

CLAY COUNTY DISTRICT SCHOOLS

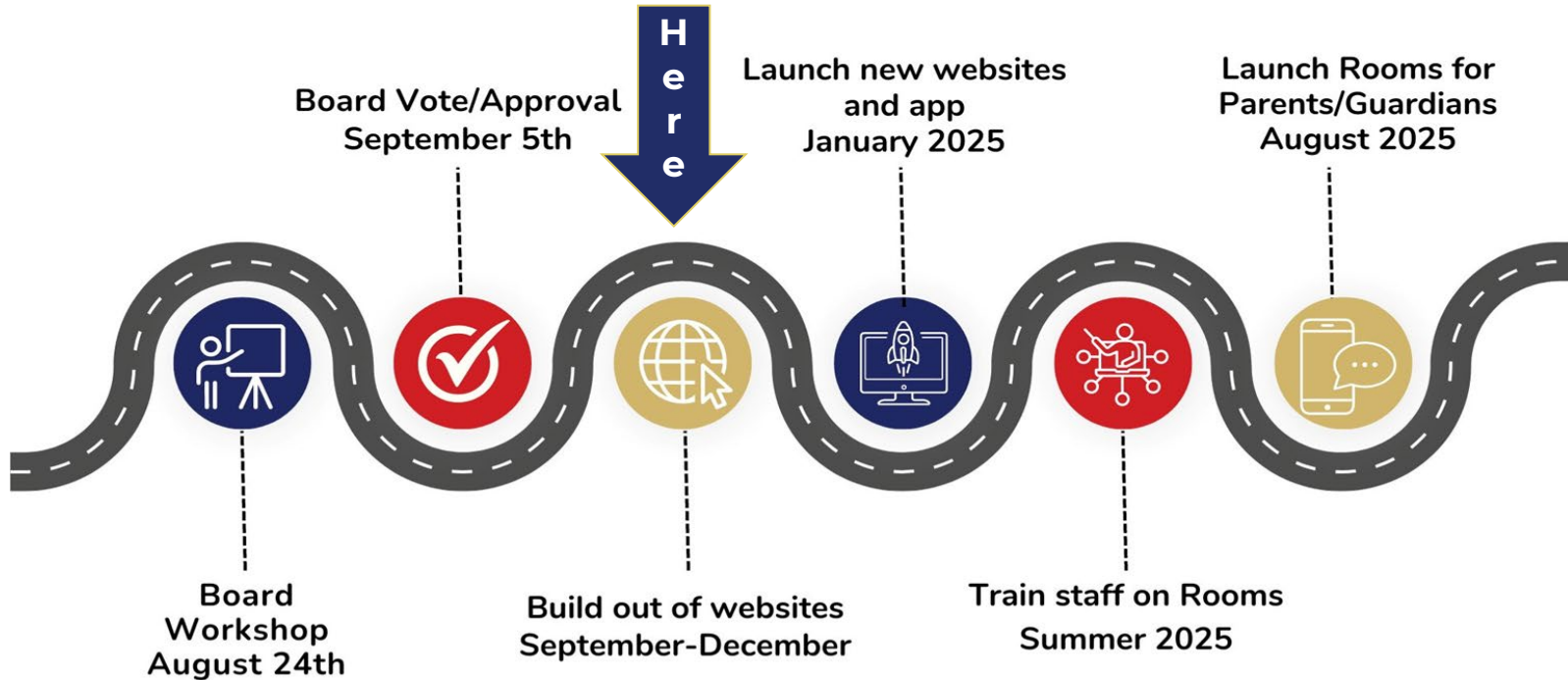
Apptegy Update

December 2, 2024





Timeline Review





Completed Initial Designs

- This includes legal agreement for our trademark and APP name Apple Store

Old Design

The screenshot shows the old website design with a dark blue header. The main navigation includes 'District Home', 'About Us', 'Departments', and 'More'. A secondary navigation bar contains icons for 'DISTRICT CALENDERS', 'FAMILY', 'COMMUNITY', 'EMPLOYEES', 'STUDENTS', 'SCHOOLS', 'TECHNOLOGY', and 'SCHOOL LIBRARY'. The main heading reads 'Clay County District Schools'. Below this is a large banner for 'CONGRATULATIONS to the FLORIDA DEPARTMENT OF EDUCATION'S 2023-2024 SCHOOLS Of EXCELLENCE'. The banner lists several schools: Discovery Oaks Elementary, Fleming Island Elementary, Keystone Heights Elementary, Lake Asbury Elementary, Orange Park Elementary, Palmetto Elementary, Shadowlawn Elementary, Thunderbolt Elementary, Green Cove Springs Junior High, Lakeside Junior High, and Fleming Island High. The Florida Department of Education logo and the hashtag #OneClay are also present. At the bottom, there is an 'Accessibility Promise' section stating: 'Clay County District Schools is committed to providing websites that are accessible to the widest'.

New Design

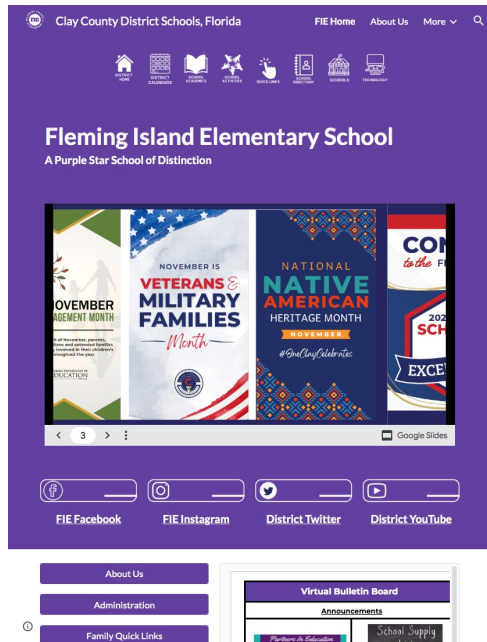
The screenshot shows the new website design with a clean, modern layout. The header features a navigation bar with icons for 'DISTRICT CALENDERS', 'FAMILY', 'COMMUNITY', 'EMPLOYEES', 'SCHOOLS', 'TECHNOLOGY', and 'SCHOOL LIBRARY'. The main heading reads 'CLAY COUNTY DISTRICT SCHOOLS is an A SCHOOL DISTRICT'. Below this is a call to action: 'Join us! Learn. Achieve. Thrive.' The main content area is titled 'DISCOVER ENDLESS POSSIBILITIES' and features a circular image of a family. To the right of the image are four vertical panels: 'Enroll', 'Parents', 'Community', and 'Careers'. At the bottom, there is an 'UPCOMING EVENTS' section with a table of events:

Date	Event	Time
Oct 7	Open House	10:00 AM - 12:00 PM
Oct 17	Open House	10:00 AM - 12:00 PM
Oct 18	Open House	10:00 AM - 12:00 PM
Oct 21	Open House	10:00 AM - 12:00 PM

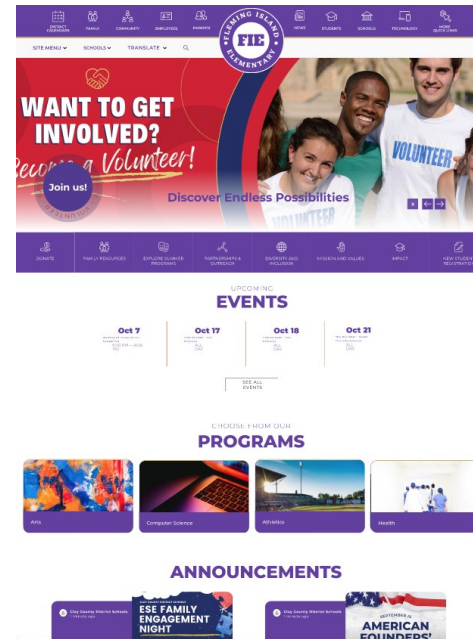


Refreshing Our Digital Presence

Old Design



New Design





Next Steps & Timeline

Immediate for December:

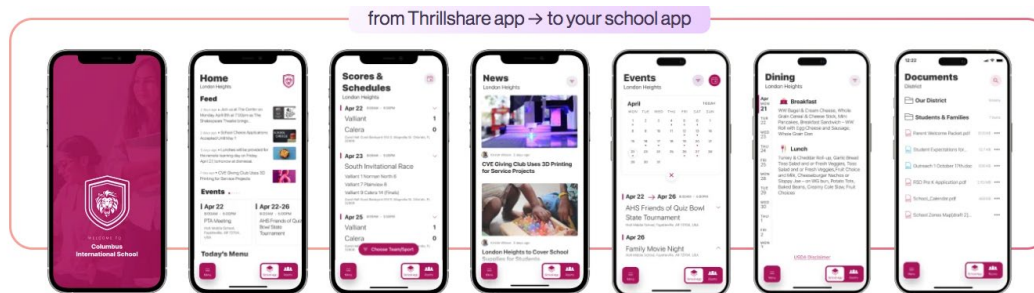
- Communication Cadre continues our weekly Apptegy meetings
- Site mitigation from old sites to new sites
- Cadre training on the back end of Thrillshare will be week of December 9th
- Superintendent Teacher Advisory Committee provide stakeholder input regarding new websites.
- Marketing to families of the upcoming change in websites and to download the app in December via social media, Synergy email, newsletters, and robocalls.



Next Steps & Timeline

Immediate for January:

- Launch the new websites tentatively the week of January 6th.
- Continue marketing plan for parents and guardians to download the new app to stay connected with the district and their child's school.
- High- level introduction of Apptegy websites and app for our Principals and Assistant Principals January 22-24.
- Plan for staff admins of pages and begin training





Next Steps & Timeline

Spring Timeline:

- Continue to train staff on the usage of Thrillshare.
- Begin the initial build out of Rooms (two-way communication).
- Develop the best practices and guidelines for Rooms to launch during summer 2025.
- Continue to refine website pages as needed.

