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The Internet-Enabled Successful School District Superintendent: How To Use The Internet To Boost Parental Involvement In Your Schools

Jim Anderson

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Just in case nobody ever told you, being a school district superintendent is a tough job. You are the single person who is ultimately responsible for the academic success of a great number of students. Your every decision can have an immediate impact on principals, teachers, students, and parents.

Now that we've arrived in the 21st Century you'd think that the job would have gotten easier, but it has not. The arrival of all of today's new communication tools such as mobile phones, Facebook, Twitter, and, of course, websites, just seems to have made things that much more confusing. Yes, by now every one of the schools in your school district probably has its own website; however, who is maintaining it and is it really doing anyone any good?

If there is any good news to come out of the current state that we now find ourselves in is that powerful and effective tools have become available for school district superintendents to use. The Digital Bell service is an Internet-based content management system that allows schools (and school districts) to pour all of the information that they have about what is currently happening at their school into a single, easy-to-use online tool that will then process all of that data and create an attractive modern interactive website for the school.

This book has been written to provide you with the insights that you are going to need in order to understand how your school district could best make use of a service like The Digital Bell. We'll be talking about what you need to take into consideration when you are planning on updating the websites that your schools are using, how a school district can use its websites when natural disasters strike, how a school website can get students involved in creating content, and how to get some peace and quiet for office staff by creating a great website.

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