

**WAKE COUNTY PUBLIC SCHOOL SYSTEM
EVALUATION & RESEARCH DEPARTMENT'S WEB SITES:
AN EVOLVING PROCESS**

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INTERNET AND INTRANET WEB SITES

BACKGROUND

Over the years the Evaluation and Research department (E&R) has continued to redesign the departmental Web pages in order to:

- maximize communication of student outcomes and results on program evaluations,
- disseminate current educational research and policies to stake-holders,
- expedite and broaden report dissemination in and outside Wake County Public Schools (WCPSS),
- provide information about the department,
- archive departmental reports, and
- educate the community in general

Internet Site

The design and construction of the E&R departmental Web site began in the late 1990s and improvements continue to be implemented. On the *main* system web page, there is a navigation link titled "**Student Results**" that leads to the E&R Departmental Web pages. A "Student Results" navigation link (rather than Evaluation and Research Department) was intentionally selected to ensure school staff, students, and the community, are able to locate information and data on schools and students.

WAKE COUNTY PUBLIC SCHOOLS MAIN WEB SITE PAGE

The screenshot shows the main web site page for Wake County Public Schools. At the top, there is a banner for the 2007 Principal of the Year, Cathy Moore at Sanderson High, and the 2007 Assistant Principal of the Year, Debbie Edwards at Salem Elementary. Below the banner, there is a section for "New Enrollment Projections Released" dated November 27, 2007. To the left, there is a "Wake EduCast" sidebar with various links. A blue box with arrows points to the "Student Results" link in the sidebar and the "MAIN WCPSS FRONT PAGE" text, stating "Links from the main Wake County Public schools' page to the Evaluation and Research departmental site". Another blue box points to the "Need to Know" section, listing links for the 2007-08 Bell Schedule, School bus routes, Transportation Managers (bus issues), Closings and Emergencies, and 2008 High School Graduation Schedule.

2007 Principal of the Year
Cathy Moore
Sanderson High

2007 Assistant Principal of the Year
Debbie Edwards
Salem Elementary

Wake EduCast

TV: *The School Connection*

Newcomers ▶

Magnet

Resource Centers ▶

School Calendars ▶

Demographics

Year-Round Schools

Before- and After-School Programs

Download Forms

Student Assignment Resources

Board of Education

Coming Events ▶

Lunch Menus ▶

Student Results ▶

Sign Up For eNews ▶

School-to-Career

En Español

Departments

Staff ▶

New Enrollment Projections Released

November 27, 2007 - Wake County Public School System's Growth and Planning Department worked jointly with the Wake County Planning Department to determine new enrollment projections for the next three years. The new projections reflect a steady increase of students, but at a slightly slower growth rate than last year's projections.

Morning Announcements
[Business Alliances Draw National Attention](#) · [A Teacher's Journal: Free College Credits for HS Students](#) · [NCLB District Improvement](#) · [Board reviews magnet plans](#)

Board of Education
Public Private Partnership

November 27, 2007 - The Board of Education met last night to approve a new elementary school partnership.

MAIN WCPSS FRONT PAGE
Links from the main Wake County Public schools' page to the Evaluation and Research departmental site

Need to Know: [2007-08 Bell Schedule](#) [School bus routes](#) [Transportation Managers \(bus issues\)](#) [Closings and Emergencies](#) [2008 High School Graduation Schedule](#)

EVALUATION AND RESEARCH INTERNET DESIGN

The E&R Web site was designed to be user friendly and to accommodate the diverse internal and external audience. The site was developed and is maintained internally which speeds up needed changes and uploading and therefore is less error prone.

Main E&R Page

For ease of navigation, the E&R departmental main page is divided into 5 categories, namely Basics, E&R Reports, Academic Information, Other Information and Spanish translations.

EVALUATION AND RESEARCH MAIN WEB PAGE

The screenshot shows the 'Evaluation and Research Department' main web page. At the top, there is a banner with a collage of photos. Below the banner, the page is divided into several sections. On the left, there is a navigation menu with the following categories and links:

- Basics**
 - Email E&R
 - About E&R
- E&R Reports**
 - Reports By Topic
 - Reports By Date
- Academic Information**
 - For Schools & Parents
 - Departmental FAQs
 - School Report Cards
 - Testing Calendars
- Other Information**
 - Research Permission
 - Grants Development/Awards
 - Related Web Links
 - Award Winning Reports
 - Viewing our Website
- En Español**
 - ABCs FAQs: En Español
 - En Español

The main content area on the right includes:

- Evaluation and Research Dept. (E&R)**
- [E&R Mission Statement](#) (with a 'Staff Only' button)
- About Us**
- A paragraph describing the department's role in supporting WCPSS board members, school and central services administrators, and ensuring tests and grant-based programs are administered within local, state, and federal guidelines. It includes links for [Testing](#), [School Accountability](#), [Program Accountability](#), and [Grants Admin. & Compliance Reporting](#).
- Contact information: [Contact: David Holdzkom, Assistant Superintendent - \(919\) 850-1863](#)
- New Reports from E&R**
- Links to [North Carolina Virtual Public Schools: Review of Summer School 2007](#), [Project Iris: Intensive Reading Intervention Study, A Three-Year Follow-up](#), and [WCPSS Advanced Placement \(AP\) Test Results, 2006-07](#)
- Quick Links**

1. Basics

This category contains contact email and a link to pages with information on the four offices within the department.

2. E&R Reports

Reports by Topic:

This link is useful to viewers with knowledge of the categories they are seeking or who need to view all the reports on a particular topic. The link connects to a page with all E&R reports divided into four main areas. (Each category has an "Other Reports" link for miscellaneous reports under the category.) The four sub-categories under Reports by Topic are .

Survey Results: All reports with district-wide survey results are on a page where they can be viewed quickly and efficiently by year of survey.

Test Results: All test results reports (End of Course, End of Grade, SAT, ITBS, etc). Viewers can compare several years at the same time.

Policy Evaluations/Other Reports:

This category was selected to encompass all reports evaluating Federal or State programs, e.g., grants applications, No Child Left Behind and other reports. Short demographic reports of interest to the community are also included here.

Program Evaluations: Results of evaluations of WCPSS programs, e.g. Accelerated Learning Program (ALP), Class Size Reduction, and Safe Schools/Healthy Students.

Reports by Date:

This link contains all E&R reports and is mainly of help to regular visitors to our Web site seeking reports recently produced by the department. Reports are posted by date produced with the most recent report at the top. Viewers looking for reports who are not sure of the category or report name also benefit from this link. (Attachment 3)

2. Information for Parents Column

- Testing Calendars:

This link helps our visitors to check timing of different tests referred to in our reports. It is also a useful link for students and parents for test planning purposes.

- School Performance:

Due to the elimination of our popular School Profiles, we added a link to the School Report Cards produced by NC Department of Public Instruction. A page with links to

where the remainder of the school profile information can be found was added under "School Performance."

3. Other Information

- Helpful links on "how to" and E&R email contact are included here. We also have a page on award winning reports, including AERA awards.

Other Features: Descriptions of each office within the department help distinguish the functions of each section for our readers. A Frequently Asked Questions link and a link to our departmental mission are also prominently displayed.

Information on the main E&R departmental Web is grouped and layout to maximize ease of locating needed information. The contact E&R button and the departmental mission statement are prominently displayed. Other links are:

- Reports by Topic
- Reports by Date
- Academic Information (For Schools and Parents, departmental FAQs, school report cards, Testing Calendars, etc).
- Other information (Research in WCPSS, related links, contact E&R)
- Spanish translations for most of our documents are included



In addition, for ease of navigation between our departmental Internet and Intranet sites, a link was added on the Internet page to the Intranet pages. This link is only visible to staff when they log into a computer within the WCPSS firewall.

Departmental Intranet Site

The E&R Intranet Web site was redesigned in 2007 to provide WCPSS staff:

- Faster and broader dissemination of internal reports,
- Migration to electronic information rather than paper copies (faster)
- Internal system surveys

- Links to pertinent internal and external Web sites, etc.

INTRANET DESIGN

The departmental Intranet pages were completely redesigned in 2005. For E&R to communicate effectively it was deemed important to prominently display a description of responsibilities for each team within the department. For ease of navigation and to maintain uniformity, much of the layout matches the easy to navigate Internet layout.

Main E&R Intranet (Employees only) Page

From the main WCPSS Intranet page the E&R Intranet Web site can be reached through the "Departments" tab. The departmental Intranet page has short descriptions of each team within the department. WCPSS employees with questions are able to locate the team likely to answer their questions by going through the short descriptions (which have links to more broad descriptions). The Intranet main page also has a left side navigation bar with links divided into three main categories (see attachment 4):

Main
Resources
Calendars

1. Main Column

In this column, we have links to both E&R *internal* reports by date and by topic (Intranet) and links to *external* reports (Internet). This helps employees to navigate from Intranet and Internet and view various reports with ease.

2. Resources Column

Frequently requested information/links are provided here. Links are also provided to resources maintained by other departments. The "Other Research Sites" link leads to important sources of research findings. WCPSS administrators and teachers use this information to help support school improvement and other efforts to improve instruction and achievement. A link to the archives of WCPSS School Profiles from 1998 - 2003 was added as a source of longitudinal data on schools.

3. Calendars Column

The frequently visited links, school calendars and test calendars are included for students and employees.

CONCLUSION

The E&R departmental Internet and Intranet Web sites are continuously improved to ensure their effectiveness for system customers. Currently the department is working with schools to incorporate the E&R Internet link on individual schools' Web sites. The link will provide

parents/community an additional method of accessing our pages. We are also planning to include on the department's home page a list of recent reports and reports expected shortly.

Every year, the system's web statistics record our department's web pages among the top most requested/visited pages in the system (see attachment 5). Our information is crucial to effectively communicate with central office personnel, school administrators, and in the case of the Internet, the public at large. Our department produces many informative reports, reports on program evaluations, and data that is ultimately used by decision-makers to improve the effectiveness of WCPSS for all students. We recognize that parents and the community are also greatly involved in students' learning. Providing the community with timely and useful information not only benefits them, but all stake holders.

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