URBANA SCHOOL DISTRICT
COMMUNICATION UPDATE

A Communication Update for USD116 Board of Education
WHERE WERE WE?

MINIMAL SOCIAL MEDIA PRESENCE
A HARD-TO-NAVIGATE 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 requirements
- 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 diverse, innovative, and exciting — an organization committed to educational equity and excellence. Urbana School District #116 is a small district located in central Illinois. Our outstanding schools are an outstanding community comprised of early childhood schools, 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 to the Illinois State Board of Education, for promoting a positive school climate and culture by the Illinois PBS Network, and for supporting new teachers by the Illinois New Teachers' Collaborative.

View USD116 Schools
Visit the USD116's home to six neighborhood elementary schools, an early childhood school, a high school, and an adult education center. For a full list of schools in USD116, please visit USD116 Schools.

OUR MISSION

The mission of Urbana School District #116 is a multicultural community committed to developing knowledge, skills, and habitat, in character to achieve personal greatness and success in the future. Comprehensive programs, including individual learning, social, and cultural differences, meet each student's needs and the needs of the whole community.

USD116 CALENDARS

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

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 entering one of our neighborhood elementary schools to UMS, or moving from UMS to HMS.

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)

Registration and enrollment include:

- Visit our school
- Visit our school
- Visit our school

Do not forget to visit our school.

USD116 and UMS have a $200 registration fee. If your family qualifies for free or reduced lunch, email Urbana Elementary School does not require a fee for registration, but all students must be present and be present following successful screenings. For more information about USD116 and UMS, visit our school.

URBANA

Family Information
District
About USD116
Click below for information on our H SCHOOL COMPLETION PROGRAM

OPEN POSITION: ESL INSTRUCTOR

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

Click here to access the Urbana School Directory
Click here to access the USD Calendar
Click here to access the Bell Schedule
Click here to access the UMS Calendar

Urbana Middle School | uurbana.org
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.
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
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.