equity and excellence. Urbana School District #116 is a unit district located in east central Illinois. Our outstanding schools in an outstanding community comprise of an early childhood school, six neighborhood elementary schools, a middle school, high school, and an adult education center. Urbana School District #116 has been recognized for excellence in academic rigor by Advanced Placement, for outstanding after school programming by the Illinois State Board of Education, for promoting a positive school climate and culture by the Illinois PBIS Network, and for supporting new teachers by the Illinois New Teachers' Collaborative.

View USD116 Schools

Urbana School District #116 is home to six neighborhood elementary schools, an early childhood school, a middle school, high school, and an adult education school. For a full list of links to each USD116 school, click the button below!

USD116 SCHOOLS

OUR MISSION

The mission of Urbana School District #116, a multicultural community committed to providing quality education, knowledge, develop skills, and build character to achieve personal greatness and comprehensive programs, respecting individual learning styles and cultural differences for each student, every family, and the community.

Learn more

URBANA SCHOOL DISTRICT #116 STUDENT REGISTRATION



Below is registration and enrollment information for parents or guardians who have a student who completed the previous year at an Urbana #116 school. This includes students moving from one of our neighborhood elementary schools to UMS, or moving from UMS to UHS.

Registration for Returning Students

Parents and guardians are requested to please bring the following documentation to Centralized Registration:

- Photo ID (Driver's License, State ID or Passport)
- Proof that you live in Urbana
- Mortgage or 2 of the following all listing the parent's name and same address: driver's license, registration card, change of address from the post office.
- Doctors and emergency contacts
- Registration fee and/or other fees you have received notice to pay. This is payable by cash, credit card (Visa, MasterCard, Discover).

At UMS, and UHS there is a **\$100 registration fee**. If your family qualifies for free/reduced lunch, the fee is waived. Urbana Early Childhood school does not require a fee for registration, but **all children** must complete registration forms will be provided following successful screenings. For more information about registration, please visit [Urbana Early Childhood School](#).

USD116 CALENDARS

Below are the latest Urbana School District #116 calendars. To download a PDF version of the calendar, please click one of the photos below. For individual school calendars, [please visit the school's website](#). If you are looking for at 2020-2021 USD116 calendar, [please click here](#).



Click here to download the 2019-2020 USD116 Calendar!




Cliquez ici pour télécharger le calendrier USD116 2019-2020!



¡Haga clic aquí para descargar el calendario 2019-2020 USD116!

Education About ▾ Programs




Click below for information on our

H SCHOOL COMPLETION PROGRA

OPEN POSITION: ESL INSTRUCTO

 Urbana High School About ▾ Families ▾ District ▾ Employees



BANA H SCHOOL

Urbana Middle School FAMILIES ▾ DIS
Community, Fostering Success

URBANA MIDDLE SCHOOL ACCELERATION NIGHT

January 15 & February 13
6-7 p.m. | UMS Cafetorium

WHO: Parents of current 5th, 6th, & 7th graders

WHAT: Information about accelerated classes and opportunities at UMS for the 2020-2021 school year



RECTORY  **USD CALENDAR**  **BELL SCHEDULE**  **UMS C**

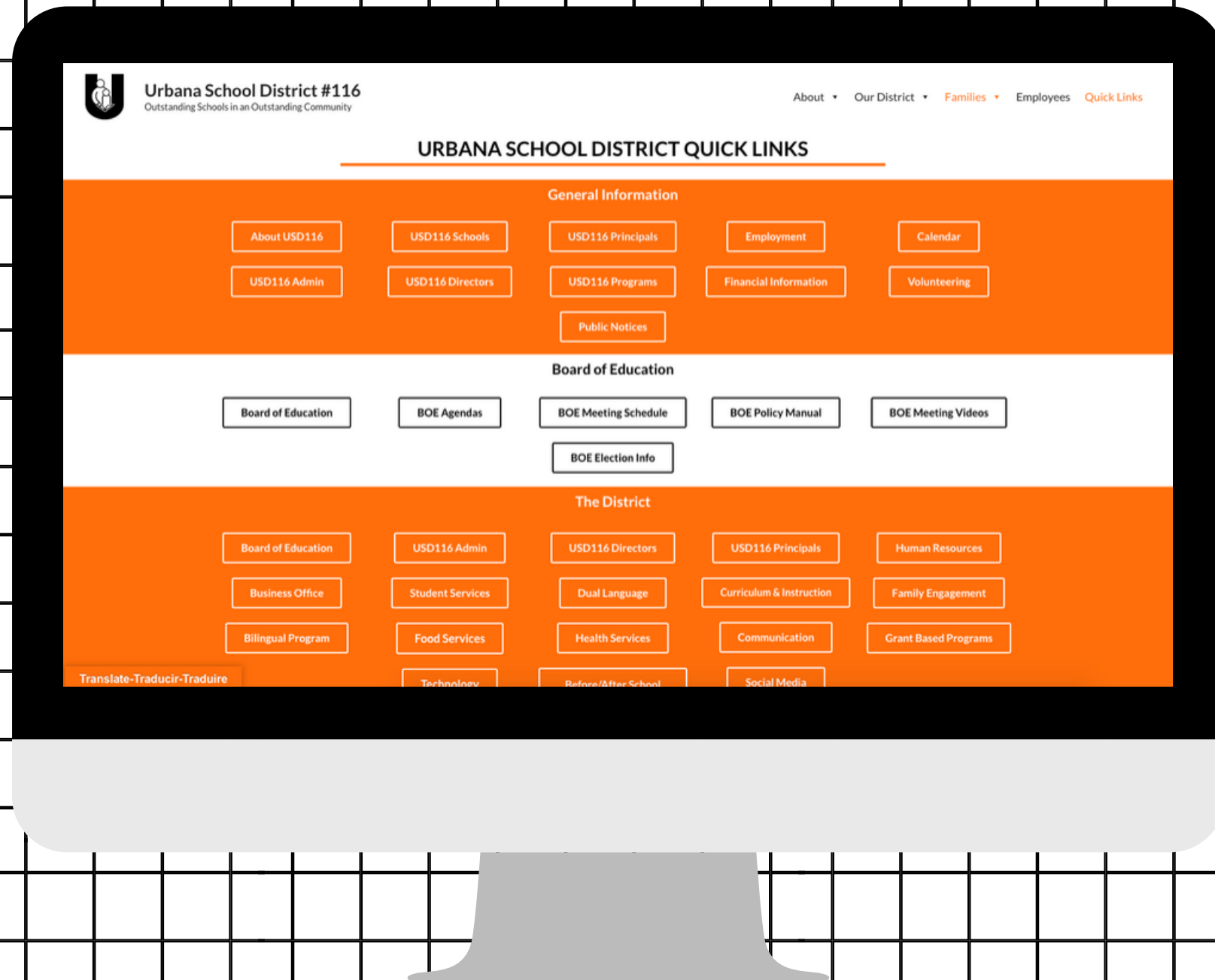
the full UMS Click here to access the Urbana School Click here to access the full UMS bell Click here to acc

QUICK LINKS

A quick links page was added to help visitors navigate better.

Can be found in the top menu.

This will be something frequently updated with new categories added as we see a need.



VIEW LIVE TABS

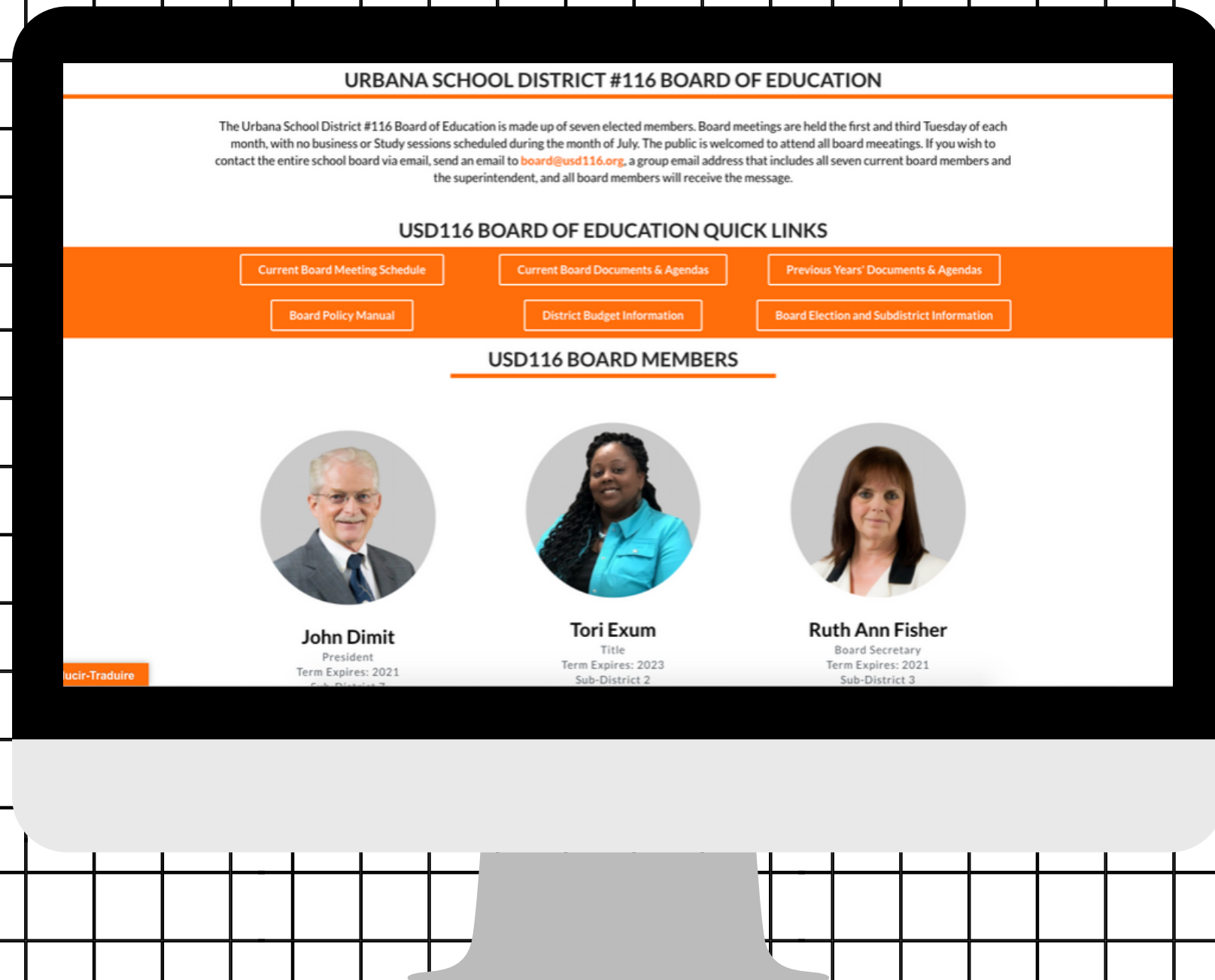
BOE UPDATES

Board of Education Page will soon be revised.

Board documents will be available through public drives- This is normal practice and has been tested with other departments.

Public will see changes on Monday, Feb. 10

[VIEW LIVE TABS](#)



MOVING FORWARD

Continuing polishing sites and added needed information- staff members are being extremely helpful

Continuing to find a need through Marketing and Communication Parent Meeting

Setting up pages for parent resources- Superintendent page, communication page, technology

Using everything to set a standard moving into the new year- this includes training to give staff power to handle their platforms

