# School Effectiveness Impact Evaluation 2016
## Achieving Excellence Together

| Report title | **Web communications and systems** |
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| **Lead** | **Sally Davies** |
| **Key objectives 2015- 2016** | 1. Further develop Services for Schools (S4S) ordering mechanism and communications.<br>2. Further development EGfL technical spec to improve back office and user experience.<br>3. Further develop contacts directories and printable lists.<br>4. Enable users more control of their content on CMS.<br>5. Update the service image bank and update protocols on image use to comply with legal and other requirements and provide value for money<br>6. Address headteacher feedback from 2014-15 including: further facilitate effective user navigation throughout the site, revisit navigation and create policy page(s)<br>7. Enable wider council service teams use of newsletter facility<br>8. Improve Ealing Council website education content and management.<br>9. Improve and expand use of school safe system.<br>10. Develop process for reporting on web site analytics to inform and enhance the effective management of the EGfL.<br>11. Recruit, establish and develop a stable team for 2015-17 and finalise strategic plan to ensure ongoing consultation with schools and internal colleagues and development of web and communications systems.<br>12. Improve organisation of heads handbook, seek feedback and further integrate content on the website. |

**Impact Evaluation**

1. Back office developments to support web team with outputs (such as spreadsheets to support bursarial team), updated user guides to cope with multiple order forms (order history), preselecting multiple year commitments, 100% of schools submitted order form by buy back deadline, positive feedback from schools on the ordering process and communications. 95 services across the Council have their service information published on the EGfL, all updated by spring term 2016 and 25 services offered the online buy-back via the online order form. Almost £3M of buy back was processed in the order form.

2. A significant number of technical developments completed/achieved including: auto log-out (to keep secure content safe), maximum word limits set (readability of web content), related service links (integrating service content in news items and content pages), improved templates (back-office improvements), events calendar outputs and adding to calendar functionality.

3. A3 service chart and online printable lists updated and improved.

4. Heads now have access to schools' user accounts admin to keep their school data safe and termly reminders through the CMS trigger self- reviewing via their admin page. Users that have submitted gatekeeping items now have been assigned their news items on the CMS and will be able to view their online news item history after receiving training from the web team. The research and data team already have this access. Preparations have been put in place to enable more content owner access to manage content.

5. Special school photo shoot took place in 2016, making all school phases represented in the image library. School effectiveness colleagues can now access all images on the shared drive. Other council colleagues can review the image library folder and receive their selection of images via OneDrive. Images are being used for admissions brochures 2017 intake and Around Ealing September 2016 (back to school issue) and a number of other publications. Protocols have been reviewed and strengthened to ensure no inappropriate use of images.

6. Taxonomy field added to all CMS templates to aid search results; use of taxonomy fields protocols in place. Council strategies for children services on one location and frequently updated (promoted in Achieving Excellence Together strategy document).

7. MailChimp used to promote services for schools 2016-17 offer. MailChimp campaigns on safeguarding training offers and public health advice to support council teams with their communications with independent schools. Online version of directors' report through MailChimp developed to replace hard copy (cost savings) for governance team. This will be launched in September 2016. Improvements to the MailChimp template to aid schools with planning and readability (extending forthcoming deadlines, new icons and CPD gatekeeping items).

8. New Ealing Council website launched in February 2016 with a 'task focus', after nine month content freeze. Web team received training and using council's statistical data rewrote and rationalised all education content to comply. EGfL team negotiated for admissions team to update and publish their own content and coach, advise and support this.

9. School safe scheme usage increased after moving to 'email only distribution' and widening participants to the independent sector. Increase of approximately 40% of incidents reported from 2015-16 compared to 2014-15. Increase of distribution list subscribers from safeguarding/child protection and early years areas.

10. Was this page useful (yes, neutral, no)? online ratings system created and available on each content, service and news page to enable users to provide immediate feedback on the page they are at. Feedback is being used to alert content owners and alert visitors to changes to the content. Positive feedback and suggestions for improvements through 'useful report' functionality. Web analytics and user accounts show significant increase in registered users and increased usage of the site. Frequently visited pages reviewed more frequently, added on to popular pages lists on the service pages and several popular pages have moved higher up in structure to make it easier to find.

11. New team members fully trained and able to independently work to high standards. Team members shadow each other's work and rotating responsibilities where possible to enhance skills, knowledge and service delivery. Draft strategy document discussed with team and finalised during the summer.

12. Content of the headteacher induction handbook integrated with general content on the site and enable streamlined onscreen outputs and hard copy production. 50% of new headteachers 2015-16 completed surveys which were positives. Suggestions are currently used to further improve the 2016-17 publication of the handbook

13. There are 1,153 registered site users, 701 people receiving the weekly gatekeeping news, 326 communicating about school safe incidents and the site now hosts 11,146 pages including services for schools, establishment information, key dates event information, news/gatekeeping pages, school reports and other information/guidance content.

**Priorities for 2016-2017**

1. Continue with developments in back office and user processes and interfaces to increase usability, efficiency and effectiveness and meet changing demands of the new education context
2. Review and implement team strategy
3. Improve marketing and awareness of functions and features internally and externally
4. Improve cross-team and joined-up working