

Subject: JS Intl School - Outreach (1999-10-12) Web Site structure
Meeting with Karen, Paul, Chris, and Michele at UW
with web developer Pierson Lee (Email: pie@prayersforrain.com)

The splash page (where you first arrive on the web site) features the Landor brand globe exploding with the little star characters. Pierson hasn't been able to get this to work yet, but he'll check with Landor about it.

From globe - six main areas to click on:
(they won't be numbered, but I've numbered them here for ease of reference; * = link below numbered category)

(1) What's new?

* Latest news, updates, press releases, etc.

* Questions and Answers

When will it open?

Where will it be?

Who can attend?

How do you register?

How can I support it?

(2) Welcome (or greetings or something)

* Audio/written greetings with photos from
Supt. Olchefske, Pres. McCormick,
Seattle School Board (Don Nielsen), UW Intl Committee?
Principal Karen Kodama, Pat Stanford?

* Vision and Goals
Fundraising goals, etc.

(3) Why an International School?

John Stanford's vision

Text from brochure (from Marilyn)

* International Education

UW links

WTO?

Visits to other international schools (what did we learn?)

* World Languages and Bilingual Center

Why language study is important (with links to research)

National Standards for Foreign Language and

Wash. Assoc. For Language Teaching (WAFLT)

* Technology (UW connection)

Internet2 - explain in simple language

Likely technology elements of the program

(4) Latona Campus

Brief history of Latona and La Escuela and community
Progress on Construction
Teachers
Programs
Curriculum, etc.
PTSA

(5) Partnerships with the Community

Andrea Leary's intro piece
Link to National Network of Partnership Schools
Link to other community organizations (e.g., Ethnic Heritage Council)
Talk about our partnership goals and successes

(6) Calendar (with dates for meetings, registration, etc.)

(Note: this will be a running calendar, e.g.,

October, 1999

18 Planning Meeting at Lincoln High School

November, 1999

7-9 Curriculum Planning Retreat at Port Ludlow
etc.

(we can list open houses when we start organizing them)

* Meeting summaries (by date)

- we can save the Email summaries that I send out after meetings

Contact us... - include link to Email msg on each page

NEXT STEPS:

1. Pierson will get the design working with Landor's help and put up the basic framework.
2. Karen will work on (2) content
3. Paul will work on (2) UW connections; and (3) links and intro text
4. Chris will work on (1) Questions and Answers and (4) Latona
5. Michele will work on links for (5) (plus Andrea's piece needs to go to Pierson)

Note: Susan Miller from SAFECO is now managing the Tech Writing Dept. (where they do website development). She has offered to have us meet with one of their best web designers to help us with "usability testing" (making sure that what we put on here and how we organize it really will work for people).

We didn't agree on a timeline, but depending on how quickly Pierson can get the basic site up and running, I would suggest that we try to demo it at the Nov. 1 Intl School meeting at Lincoln. (It doesn't have to be a live demo - we can run it off a laptop.)