

circular



TO Principals of Catholic Schools

FROM Monica Conway, Marketing and Communications

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RE Next Generation of School Websites

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Dear Colleagues,

Your website is potentially the widest means of inviting new families to consider your school and to communicate with your existing families. The ability to view your website on all mobile and desktop devices has become essential.

In partnership with Boylen web developers, CESA has established a user friendly web content management system together with a range of responsive design options for school websites. This provides schools with professional, secure and affordable tools to develop and manage online communications.

This next generation of websites are not only responsive but will also have access to new and improved functionality including event registration, purchasing, blogging, news and events modules as well as improved design and communications package.

If you are unfamiliar with responsive website design below are some good examples.

www.cesa.catholic.edu.au

www.boylen.com.au

<http://universitycity.org/>

We are inviting schools to be part of the Responsive Website Development Project. The project includes :-

- professional development in the form of a day long workshop
- Individual school coaching session to assist with content
- Ongoing project support
- Provision of web templates and training on content management system
- Access to service providers to assist with web writing and photography

Participation in the project will require a person from Leadership and a staff member/s who will co ordinate the development process including preparation of content (logo, photos, and information), and design consideration.

The cost of your web site will be determined by your requirements and design choice. The basic cost for the development is \$2,850 we anticipate that our new templates and functionality should cover your needs and therefore this should be your only development cost aside from photography or web writing assistance (optional).

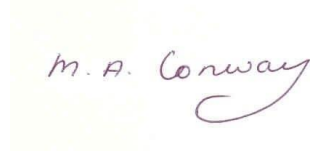
Register at Registration Centre

The next intake of schools are invited to join the one day workshop on **Thursday 6th August** (9.30 – 4.00). This will be followed by a one hour individual school coaching session on either **11th August or 13th August**. The total cost is \$220 per participant.

The session has been set up on the [Registration Centre](#), you can register your leadership and staff member and find out more details here.

Please contact [Katie Low](#) for further information on the project.

Yours sincerely

A handwritten signature in purple ink that reads "M. A. Conway". The signature is written in a cursive style with a large, sweeping flourish at the end of the word "Conway".

MONICA CONWAY
ASSISTANT DIRECTOR