



CESA 6

CMS4Schools™

SCHOOL'S OUT! SUMMER CONTENT TIPS



TIPS & TRICKS WEBINAR



POWERED BY

CESA 6
SMART THINKING.



01

INTRO

02

10 TIPS

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NEXT STEPS

SCHOOL'S OUT!



01

INTRO TO SUMMER CONTENT

Summer is key marketing time!

- The perfect time to grab the attention of prospective families and staff
- It's important to keep your homepage updated, fresh and engaging
- Easy to manage:
 - Plan ahead
 - Use announcements to schedule content ahead of time
 - Gather images while school is still in session
 - Use the 10 tips!



02 10 TIPS



02

10 TIPS FOR SUMMER CONTENT

1. School Supply Lists
2. Back to School Information
3. School Calendar
4. Summer School
5. Congrats, Graduates!
6. Slideshow Images
7. Student Learning Resources
8. Best Wishes, Retirees!
9. Alumni Reunions / Recognition
10. Top Awards / Recognition



TIP #1

School Supply Lists

- **#1 searched for item in July & August**
 - Quick link/announcement on homepage and school pages
 - Add an image: [Unsplash](#) or [Pexels](#)
 - See [example](#)
- **Upload to your app for ease of use**
 - [Supply list help documentation](#)



TIP #2

Back to School Information

- **What in-person or virtual events are happening?**
 - Open houses
 - Meet your teacher nights
 - Back to school registration
- **Create a “[Back to School](#)” page and link from your homepage/school**
 - Welcome message or video, new student how-to info, event dates, etc.
 - Registration forms, handbooks to review/sign, etc.
 - Student fees, lunch account process, etc.
 - How to order school spirit wear ([contact Kari to add the store](#))



TIP #3

School Calendar

- **Families are looking to plan ahead, coordinate vacations, etc.**
 - Be sure your events calendar is up-to-date
 - Homepage/school page event tools displaying correct categories
 - [Quick link](#) to PDF of at-a-glance calendar
- **What are the important dates to include?**
 - First day of school
 - Winter & spring breaks
 - Inservice days
 - School-specific events: concerts, homecoming, etc.



TIP #4

Summer School

- **Families are looking for summer school logistics**
 - Dates & times
 - Location(s)
 - How to report absences
- **Are there other learning opportunities?**
 - Park and recreation activities/events
 - Resources/options for student enrichment and remediation
- **Create a [Summer School](#) page and link from your homepage**



TIP #5

Congrats, Graduates!

- **Congrats to the Class of 2021!**
 - [Homepage slideshow or announcement](#)
 - Link to a page containing
 - Message from administration
 - Ceremony information
 - PDF of commencement program
 - Link to local newspaper announcement
- **TIP! If you haven't held your ceremony yet, include:**
 - Video of senior messages - advice to incoming freshmen, favorite teachers, plans after graduation, etc.



TIP #6

Slideshow Images

- **High quality, engaging SEASONAL photos**
 - Images from last summer, summer school, park and recreation classes, marching band/parades, graduation, etc.
 - Staff professional development, past open house images, etc.
- **Have a construction/referendum project ongoing?**
 - Images showing progress
 - Update a [referendum page](#) and link from slideshow
- **Review [Website Image Guidelines and Recommendations](#)**



TIP #7

Student Learning Resources

- **“Keep learning over summer”**
 - Homepage [announcement](#)
 - Link to a page containing
 - Grade level summer reading lists
 - Math practice resources
 - Parent/student resource links
 - Summer school info/announcement
- **TIP! If you don't have a web page, link to a PDF with this information**



TIP #8

Best Wishes, Retirees!

- **Celebrate retirees!**
 - Homepage/school page slideshow image or [announcement](#)
 - Link to a page containing
 - Group / individual photos
 - Names/titles/number of years
 - Messages from students/staff
 - Annual retiree celebration/dinner information
- **TIP! If you don't have a web page, link to a PDF with this information**



TIP #9

Alumni Reunions or Recognition

- **Acknowledge Alumni**
 - Homepage/school page slideshow image or announcement
 - Link to an [alumni page](#) containing
 - Reunion information
 - 2021 homecoming information
 - Invitation to attend
 - Tours before/after the homecoming game
 - How to order school spirit wear
- **Interested in adding an [online school store](#)? Let [Kari](#) know!**



TIP #10

Top Awards / Recognitions

- **Appeal to prospective families and staff**
 - Homepage/school page [announcement](#)/quick links
 - Title 1 Schools of Recognition
 - Best High Schools by U.S. News & World Report
 - Herb Kohl awards
 - Department-specific awards (theater, music, arts, etc.)
 - Athletic/academic achievements
 - Employment opportunities
- **For images: use award logos, photos of students/staff receiving awards, or related images (theater performances, concerts, etc.)**



03 NEXT STEPS



03

NEXT STEPS

- Work the [10 Tips](#)
- Need help? CMS4Schools content team can:
 - **Review** your current website content, navigation, user experience, etc.
 - **Implement** recommended changes
 - **Develop** content
 - **Serve as your webmaster** - manage content updates, post regularly, etc.
- [Apply for a micro-grant](#) (up to \$1000) to get content support, training and more!

kmoon@cesa6.org or 920-236-0535



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YOU!**
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