

SCHOOLWIRES CONSULTING & DESIGN

INDEPENDENT, EXPERIENCED HELP FOR YOUR DISTRICT OR SCHOOL

I am an independent web consultant who first discovered Schoolwires when searching for software to better manage the web -site of the school where my wife works.

Of all the programs I evaluated, Schoolwires was the most impressive package I found for its features, its design flexibility and its price. I was also impressed by Schoolwires commitment to support and continue to improve the product.

My first school site (for Park Day School) was featured on the front page of the Schoolwires national newsletter, Success Matters, for its "creative use of Schoolwires" (see right).

I have since successfully helped a number of other schools and districts to create and launch their sites (see reverse). In so doing, I have learned a great deal about how to get the most out of this powerful, easy to use, yet somewhat complex program.



How I Can Help You

From my experience working with other schools, I can report it takes considerable planning, training and coordination to ensure proper implementation of Schoolwires at all levels -- from district, to local schools, to teachers and staff. Schoolwires staff is only able to offer limited implementation assistance.

I can work closely with you to make sure you create the most effective new sites possible, avoid common mistakes, incorporate best practices and help save you valuable time in the process. Plus, my rates are generally less than what Schoolwires charges.

Here are some of the ways I have helped others and may be of help to you:

- **Develop and assist with your implementation plan**
Write a clear, step-by-step plan with a timeline, and assist as needed with carrying it out.
- **Create a cost-effective custom design for your site or district-wide site**
I employ a highly skilled web designer who can create your ideal site design at an affordable price.
- **Configure initial district and school sites**
Set up shell sites with initial channels, sections and appropriate page types to get you started.
- **Migrate or assist with migrating content from your old site**
A big job that can make a huge difference in whether new sites look good and work well.
- **On-site training for district and school site managers**
On-site, hands-on training for site managers at both the district and school levels is essential to ensuring sites are properly managed, highly functional and work well for everyone.

Contact Me

Please contact me to discuss your school or district's web site needs.

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Schoolwires Clients



PARK DAY SCHOOL

My initial Schoolwires site was for Park Day School: www.parkdayschool.org. I developed the site plan, coordinated site design, migrated existing content, developed new content and images, trained the staff and provided ongoing support. The Park Day School site was featured in the Schoolwires national publication, Success Matters, as an example of a highly effective custom designed site.



ORINDA UNION SCHOOL DISTRICT

I produced a site for the Orinda Union School District (OUSD) and its five local schools, which is at www.orindaschools.org. OUSD is the #1 ranked district in California, based on its API scores. I designed the district site (local schools stuck with the default design), trained district and school staff, and coordinated site implementation and migration of district content.



LOS ALAMITOS SCHOOL DISTRICT

I recently completed the design, content migration and launch of the Los Alamitos School District site and sites for its 10 schools: www.losal.org. I also conducted day-long on-site, hands-on trainings for their district staff and school site coordinators, and setup initial sections for the 350 teachers in the district.

TESTIMONIALS

"Your experience and steady hand have been of enormous help in creating our Schoolwires sites. Thank you for the trainings, the site design work, guidance during implementation, and all of your essential support. I don't know how we could have done this without you."

– Ben Lang, Director of Technology, Orinda Union School District

"I have heard only very positive things about our new website -- both from parents and educators. They like the look and feel and the ease of navigation. Folks have said that they can get a real 'feel' for the school by looking at the website (which is, of course, the purpose). Great job, Steve. Thanks!"

– Tom Little, Director, Park Day School

"Congratulations to Park Day for your web committee's creative use of Schoolwires Styler in showcasing your school."

– Monica Simpson, Schoolwires Senior Client Success Manager

About Steve Ladd



I am an independent internet consultant with no formal ties to Schoolwires. For the last 12 years I have worked with a wide variety of schools, nonprofit groups and small businesses to build and market their web sites. My sites have won a number of awards, as well as earned other recognition. Several were featured on PBS Online.

I discovered Schoolwires when I was evaluating content management software for Park Day School, where my wife works. The school was looking to upgrade its existing web site in order to make it a more effective communications tool, including a better design and improved ease of use so staff and teachers could regularly update the site.

I found the software to be so helpful that I have since devoted a major portion of my web business to working with other schools and districts.