



# THE DIGITAL BELL

Helping Schools Build Positive Relationships With Families



## Lee County Public Schools

Communication Department  
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### WEBSITE IMPLEMENTATION PLAN

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# OVERVIEW - Website Implementation Plan for the District of Lee County

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The Digital Bell service has been designed to permit rapid building of school websites. Following this website implementation plan, we can quickly implement and stand up the websites for the School District of Lee County. The implementation of The Digital Bell service is performed as a project that consists of three phases:

1. **The first phase involves the discovery of what existing web site materials are available for each of the school websites that will be constructed.**
2. **The second phase is the setup phase in which The Digital Bell content management system is loaded with the data that will be required in order to create a website for each school in the school district.**
3. **The final phase of the project, the launch phase, consists of turning the new website over to the school administrators at each school and providing them with training and support so they can start to extend the solution that has been provided to them.**



# PHASE 1 - Discovery

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**The purpose of the Discover Phase is to provide the GSL Solutions project managers with the critical information that they need in order to ensure they will be able to provide the needed data and implementation details at the right time to the GSL Solutions graphic artists and developers. This phase consists of six main components that are designed to get the answers that will be needed in the next phase of the implementation plan.**

## **Kickoff Component**

The Digital Bell implementation plan starts off with the kickoff phase component. This component of the discovery phase is designed to provide the school district staff with an introduction to both GSL Solutions and The Digital Bell service. During the initial review meeting, GSL Solutions staff will work with the school district staff in order to get answers to a number of critical questions.

This process will include reviewing the schools that will be apart of this project. Next, GSL Solutions will let the school district staff know what types of data will be required from each school in order to customize their website. This data will include such items as the exact name of the school, what the school colors are, any school logos / mascots, and any images that are associated with the school.

Next, GSL Solutions will work with the school district staff in order to determine how they would like each of the school websites (district, elementary, and high) to be laid out. This includes agreeing on design templates for the website's homepage and any subpages. Once this has been agreed to, the school district staff and GSL Solutions staff will work together to create a content sitemap. This will define what school content the school district wants to be included on every website. This can include such content as the school district calendar, school lunch menus, anti-bullying policies, etc.

The final set of questions that will need to be addressed will have to do with site and content security. The school district will need to provide GSL Solutions with information on who they want to permit to have access to which school district web sites. For those users who have access to a web site, the school district can define what level of control they have. This will permit the school district to maintain control over who can make modifications to their web sites.

## **Concept Component**

Once the school district staff has communicated the website template design that they want to use for the different types of schools in the district, the GSL graphical design team will get to work. During this phase we will create the initial design comps consisting of a sample homepage and subpage for the District site as well as one for each school site.

Once the comps have been created based on the school district's guidance, the comps will be provided to the school district staff for their review. The purpose of this review will be to ensure that the required school district information will be both available and easily reachable on each school web site in the district.

After having a chance to review the comps and having any requested changes made, the school district staff will then sign off on the final comps. The comps will then be sent to the GSL Solutions development team. It will now be the responsibility of this team to create website frameworks for each school disgnated in the discovery phase. These website frameworks will be further customized to create unique websites for each school.



# PHASE 1 - Discovery

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## Data Collection Component

In order to provide each of the schools with a custom solution, several pieces of data will need to be collected. In order to accomplish this task in the most efficient way possible, GSL Solutions will use their own version of The Digital Bell to reach out to each of the representatives in the designated school.

A set of simple online forms will be created that will allow GSL Solutions to easily collect the information that is required to complete each school's website. In order to communicate how to gain access to these forms, an email will be sent out by GSL Solutions to each of the school's representatives .

This email will provide the school representative with an introduction to GSL Solutions and The Digital Bell service. The need for data includes verification of such items as the exact name of the school, what the school colors are, any school logos / mascots, and any images that are associated with the school. The school representatives will be provided with an online link that will permit them to easily submit this information.

Once this has been provided, the school representatives will be asked to perform one more action. They will be asked to sign up for a meeting with the GSL Solutions website implementation team. In order to do this, a link to an online form will be provided to the representatives that will allow them to chose the date and the time that they'd like this meeting to occur. Meetings can be by phone or or in person.

## Outreach Component

GSL Solutions is committed to ensuring the The Digital Bell service meets the needs of every school designated. In order to make this happen, in this phase representatives from GSL Solutions will meet with each and every school representative.

These meetings are scheduled to last for up to 30 minutes. During this meeting the rep will introduce GSL Solutions, The Digital Bell service, and the school website upgrade project to the school representative. The school representative will be asked questions about his or her school: how many students, what the school is known for, what issues the school may be facing, what events are planned for the upcoming year, etc. The meeting will conclude with the GSL Solutions rep providing the representative with a quick overview of the service showing how easy it is to add new content to a school website.



## PHASE 2 - Setup

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**The next major phase in The Digital Bell HCPS Website Implementation Plan is the Setup Phase. The purpose of this phase is to actually create district and school websites and then to train the school staff that will be maintaining these websites. At the end of this phase, a complete web site will be ready to be turned over to the school.**

### **Development Component**

The development component of the setup phase consists of GSL Solutions staff starting by creating the required login accounts for each member of a school's staff that will need to have access to The Digital Bell service. The next step will be to create a custom look and feel for each school's website. The school's colors, name, and mascot or logo will be used to do this.

Once the website has been created, GSL Solutions staff will work with the school district staff in order to test the Active Directory (LDAP) account configurations. The goal of this testing will be to ensure that the correct staff are able to gain access to the correct school web sites.

### **Content Conversion Component**

Depending on the School District of Lee County's stated needs, there may be content associated with a school's existing web site that they would like to have ported to the new The Digital Bell website. If this is the case, then the next step in the project plan is to convert that data.

The import of the data will first be planned. This consists of identifying what existing data is going to be imported. This requires the existing web site's organization and layout be mapped into a sitemap. Once this has been accomplished, the actual importing of the data into The Digital Bell can begin. When the importing process has been completed, the GSL Solutions Q/A team will review the new website in order to ensure that all of the required data has been moved over and that it is in the correct location. When this is confirmed, the GSL Solutions Q/A team will sign off on the completed website.

The final step in the content conversion component involves training the district staff. GSL Solutions can train any number of district and school personnel in a single training session or in multiple sessions over several days. GSL Solutions can support providing training onsite at a district designated location.





## PHASE 3 - Launch

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### **Acceptance Component**

The acceptance component of the launch phase consists of GSL Solutions staff and school district staff meeting in order to review each of the websites (district site, 13 high school sites, 2 special schools, and 1 elementary school site). Upon review and approval of the new websites, the school district staff will sign off on the websites in order to indicate their acceptance of the work that has been performed.

### **Delivery Component**

The delivery component of the launch phase consists of GSL Solutions working with the school district's IT staff to make each of the new web sites go live. In order to do this, GSL Solutions will provide the district IT staff with IP addresses for each of the new web sites. The IT staff will update the DNS entries for each of the school's URL addresses. Once this update has been made and has propagated across the Internet (this can take up to 48 hours), the new website will be considered to be "live".




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# BAY ELEMENTARY

Home of the Barricadas



**Morning Show**



Events

News

May 18

9:00 PM - 5:00 PM

Community Festival

May 23

Last Day for students

May 26

Memorial Day (all personnel out)

May 27

Teacher Work Day

Aug 07

9:00 AM - 3:00 PM

New Teacher Induction

View All Events

PARENTS



Click here to find resources to help your child succeed. We have links to resources and policies about the school.

STUDENTS



We have added information to provide valuable tools and information to help students get involved and learn more.

ACADEMICS



The Academics page has the information and media resources students need to succeed in the classroom.





## DISTRICT MAP - Lee County

The following map represents the 16 schools and 1 District site that make up the Lee County Implementation Plan:



## 2 Special Centers

