

Publications and Digital Media Excellence Awards | **Internet/Intranet Website**

## **Purpose, Planning & Outcomes** | COVID-19 Student Success & Family Communications

### **PROJECT PLANNING & HIGHLIGHTS**

The research, plan, and execution for the Gilbert Public Schools District Family Hub website was born out of necessity surrounding the COVID-19 pandemic shift during the 2020/2021 school year with the immediate need of an enhanced solution for communication. Terri created a digital strategy and pipeline of online district resources, including feedback from the District Communications Task Force and stakeholders, creating branding assets to easily identify these ongoing communications, and launching a communications section for families at [gilbertschools.net/families](https://gilbertschools.net/families). This website was specifically created for the dissemination of timely information regarding district change and implementation to improve communications in real-time with our community, focusing on student success and families.

With the focus of timely, curated resources, the landing page was designed as a hub and guide to district departments offering essential health and meal services, ongoing crucial communications made by the district to the community, updates from the state and federal resources, along with enrollment information for upcoming changes with a shift to remote learning objectives. The strategy was to focus the user experience for families and the local community to help navigate them as updates were made and serve as a trusted resource for information they need in an organized and efficient extension of our district website.



## Branding Assets | COVID-19 Student Success & Family Communications

### Custom Branded Assets for Web, Social & App



# Families Hub Website | COVID-19 Student Success & Family Communications

**GPS Families Hub Landing Page during July 2020 with Curated District, State and Federal Resources**

## Parent Resources



Chromebook Tech Support



Health Videos Playlist



GPS Newsletters



COVID-19 Resources



Arizona Together | AZ State Resources



Health Assessment for Students



Bus Routes & Information



Enrollment & Registration



Menus & Nutrition Services

## Families

- ▼ District Updates & Communications to Families
  - › Task Force Updates
  - › Family Newsletters & Archives
  - › How to Contact the District & Your School
  - › Online Learning Information
- ▼ Back to School Information & FAQ
  - › Full-Time In-Person Learning On Campus Option
  - › GPS Global Academy Online Option
  - › Flex Options
  - › Preventative Measures In Place on Campus
  - › School Enrollment & Registration
- ▼ Resources for Families
  - › Annual Update
  - › Digital Citizenship
  - › District Student Handbooks
  - › Health Services: COVID-19 Resources
  - › Immunization Resources
  - › Internet Services and Access Resources

## District Updates & Communications to Families



**We are offering several learning options for our families for the 2020/21 school year!**

- Full-Time In-Person Learning On Campus
- Flex Options (In-Person, On-Campus, and Online)
- GPS Global Academy Online

[Explore Options](#)



### Haven't Chosen Your Learning Model?

To help us prepare we ask that any families that have not yet made their choice please view the information and select their learning model for the 2020/21 school year by 5pm today, Tuesday July 21, 2020. After that time families can reach out

Keep Your Student's Emergency Contacts Updated

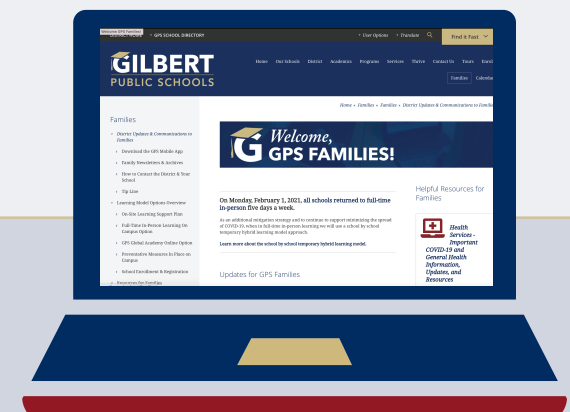
### Important

In order to ensure that we can communicate with families regarding their student, or in case of an emergency, it is essential that families keep their emergency contact information up to date in their Infinite Campus account.

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# Families Hub Website | COVID-19 Student Success & Family Communications

YOU CHOOSE HOW YOU RETURN

**GILBERT**  
PUBLIC SCHOOLS

2020/2021 SCHOOL YEAR OPTIONS

## July 19, 2020 - Thank You

Thank you to all of our parents for selecting your student's learning model for the 2020/21 school year. If you haven't made your selection yet, no problem, you can do so now. If we do not receive a selection for your student it will be assumed you have chosen in-person full-time on campus.

**COMMUNITY MESSAGE**

## July 7, 2020 - Parent Communication

Click here to read today's parent communication with updates regarding plans for the 2020/21 school year and more details regarding beginning the school year online.

YOU CHOOSE HOW YOU RETURN



2020/2021 SCHOOL YEAR OPTIONS

## July 7, 2020 - Welcome, Families!

Welcome to our new online hub for families, to support a positive and informed 2020/21 school year.

*Frequent Communications to Families,  
State and Local Services, Success Analytics*



**ARIZONA  
TOGETHER**

#ReturnStronger

**UPDATE**

## Nutrition Services Updates



*The USDA has extended free meals for children through June 30, 2021 to help ensure all children have access to nutritious food as the country recovers from the COVID-19 pandemic. Gilbert Public Schools will provide combo meals at no cost to children 18 and younger for breakfast and lunch. A combo meal includes and entree, fruit vegetable and milk. Incomplete meals and a la carte items will be sold at regular price.*

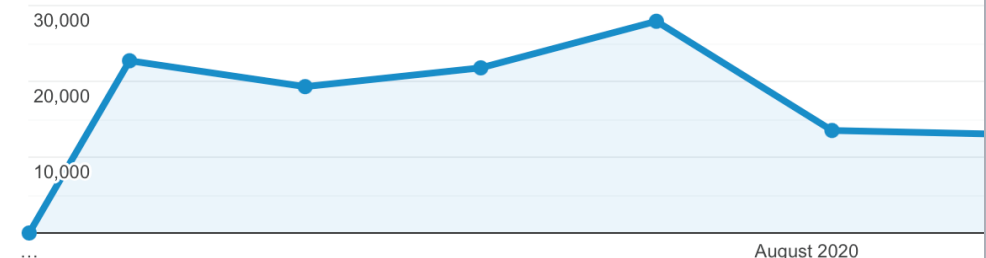
*If your child attends GPS Global Academy, or any child under 18, please pick up meals once a day **between 7-9:00 am** at a nearby elementary school only.*

[View Menus](#)



Pageviews vs. [Select a metric](#)

Pageviews



Primary Dimension: [Page](#) [Other](#)

[Plot Rows](#)

Secondary dimension

Sort Type: [Default](#)

| <input type="checkbox"/> | Page ?       | Pageviews ?                                 | Unique Pageviews ?                          |
|--------------------------|--------------|---|---|
|                          |              | 159,301<br>% of Total: 7.87%<br>(2,025,439) | 133,584<br>% of Total: 7.87%<br>(1,696,642) |
| <input type="checkbox"/> | 1. /families | 159,301(100.00%)                            | 133,584(100.00%)                            |