**WHERE WE ARE:** In the last fiscal year, from June 2019 to June 2020, 1.7 million users visited mnps.org to find important information relative to their school or the district. Approved in 2016, the current website was designed by a local firm to meet needs identified by the Communications Department at the time.

The current website is not a content management system, which means our schools and departments do not have the ability to create and edit their own information. This slows down and fragments communication - it has meant that schools and some divisions have created their own websites, or mainly use social media to communicate with students and families. Incomplete secondary websites, or primarily relying on social media, do not fully serve our families and community, who may miss out on learning about vital programs and services Metro Schools offers.

**WHERE WE ARE GOING (April – Ongoing):** In July of 2020, the Board of Education approved a contract with Intrado Interactive for the purposes of creating a new website using the School Messenger platform that is used by multiple school districts throughout the country. This new content management system will enable the district to create a website that is more user-friendly and accessible to both the public and school administrators throughout MNPS.

Benefits of this new system include the ability of departments such as counseling, transportation, and nutrition, for example, to share information on pages that can be easily embedded by schools on their websites.

Access to training by Intrado for staff at the department and school levels to edit and update their website at more frequent intervals will decentralize the flow of information out to parents and staff. The system will offer robust, flexible staff directories and the eventual option to offer teachers their own public web page on the school site, along with the ability to create microsites for special events like proms, performances, homecoming, etc.

The design will be modern, fresh, ADA-compliant, and responsive on any device or computer, while also being automatically translated into multiple languages to meet the needs of students or families who speak languages other than English. The new system also offers a simple document holder and integration with Microsoft tools, such as Outlook calendars.

**MEASURABLE GOALS:** Migrating to a new content management system should result in more departmental and school interaction with their website and content to allow for more fresh, relevant information to be shared with staff and families. Our goal is to:

- Increase the level of user engagement with the website
- Increase the number of users and
- Increase the time spent on the website interacting with the content.

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