

Efficiencies of an online portal

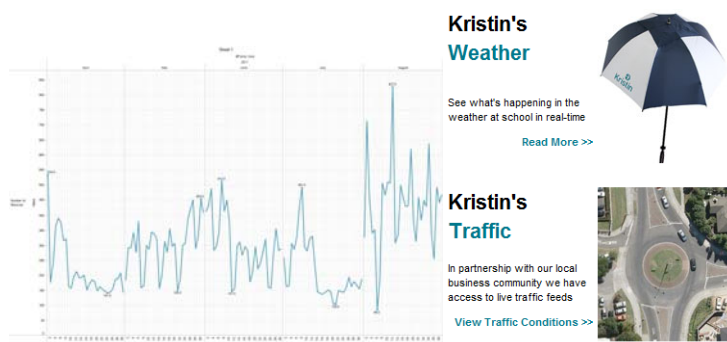
Lessons

- *Ready, Fire, Aim ~ beta test the basic structure, but don't wait for perfection before you launch.*
- *Sell the portal to parents as an iterative project; encourage suggestions and feedback, use hands-on focus groups, regularly announce new services or refinements, aim to delight*
- *Under-sell and over-deliver*
- *Personalise, Personalise, Personalise*
- *Research – set aside time for lead staff to trawl the web looking for sites that delight, share them, then shamelessly copy the bits that work best*
- *Design by experience – don't think like a teacher*

Most Popular Facilities

- *myChild ~ view each child's reports, academic results, attendance record, timetables, personal details*
- *nutriSmart ~ order & pay for school lunches from online menu*
- *News Aggregators ~ dynamic, thumb-nail overviews of news in each school and directorate*
- *Customisable Calendars ~ filter only areas you want, sync to other apps, print if desired*

Usage spikes with each new service



Exam

Examples of Efficiencies

1. Financial
 - a. Reduction in copying budget eg. \$80K p/a saving in newsletters
 - b. Increased access improved revenue from secondary sources eg. online booking facility led to 20% increase in lunch sales
2. Communication
 - a. Strike rate of parent communiques increased by up to 50%
 - b. Timeliness of advisories improved dramatically eg. Cancellations, Emergency notifications
 - c. Limitless repository for archived material and school-specific assistance by linking out to the cloud eg. portal links to Youtube clip on how to configure the school network on your iPad
3. Workload
 - a. Reduction in phone enquiries about minor issues or at peak times eg ETA's for camp buses updated live online
 - b. Significant re-evaluation of work-flow – moving processes online led to streamlining and automation eg.
4. Analytics
 - a. Fast and accurate assessment of what works and what doesn't eg. Google Analytics identified most popular parts of the portal, which were then made more accessible
 - b. Benchmark data allows for more accurate forecasting eg. online bookings for Parent/Teacher Interviews show optimal configuration
5. Marketing
 - a. Greater connection between home and school eg. today's assembly video online to show that evening