

WEBSITE FRAMEWORK

Primary Menu: No more than seven options

1. ABOUT

Principal Welcome (include history with pictures)
Mission (if there is a strategic plan/vision)
Traditions or Why Catholic Education?
At-a-Glance (Infographic with school stats)
Our Campus (virtual Tour?)
Faculty & Staff Directory
Contact (phone, fax, address)

2. ADMISSIONS (this is the customer journey)

Welcome (meet the team)
Visit Us
Open House
Full Day Preschool
Admissions Process
Tuition & Affordability
Apply (must have online application)
After St. Kristin Academy (Highlight alumni here! Where are they now? Name the high schools your students attend. What is the high school graduation rate of your students? Feature some of your outstanding alumni.
FAQs (Deadlines, class size, accreditation, electives, tuition assistance)
Testimonials

3. ACADEMICS (overview of curriculum)

Preschool
Kindergarten
Grades 1-3
Grades 3-5
Middle School
Counseling Program
Technology
Support Services
Summer Programs

4. PARENT PORTAL

Calendar
Weekly Newsletter
Parent Student Handbook
Forms
Supply List
VIRTUS
Volunteer Hours
Before & After School Care
Uniforms
Parent Club
Hot Lunch
PowerSchool

5. ENRICHMENT, STUDENT LIFE, CO-CURRICULAR

CYO Athletics
Band & Orchestra
Math Club
Robotics
Student Council
Performing Arts
Community Service

6. GIVING

Make a Gift
Annual Fund
Auction
Jog-A-Thon
Endowment
Matching Gifts
Giving FAQs

7. JOB OPPORTUNITIES

(Attract exceptional faculty & staff by posting openings)

FRONT PAGE

Your landing page is PRIME **marketing** real estate. DO NOT have the hot lunch menu, the detailed school calendar, or daily parent reminders. That belongs in a Parent Portal.

ADD:

- Social Media Icons & Feed



- Parent Testimonials!
- Google Translate
- High Resolution Photos & Video
- VALUE PROPOSITION
- Exciting News
- Affiliations & Awards (bottom of page)

Support Our School

