



KENAI PENINSULA BOROUGH SCHOOL DISTRICT

Information Services

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Website Update Status, December 2016

Overview and Goals

The KPBSD website has existed in its current form since it was launched in 2008. As reliance on the website for district communication has grown and an increasing number of content elements are served from the site, the need for an updated and improved content delivery strategy has become evident.

The following high-level goals for this project have been identified:

- Improve search performance – the current search often returns old results, duplicate results, or irrelevant results
- Modernize page layout, navigation, and design – the current layout does not scale well in today’s mobile-and tablet-friendly world
- Energize content, streamlining the process of posting media-rich content (highlight stories, video messages, etc.)

Completed

Action Item	Description	Completion Date
Infrastructure	Upgrades to the software platform hosting the KPBSD website (collectively, the Content Management System (CMS) were completed throughout summer 2016. Key fixes include improved content editing and support for upgraded search infrastructure.	September 2016
Search Service	A new search infrastructure deployed during July 2016 increased content indexing frequency to near real-time. The previous content indexing infrastructure “crawled” the website looking for new or updated content once every six hours, effectively introducing up to a six hour window before new or updated content was available for search. The updated infrastructure receives changes and they occur, effectively indexing content and making it available for search immediately upon publishing.	June 2016
Search Interface	In conjunction with the updated search infrastructure, an updated search interface was released in July 2016. The new search infrastructure allows for faceted search, meaning that incrementally-relevant criteria can be specified for matched results. This allows for an iterative, drill-down, approach to narrowing content results.	July 2016

Ongoing

Action Item	Description	Target Completion
Content Visibility – Homepage	Our webmaster is actively working to eliminate content hidden on the homepage behind sliding accordions and introduce an updated content feed for noteworthy KPBSD stories and events.	December 2016
Responsive Redesign - Homepage	Currently, the KPBSD website does not display well on tablet or mobile devices. Work is ongoing to revise the homepage to take advantage of “mobile-first” concepts that allow proper visual access to mobile, tablet and desktop screens.	February 2017
Pruning Outdated Content	Identifying, removing and/or updating outdated content elements continues. Just over 33,000 searchable content elements existed as part of the KPBSD website in February 2016. As of 11/23/16, 15,231 searchable elements exist.	Ongoing

Next Steps

Action Item	Description	Timeframe
Enrich Homepage Content	Work includes streamlining process to post district highlight stories, noteworthy school stories, and introduce support for embedded video content	February – June 2017
Data Analytics	Explore methods to utilize data analytics to increase content discoverability by displaying “top 10” content links consistently throughout site in varying contexts (districtwide, departmental)	February – June 2017